

UNVEILING THE SUBLIMINAL IMPACT: EXPLORING HOW NEURO MARKETING ADVERTISEMENTS RESONATE WITH YOUTH AUDIENCES

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INTRODUCTION

In the newly-emerging discipline of neuromarketing, research scientists from academia and business use neuroscience methods to analyse consumer behaviour and marketing strategies. The advancement of IT results with just a single click, customers can now instantly compare their options with those of competitors. Indeed, understanding consumer needs can be quite challenging, especially since many desires and preferences may not be readily apparent. Marketing professionals need to be skilled at identifying their target audience's hidden as well as explicit wants. In the past, traditional methods such as focus groups and interviews were commonly used to gather insights into consumer opinions. More creative methods of conducting consumer research are being investigated by contemporary marketers. More and more methods are being used to understand customer behaviour and preferences, including data analytics, ethnographic studies, neuromarketing, and observational study.

OVERVIEW OF THE STUDY

Recent developments in neuroscience and technology have brought about a paradigm shift in the marketing industry. A potent instrument for comprehending customer behaviour more deeply is neuromarketing, a multidisciplinary area that blends psychology, neuroscience, and marketing. Neuromarketers investigate how the brain reacts to marketing stimuli in an effort to understand the underlying desires and motives that shape customer behaviour. Through neuromarketing, marketers can identify consumer behaviour patterns that cut across demographic and cultural divides. Through examining brain reactions in a variety of demographics, scientists can find shared neural patterns linked to pleasant emotions, trust, and brand engagement. This information can help create more persuasive marketing campaigns that appeal to customers' subconscious desires. Neuromarketing is still a relatively new discipline with continuous obstacles and disputes, despite its potential. The manipulation of subconscious impulses, permission, and consumer privacy are critical ethical issues.

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The goal of this study is to evaluate the effects of young exposure to neuromarketing advertisements and offer recommendations for improving our comprehension and use of these technologies in light of the fact that youth are the most important components of the future.

LITERATURE REVIEW

Ida Johns (2023) The goal of this study paper is to present a thorough analysis of brand perception with an emphasis on the several psychological aspects that affect how decisions are made. In addition, it looks for relationships between important elements of neuromarketing, particularly for the younger market, including colour, psychological pricing tactics, pre-purchase variables, gender, and brand loyalty. This study's main goal is to investigate how neuromarketing affects young customers' purchasing decisions.

Miguel Bansos-Gonzalez, Et.al (2020) The purpose of this study was to learn how advertising professionals view neuromarketing techniques in order to determine their benefits and drawbacks in comparison to other research methods and to determine why the use of neuromarketing in the Spanish market is significantly lower than anticipated. This study reveals that neuromarketing offers more objective data and is more in line with what actually happens to consumers when they are exposed to an advertisement, its lack of use in advertising research can be attributed to a number of factors, including its complexity, high cost, and time requirements, as well as suppliers' inability to communicate the value these techniques add to research and consumers' ignorance of these possibilities.

NEUROMARKETING ADVERTISEMENTS

Neuromarketing is a novel method to comprehending customer behaviour that combines marketing strategies with insights from neuroscience. Neuromarketing looks at people's subconscious reactions to marketing stimuli in an effort to understand the underlying desires, motives, and decision-making processes that influence customer behaviour. One of the most talked-about subjects in the early 2000s was the so-called "25th frame effect," which claimed to manipulate consumers' thoughts. It was a common misperception that the human eye could only detect 24 frames per second, and that the video's author could manipulate the viewer by directly influencing the subconscious when the 25th frame appeared. It was theorised that advertisers would smuggle that extra frame into advertisements in an attempt to hypnotise viewers and compel them to purchase the goods they were promoting. Later, this myth was disproved. The average human vision is between 20 and 26 frames per second, hence there is no such thing as the 25th frame. Still, the idea of influencing the consumers subconscious level is possible.

