

The Impact of Colour as a Factor of Neuromarketing on Consumer Buying Behaviour- A Study Based In Kolkata

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Abstract

'Neuromarketing' uses the study of neuroscience to understand the consumer and marketing strategies. Neuromarketing has played an increasingly important role in the field of marketing. The usage of this strategy has seen a boost in sales, brand image, purchase rates and customer loyalty of various companies. This paper aims at establishing a relation between colour as a major factor of neuromarketing and consumer behaviour and provide recommendations to the marketers so that they can benefit from this tendency of consumers. Companies have been using a substantial portion of their budget in neuromarketing to understand the consumer behaviour, urge consumers to buy their products and lure them into the stores using human tendency and psychology.

Keywords: - Neuromarketing, Colour, Consumer, Consumer buying Behaviour, Marketer, Consumer Response, Marketing.

INTRODUCTION

Neuro marketing, sometimes also known as consumer neuroscience, is a study which predicts and to a great extent, manipulates the consumer buying decision and behaviour. It refers to the psychological and neural signals being

transmitted to the brains of the consumers at the time of purchasing. Several tools are used to study how buying decisions of consumers have an impact on their brains.

Neuro marketing helps in gaining insights into the consumers' preferences, tastes,

decisions and motivations. These insights have proved to be valuable to marketers, advertisers, sellers and other marketing areas.

The definition of marketing by Philip Kotler is-

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other.”¹

Marketing is the process undertaken by companies to promote their goods or services. It refers to the activities undertaken by companies to get consumers interested in their products. Marketing is a vast field and is evolving by the second. New features and elements are being introduced into the world which is being incorporated into the marketing field at an increasing pace. One such example is the digitalization of the world and its incorporation in every field.

Marketing is an ever-growing field and companies need marketing to sell their products. Neuro marketing is a fairly new field which incorporates technical and scientific knowledge into marketing. Neuromarketing has found great interest from researchers, marketers and brands.

Everyone interested in consumer behaviour and marketing is increasingly indulging in the benefits of Neuromarketing. With the world going digital and the increasing need of 1 <https://www.seohorizon.com/marketing/definition-types-marketing-concept/> marketing, companies are finding new methods to understand their consumers. To sell a product, a company needs to understand the consumers' demands and requirements.

A company can market their product or service properly, only when they have the thorough knowledge of what their customer base requires. The focus of the buying and selling process is now on the consumers. The empowerment of customers and increase in the competition between the companies has forced the companies to understand their consumers on a much larger scale.

Companies can think of introducing new products in the rural markets but how consumers will react and perceive the products is something that neuromarketing can help with and increase the chances of the product being a success. Neuromarketing can be used to identify which advertisements have what kind of an impact on the consumers.²

For years, research and studies have given us the information regarding consumer decisions and behaviour. The studies have shown how consumers think and behave while purchasing a product. But there remains a gap in the studies whereby the proper information is not available. There are innumerable times when a consumer is not able to convey their actual needs and desires. They find it difficult to express their demands and thoughts for a product. Even when they are able to verbalize their thoughts, there are times when the needs of consumers are not fully conveyed and differ from what they express.

This is where neuro marketing comes into play. Neuro marketing uses scientific tools and techniques to understand the consumers' thoughts. It helps to understand the physiological reactions of consumers that are directly related to a variety of emotional and behavioural processes. Neuro marketing helps in understanding the emotions and thoughts of consumers behind every reaction that they express towards a product or service. Therefore, companies and brands, with the help of neuromarketing, can understand the consumer and their

'Neuromarketing- Luring Rural Customers' conscious as well as sub-conscious thoughts while purchasing a product. Neuromarketing is the scientific study of how brains react to brands and advertising. Neuromarketing is an emerging field which uses medical technology to understand the preferences and choice of consumers with respect to brands, advertisements and products.³

Marketers used to test their advertisements by trial-and-error method and seeing the first-hand response of consumers. This resulted in uncertainty and unnecessary expenses if the advertisements did not work out. Neuromarketing helps companies and marketers to understand their consumers beforehand and prepare their marketing strategies accordingly.

