

# An Investigation on Neurological Marketing in The Chocolate Company: Cadbury

Ms. Shalini K C1 and Dr. R Sudha<sup>2</sup>

Ph.D. Research Scholar, PSG College of Arts and Science, Coimbatore, Tamil Nadu, India<sup>1</sup>

PhD Assistant Professor, PSG College of Arts and Science, Coimbatore, Tamil Nadu, India<sup>2</sup>

**Abstract:** *This study explores the fascinating relationship between neuromarketing and the chocolate sector, concentrating on Cadbury. Cadbury uses cutting-edge neuroimaging technologies like FMRI, EEG, and MEG to help it traverse the complex world of customer decision-making. The study intends to clarify basic ideas in neuromarketing, investigate various neurotechnologies, and reveal how Cadbury strategically applies these understandings to turn their chocolate goods into captivating sensory experiences. With the use of a thorough research technique that includes focus group talks, secondary data analysis, and literature evaluation, the study offers qualitative insights into Cadbury's neuromarketing tactics. Notwithstanding the difficulties the neuromarketing industry has, Cadbury's skillful application of neuroimaging helps the company create goods that appeal to a wide range of customers.*

**Keywords:** Consumer behavior, FMRI, EEG, MEG, neuroimaging technologies, product design, strategic marketing

## REFERENCES

- [1]. Panavou, F. R. (2021). How Neuromarketing, Artificial Intelligence and Machine Learning can improve Technology Companies and their Marketing Strategy. A food market research case using implicit and explicit techniques.
- [2]. Dahlén, M., Lange, F., & Smith, T. (2009). Marketing communications: A brand narrative approach. John Wiley & Sons.
- [3]. Gunaratne, T. M., Fuentes, S., Gunaratne, N. M., Torrico, D. D., Gonzalez Viejo, C., & Dunshea, F. R. (2019). Physiological responses to basic tastes for sensory evaluation of chocolate using biometric techniques. *Foods*, 8(7), 243.
- [4]. Fromer, J. C. (2011). Trade secrecy in Willy Wonka's Chocolate Factory.
- [5]. <https://www.cadburygifting.in>.
- [6]. Harris, J. M., Ciorciari, J., & Gountas, J. (2018). Consumer neuroscience for marketing researchers. *Journal of consumer behaviour*, 17(3), 239-252.
- [7]. Touhami, Z. O., Benlafkih, L., Jiddane, M., Cherrah, Y., Malki, H. O. E., & Benomar, A. (2011). Neuromarketing: Where marketing and neuroscience meet. *African journal of business management*, 5(5), 1528-1532.
- [8]. Fauzan, N. (2021). Understanding the Neuromechanisms of Consumer Behavior in Advertising Industry.