ELEMENTS OF NEUROMARKETING ADVERTISING FOCUSED ON YOUTH

Neuromarketers use methods like electroencephalography (EEG), eye tracking, and

functional magnetic resonance imaging (fMRI) to understand brain activity, emotional reactions, and attentional patterns. The elements are listed below

a. Emotional Appeal

Younger audiences react more readily to stimuli that evoke strong emotions. Enhancing engagement and memorability can be achieved by incorporating aspects that elicit pleasant feelings, such as joy, enthusiasm, or belonging.

b. Visual Content

Make use of visually appealing material that grabs readers' attention right away and keeps them interested. Because young people are used to consuming material at a rapid rate, engaging imagery, lively animations, and dynamic visuals can help keep viewers interested.

c. Relatability and Authenticity

Building a connection with young audiences requires authenticity. Ads that speak to young people's real experiences, values, and goals are more likely to be resonant. Staying away from clichés and preconceptions is crucial to building credibility.

d. Interactive Components

Including interactive components like surveys, tests, or gamified experiences can encourage participation and active engagement, which will increase the advertisement's overall efficacy.

e. Social Media Integration

Using social media sites into advertising allows for direct communication with young people and promotes virality and sharing. Including hashtags or user-generated content helps promote involvement and community involvement.

f. Sound and Music

The emotional reaction to the commercial can be greatly influenced by the choice of suitable sound effects and music. Selecting rhythms and genres of music that appeal to young people can improve emotional resonance and memorability.

OBJECTIVES

- F To Examine the purchasing habits of the youth audiences
- F To Identify the level of satisfaction towards a brand while watching an advertisement
- F To Ascertain the issue that customers encounter when the shopkeepers employ neuromarketing strategies

HYPOTHESIS

H0 - There is no significant relationship between age and level of satisfaction towards a brand while watching an advertisement.

H0: There is no significant relationship between Education qualification and level of

satisfaction towards a brand while watching an advertisement.

RESEARCH METHODOLOGY

The study encompasses both primary and secondary data obtained from young customers in the city of Madurai. Primary data from school, undergraduate, graduate, diploma, and working people in various Madurai institutions and universities was gathered using the questionnaire. To improve the analysis and suggestions, additional information was gathered from credible sources such as scholarly journals, trustworthy publications, authoritative textbooks, and the internet. The research was conducted in May of 2024. It chose a sample size of 58 respondents using a convenience sampling technique. Chi-Square testing, Garret's Ranking, and percentage analyses were among the statistical analytical techniques used to assess the effect of neuromarketing advertisements on young audiences.

LIMITATION OF THE STUDY

F The Study area is limited to Madurai city.

F The researcher considered only the young customers into the study.

ANALYSIS & INTERPRETATION

The Socio-Economic profile of the customers

Table 1 Gender of the Respondents

Gender	Percentage (%)
Female	56.9
Male	43.1
Total	100

Interpretation The above table 1 reveals that 56.9% of the respondents are Female and the rest 43.1% of them are Male

Table 2 Age of the Respondents

Age	Percentage (%)
12-20	17.2
21-25	44.8
26-30	17.2
31-35	13.8
36-40	7
Total	100

Interpretation The above table 2 insists that highest proportion 44.8% falls within 21-25 age group followed by 17.2% of the respondents are under 12-20 and 26-30 age group, 13.8% in the 31-35 age group and the remaining 6.9% are in 36-40

Table 3 Education Qualification of the Respondents

Education Qualification	Percentage (%)
School	20.7
UG	24.2
PG	37.9
Professional	17.2
Total	100

Interpretation Table 3 denotes that majority 37.9% of the respondents are post graduates, 24.1% of them are under graduates, 20.1% are under schooling and rest 17.2% are under professional degree or working

Table 4 Awareness of Neuro marketing among the Respondents

Awareness scale	Percentage (%)
Highly aware	31.1
Moderately aware	51.7
Not aware	17.2
Total	100

Interpretation According to table 4 largest part of the respondents 51.7% are moderately aware of the term Neuromarketing, 31.1% of them are highly aware and remaining 17.2% of them are not aware of the term Neuromarketing.