Research has given us the study of the human brain and how consumer react to various stimuli. Studies have shown us the insights into the human brain and how every aspect of the brain responds to the external activity. However, there is a research gap whereby there are little to no research papers focusing mainly on how neurology helps in marketing and how marketers can make use of the data to make their product strategies. There is little study to show how various factors of

2 Nille Nikita, Dr. Abid Yunus Salati and
Ms Mugdha Joshi, 2018-

neuromarketing impacts the decisions of the consumers and how marketers can utilise this information to get the most benefit.

Colour is a significant component that influences consumer decisions. Colours have the capacity to draw in customers and persuade them to purchase a product. It is an important aspect of neuromarketing since it aids marketers in advertising, branding, and company positioning. Customers' behaviour was heavily influenced by the colour of a product, promotional literature, or the store setting. The colour of a product has a big impact

on the consumer's decision.⁴ It is a potent marketing technique that has a substantial

impact on consumer purchases, accounting for 85 percent of the reasons why people decide to buy a

3 Kumar Sunita - 'Neuromarketing: The New Science Of Advertising'.

4 Rathee Rupa; Pallavi Rajain - 'Role Colour Plays In Influencing Consumer Behavior' product (Hemphill, 1996). In order to employ colour effectively, marketers must first grasp its psychology.⁵

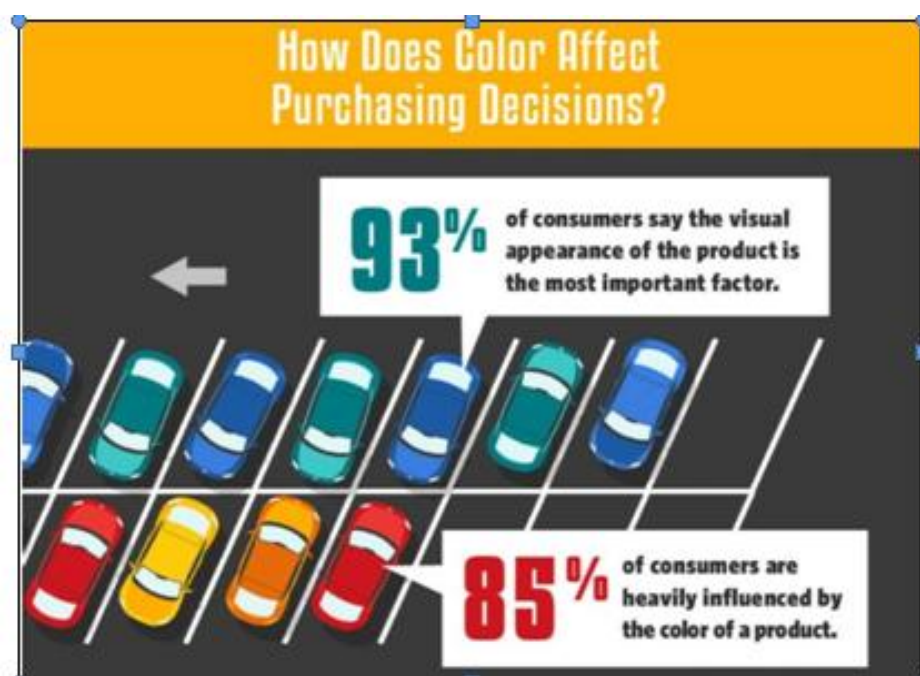


Fig. 1- How does Colour affect Purchasing Decisions?

Image Source-
<https://insightsinmarketing.com/resources/infographics/how-does-color-affect-consumer-behavior/>

Impact of colour on consumers is not a new concept. Consumers are influenced by colours on both personal and psychological level. As the image shows, a major percentage of the consumers are influenced by the visual appearance of the product and consider it the most important factor. The consumers are highly impacted by the colour of the product and the colour makes a difference on the buying decisions of the consumers. 5 Kumar J Suresh -The Psychology of Colour Influences Consumers' Buying Behaviour – A Diagnostic Study

