

An Investigation on Neurological Marketing in The Chocolate Company: Cadbury

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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

I. INTRODUCTION

At the nexus of state-of-the-art neuroscience and the ever-evolving field of marketing, neuromarketing provides a deep comprehension of the decision-making processes of consumers. This research explores the fascinating field of neuromarketing, where advanced instruments like as FMRI, EEG, and MEG help to solve the puzzles surrounding consumers' cognitive reactions. Marketers may unearth insights that traditional approaches typically miss by gaining unparalleled access to the complex mental environment of customers through careful neuroimaging. Cadbury, a massive player in the chocolate sector and a brilliant practitioner of neuromarketing strategies, is at the center of our investigation. With products like Silk's decadent appeal and Dairy Milk's whimsical charm, Cadbury has won over Indian customers' hearts. This study aims to dissect the neuromarketing skein and reveal how Cadbury uses these understandings to weave captivating stories around their assortment of chocolate products. Whether it's the affordable delight of 1-rupee chocolates or the opulent charm of celebration boxes, Cadbury expertly negotiates the complex terrain of customer tastes. As we set out on this journey, our objectives are to shed light on the basic concepts that underlie neuromarketing as well as analyze how Cadbury's chocolate products transform from treats into sensual experiences that are expertly designed to resonantly resonate with the neural symphony of its diverse consumer base. We hope that our investigation will provide significant knowledge to the field of neuromarketing studies as well as to the strategic toolkit used by marketers who want to build long-lasting relationships with their target consumers.

1.1 Study Scope

- The purpose of this study is to clarify the intricacies of neuro-marketing and how the Cadbury brand actually uses it. The study is solely focused on Cadbury chocolates.

1.2 The study's objectives

- To have a thorough comprehension of the idea of neuro-marketing.
- To investigate the different technologies used in neuromarketing.
- To investigate the particular uses of neurotechnologies in Cadbury goods.

1.3 Methods of Research

This study's research methodology is a thorough process that combines a review of the literature, secondary data analysis, and focus group discussions to provide qualitative insights. A thorough analysis of scholarly sources is conducted as part of the literature study in order to provide a theoretical foundation for comprehending and applying neuromarketing concepts. Reviewing Cadbury-related corporate publications, market research reports, case studies, and press announcements is one kind of secondary data analysis that can provide information about the firm's neuromarketing tactics and product design. Focus group conversations yield qualitative data that enhances the research by offering direct insights from consumers. The study incorporates ethical issues to guarantee responsible data usage and privacy protection.

1.4 Statement of Problem

A relatively new concept in marketing is neuromarketing, which is the use of technology to the process of developing new products. Cadbury is a prominent player in the food and beverage industry, being the largest firm in the world. This study is relevant to investigate the idea of neuromarketing and Cadbury's use of neuromarketing strategies.

II. LITERATURE REVIEW

The study's literature review explores important publications that clarify the concepts and uses of neuromarketing, with an emphasis on Cadbury's tactics. One noteworthy addition is the examination of the neurological foundations of consumer behavior in Lindstrom's "Buyology: Truth and Lies About Why We Buy," published in 2008. Furthermore, Ariely's "Predictably Irrational" (2010) offers insights into the illogical components of decision-making, which are an essential component in comprehending the decisions made by consumers. The influence of colors and visual stimuli on customer preferences, as studied by Rogers and Smith (2010), is crucial to understanding Cadbury's usage of colorful packaging. Moreover, the investigation conducted by Lee et al. (2014) on the incorporation of neuroscience in advertising provides insightful viewpoints regarding the efficacy of neuromarketing strategies. By combining these publications, the literature review establishes a framework for comprehending the theoretical underpinnings and real-world applications of neuromarketing, offering a prism through which to examine Cadbury's methodology.

I. Marketing using Neuroscience

The use of neuroscience concepts to marketing tactics is known as neuro-marketing. Recently, there has been a noticeable increase in interest in this developing sector. To study customer behavior, market researchers use cutting-edge technology including FMRI, electroencephalogram (Eye Tracking, Galvanic Skin Response, MEG, and TMS. These methods give a more precise estimate of customer preferences than more conventional approaches, such as vocal answers to inquiries.

II. Neuro-Marketing Methodologies

Neuroimaging is a key component of neuro-marketing strategies. A deep knowledge of customer preferences is possible through the use of FMRI, EEG, and MEG, which also reveals a discrepancy between verbal replies and real neurological reactions. In addition, voice layering techniques interpret subtle emotional reactions by analyzing speech patterns, pauses, and tonality. Eye tracking provides a unique insight into silent communication by identifying the eyes as mirrors of the mind. This highlights the necessity for a multimodal approach to achieve a thorough understanding. In addition to detecting skin conductivity to ascertain customer views, Galvanic Skin Response also raises ethical questions. It functions as a psychological exam. Last but not least, despite its high cost, magnetoencephalography (MEG) sheds light on brainwave monitoring and the complexities of the electrical signals produced in the brain.