Table 5 Motivation for the purchase of the Respondents

Particulars	Percentage (%)
Necessity	25.9
Advertisements	44.8
Peer pressure	22.4
Other	6.9
Total	100

Interpretation The above table 5 reveals that Advertisement is the highest motivation for making any purchase which is 44.8%, 25.9% purchase necessary goods, 22.4% make purchase due to peer pressure and the remaining 6.9% chose other option

Table 6 Frequency of Marketing campaigns aimed at young customers

Particulars	Percentage (%)
Always	25.9
Frequently	34.5
Occasionally	32.8
Never	6.8
Total	100

Interpretation According to the table 6, 34.5% of the respondents thinks the advertisements are frequently targeted at the young audiences, 34.8% occasionally, 25.9% always and rest 6.8% thinks that advertisements are never targeted to young customers.

Table 7 Emotionally connected advertisements of the Respondents

Particulars	Percentage (%)
Always	19
Frequently	36.2
Occasionally	32.8
Never	12
Total	100

Interpretation The above table 7 indicates that 36.2% of the respondents are frequently emotionally connected to particular advertisement and tent to suggest the product to other customers. Boomer, Kaacha mango bite, Maaza, Thalappakattibriyani etc are few advertisements the respondents are emotionally attached. 19% of the respondents chose always and 32.8% occasionally and the remaining 12% would never suggest it to others or emotionally connected.

Table 8 Purchased something, which the respondents subsequently regret

Particulars	Percentage (%)
Always	24.1
Frequently	25.9
Occasionally	44.8
Never	5.2
Total	100

Interpretation The above table 8 insists that 44.8% of the respondents occasionally regret on purchasing something, 25.9% of the respondents frequently regret, 24.1% always and the remaining 5.2% would never regret on buying something.

Table 9 Neuromarketing Strategies influence purchasing decision of the Respondents

Particulars	Percentage (%)
Always	17.2
Frequently	39.7
Occasionally	32.8
Never	10.3
Total	100

Interpretation According to the table 9, 39.7% of the respondents accepts that frequently the neuromarketing strategies influence purchasing decision of the respondents. 32.8% find it occasionally, 17.2% accepts that neuromarketing strategies always accepts the

purchasing decision, 10.3% thinks that neuromarketing strategies would never influence the purchasing decision of the respondents.

Table 10 Products that strengthen consumers' attachment to brands

Particulars	Percentage (%)
Food/Beverages	24.2
Cosmetics/Accessories	24.1
Dresses/Footwear	37.9
Home appliances/Electronics	13.8
Total	100

Interpretation The above table 10 affirms that the product which create attachment to the brands are Dress/Footwears in 37.9%, Food/Beverages in 24.2%, Cosmetics/Accessories in 24.1% and Home appliances/Electronics in 13.8%.

Table 11 Details from Commercials the Respondents recall

Particulars	Percentage (%)
Colour	6.9
Tag line/Slogan	43.1
Theme/Story	22.4
Celebrity	27.6
Total	100

Interpretation The table 11 indicates that 43.1% of the respondents recall Tag line/Slogan from the commercials, 27.6% of the respondents recall because of the celebrity or brand ambassadors, 22.4% for Theme/Story and 6.9% for colours in the commercials.

Table 12 Problems arise in Neuromarketing advertising

S.No	Problems	Mean	Rank
1	Manipulation of Consumers buying pattern	47.77	VIII
2	Invasion of privacy	48.24	VI
3	Promoting harmful products	52.12	I
4	Lack of laws/regulation	48.13	VII
5	Vulnerability of vulnerable population	50.32	III
6	Limited transparency	48.55	V
7	Lack of awareness	49.51	IV
8	Potential for addiction	51.29	II

Aided by Garret Ranking, It was determined that first rank goes to Promoting harmful products according to the advertisement ethics, Potential for addiction ranks second, Vulnerability of vulnerable population i.e children in this study stands in the third rank, Lack

of awareness ranks fourth, Limited transparency in neuromarketing techniques ranks fifth, Sixth rank goes to Invasion of privacy, Seventh rank to Lack of laws/regulation, Manipulation of consumers buying pattern ranks eighth.