III. Neuromarketing's Difficulties

The field of neuro-marketing has its own unique set of obstacles to overcome. The financial consequences are significant; the use of a FMRI machine alone can run into the hundreds of dollars per hour, and installation costs can exceed one million dollars. The analysis of brain waves necessitates specialized knowledge, making skill requirements crucial. This might result in research constraints because of skill gaps. As neuro-imaging reveals consumer preferences,

ethical issues become more pressing, prompting worries about appropriate use and the moral ramifications of peering into people's thoughts. Neuro-marketing is a promising field, but it is not without its difficulties. There are financial, skill-related, and ethical issues that need to be carefully considered.

IV. Neuromarketing Strategies Creating the Product Design of Cadbury

The well-known candy company Cadbury carefully crafts their product assortment to appeal to a variety of customer categories by using neuro-marketing strategies. The business uses a variety of intricate techniques to mold the dimensions and forms of its items so that they appeal to particular target markets.

Focus Group Strategies: Cadbury customizes its images and designs to appeal to this dependant group because it recognizes the impact of children and teens as an important demographic. The organization aims to create a lasting impression by showing fashionable lifestyles and adding brilliant color themes that correspond with the tastes of this dynamic consumer category.

Innovations in Packaging: Cadbury is aware of how important packaging is to customer preferences. The firm aims to quickly grab the attention of its target audience by using eye-catching colors and materials in its packaging. One important factor in making a good first impression is the visually pleasing packaging.

Broad Product Mix: Cadbury has a wide range of products, which gives them a market advantage. By offering a wide variety of items that are both deep and wide, the firm makes sure that it can satisfy all types of customers. Cadbury's strategy diversification enables them to cater to a diverse range of tastes and preferences.

Strategic Product Design: Every Cadbury product is carefully thought out in order to make sure that it appeals to and is embraced by customers. Aesthetic components are incorporated into the product design process, which enhances the items' overall marketability and attractiveness.

Impact on Broad Availability: Cadbury's goods are positioned strategically throughout India. Because of its broad availability, consumers believe that products bearing the Cadbury brand are readily obtained, which broadens their consumer base and fosters brand loyalty.

Targeted Advertising: Rather than taking a one-size-fits-all stance, Cadbury's advertising methods are tailored and laser-focused, focusing on particular customer groups. By creating a more personal relationship with customers, this tailored advertising promotes the notion that Cadbury goods are crafted just to suit their tastes.

Influential Tagline: The Cadbury tagline makes a strong first impression by highlighting the goodness and healthfulness of the company's goods and communicating the brand's dedication to giving happiness to the happiest occasions.

Constant Product Line Evolution: Cadbury's dedication to innovation is seen by the regular release of new goods and seasonal adaptations. This approach not only maintains the brand's alignment with current trends but also fosters consumer enthusiasm and involvement.

III. CONCLUSION AND RESULTS

The study concluded by delving into the dynamic field of neuromarketing and revealing its uses with reference to Cadbury chocolate goods. Cadbury has effectively used neuroimaging, using state-of-the-art technologies like FMRI, EEG, and MEG, to comprehend and mold consumer preferences. The results show that Cadbury deliberately designs its products to appeal to particular market groups, particularly kids and teens. Bright color schemes, cutting-edge packaging, and a varied product mix all help the brand successfully draw in a broad audience of customers. The research demonstrated the efficacy of neuromarketing approaches by highlighting neuroimaging methods that offer a detailed comprehension of customer reactions. In order to understand emotional subtleties and quiet messages, voice layering, eye tracking, and galvanic skin reaction were emphasized as essential instruments that supported Cadbury's strategic product positioning.

The study did, however, also highlight several difficulties facing the neuromarketing industry, most notably the high expense of sophisticated equipment like FMRI and the need for trained personnel to interpret neurowaves. The acknowledgement of ethical considerations pertaining to consumer privacy and the correct use of neuroimaging underscores the necessity for ethical standards in this emerging discipline. Given that Cadbury offers a wide range of products, from reasonably priced 1-rupee chocolates to opulent celebration boxes, the brand's success is ascribed to its

ongoing product line development. Cadbury's dedication to innovation is seen in its consistent rollout of new products and seasonal variants, which keeps the brand in step with customer preferences and market trends. The study emphasizes how crucial neuromarketing was in determining Cadbury's product strategy and positioning in the market. The results illuminate the complex interactions among neurology, consumer behavior, and marketing strategy, offering significant perspectives for scholars and professionals in the field. Businesses must strategically and ethically negotiate the problems posed by the growing discipline of neuromarketing in order to produce goods that appeal to the wide range of customer preferences that exist today.

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