ANALYSIS OF NEUROMARKETING ADVERTISEMENT

In order to achieve the objectives of the study the framed hypotheses are tested using Chi-square. The test results are tabulated and analyzed,

I. Table 13 Age and The respondents' degree of preference for the brand

Particulars	Value	Df	Sig.
Pearson Chi-Square	95.332 ^a	104	.716
Likelihood Ratio	91.799	104	.798
Linear-by-Linear Association	.874	1	.350
N of Valid Cases	58		

The Pearson Chi-Square value of the above table is 0.716 at 5% level of significance. P value is greater than 0.05, hence null hypothesis is accepted. It concludes, that there is no significant association between age and level of preference of the respondents towards the brand.

II. Table 14 Education and The respondents' degree of preference for the brand

Particulars	Value	Df	Sig.
Pearson Chi-Square	80.870 ^a	78	.390
Likelihood Ratio	83.143	78	.324
Linear-by-Linear Association	.430	1	.512
N of Valid Cases	58		

The Pearson Chi-Square value of the above table is 0.390 at 5% level of significance. P value is greater than 0.05, hence null hypothesis is accepted. It concludes, that there is no significant association between Education and level of preference of the respondents towards the brand.

FINDINGS

- F Of the responders, women make up the majority (56.9%) of the category.
- F Of the responders, 44.8% are primarily between the ages of 21-25.
- F The majority 37.9 percentages of the respondents are post graduates.
- F Most respondents, 51.7% are moderately aware of the term "Neuromarketing."
- F Advertisement is the highest motivation for making any purchase which is 44.8%.
- F 34.5% of the respondents thinks the advertisements/marketing campaigns are frequently targeted at the young audiences.
- F The majority (36.2%) of responders frequently have an emotional connection to a specific commercial.

- F Largest part of the respondents 44.8% occasionally regret on purchasing something.
- F 39.7% of respondents acknowledge that neuromarketing techniques frequently affect respondents' decisions to buy.
- F The product which create attachment to the brands are Dress/Footwears in 37.9%
- F The majority 43.1% of those surveyed could remember the tagline or slogan from the ads.
- F Among the issues that arise in neuromarketing advertising, it was shown that the promotion of harmful products ranks highest in terms of advertisement ethics.
- F There is significant relationship between age and the respondents' degree of preference for the brand
- F There is significant relationship between education and the respondents' degree of preference for the brand

SUGGESTIONS

- F Examine the tastes and behaviours of this age group in more detail, as a sizable portion of respondents were between the ages of 21 and 25. Recognise their special qualities and the ways in which they respond to advertisements
- F There is a chance to further educate this audience, as over half of respondents indicated that they were only moderately aware with neuromarketing. Provide educational campaigns or content that discuss neuromarketing strategies and their effects.
- F In your marketing techniques, prioritise emotional appeal and storytelling, as the majority of people often have an emotional connection to advertisements. To determine which emotions-happiness, nostalgia, and excitement-have the greatest influence, apply neuromarketing strategies.
- F A high recall rate for taglines indicates how important memorable and appealing slogans are. Make an investment in creating taglines that are straightforward, expressive, and consistent with the brand.
- F Get input from young people on a regular basis to learn about their preferences and adjust your advertising tactics.

CONCLUSION

As the marketing landscape continues to evolve, staying attuned to these insights will be crucial for successfully engaging with the youth demographic in meaningful and responsible ways. The study highlights the potent influence of neuromarketing on young consumers and emphasises the need for marketers to balance effectiveness with ethical

responsibility. By adhering to ethical advertising practices and understanding the nuanced preferences and behaviours of youth audiences, companies can create impactful and trustworthy marketing campaigns. This approach not only fosters consumer trust and long-term brand loyalty.

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