NATURE OF THE PROBLEM

Neuromarketing refers to the study of the brain and how different stimuli impacts to the consumers and how consumers react in return. Companies get a thorough knowledge of how the consumer reacts to different products, designs, advertisements etc and works accordingly to get efficient results. By understanding the techniques of neuromarketing, marketers can analyse the effects of consumer buying behaviour, advertising, pricing, distribution of products and decision making much more

scientifically and evaluate the consumer as well as the marketing input itself.⁶

It has been observed that Neuromarketing is a relatively new topic in India. Where other countries have been using this strategy for quite some time now, India has just begun using this as a marketing strategy. As a result, there are very few research papers in India that focus on this topic. The research papers, present currently, aim at providing the scientific side of the phenomenon. There are few research papers that focus on the different kinds of customers and their response to different factors of neuromarketing strategies. This research paper aims to solve this research gap and provide a holistic viewpoint from different customers of varied gender and age groups.

The main aim of this paper is to focus on one such factor of neuromarketing and analyse the response of consumers against the same. The factor that we chose was Colour. We see colours all around us and subconsciously, it has a major impact on our minds and our buying behaviour. Understanding this factor can prove to be highly beneficial for the marketer and can help in improving their business drastically. The study aims to provide a

few marketing strategies on the basis of our research that would have an impact on consumers and benefit the company as a whole.

6 'The Potential of Neuromarketing as A Marketing Tool'- Vivian Alexandra Roth

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1. Sarah Kari, Aarushi Arun, Mahek Pundir, May 2020 in the paper- 'Neuro-Marketing and its effect on Consumer Behaviour and Brand Perception' study the impact that advertising campaigns, branding and items have on the consumer and how it influences the commitment of the consumer towards the brand or product. Some of the findings from the paper are that Neuromarketing is an emerging concept, and one single technique or tool cannot fully understand the perception of consumers. A combination of different techniques of neuromarketing will help in understanding consumer behaviour efficiently. For running a complete market research, a combination of techniques of neuromarketing along with the traditional marketing tools is required to get the full benefit out of the entire marketing process.
2. Vivian Alexandra Roth, June 27th, 2013, in the paper- 'The Potential of Neuromarketing as a Marketing Tool' focuses on the effectiveness of neuromarketing on different factors like consumer behaviour, branding, pricing, packaging, advertising and so on. It also focuses on familiarizing the consumers with the topic of neuromarketing and its uses. By understanding the techniques of neuromarketing, marketers can analyse the effects of consumer buying behaviour, advertising, pricing, distribution of products and decision making much more scientifically and evaluate the consumer as well as the marketing input itself. Argumentations and reasoning cannot be considered rational in today's world and researchers are increasingly focusing on the consumer attitude and opinion to understand the mindset and work accordingly.
3. Dr. Susheela Devi B Devaru, April 2018 in her paper- 'Significance Of Neuromarketing On Consumer

Buying Behavior' aims to help in understanding this new phenomenon and explain the different techniques used in this area and their application. The paper states that with the ever-changing world and new trends every second, it is not wise to keep using the old traditional tools of marketing but focus on new techniques. Companies need to understand that they need to invent and innovate keeping in mind the needs and perceptions of the consumers. Consumers should be the main focus and neuromarketing is a field which will help these firms to get an in-depth understanding into the minds of the consumers.

4. Neuromarketing is the need of the hour and with its limitless scope it can be highly beneficial to businesses and help them be successful. It works on the feedback of consumers and understanding the needs of the consumers.
5. Rupa Rathee, Pallavi Rajain, 2019 wrote the paper- 'Role Colour Plays in Influencing Consumer

Behavior'. Colour is an extremely important factor when it comes to consumer behaviour. The paper focuses on how various colours have an impact on the consumers and the colours which consumers prefer. It aims on the fact that colour is a major deciding factor when it comes to customer's decision and brand recall. Some of the findings are as follows- Some colours like blue tend to be soothing to the eyes and consumers prefer these colours on the banners and packaging of the products. Colours have a major impact on purchase decisions and brand recall. Marketers should give attention to various details like package colour, product colour and all colours used in advertising, as a part of their marketing strategy of their product.

6. J Suresh Kumar, 2017 in the paper- 'The Psychology of Colour Influences Consumers' Buying Behaviour – A Diagnostic Study' understands the psychology of colour in various places like packing, branding, consumer behaviour, buying decision and marketer's communication with the

consumers. Marketers should invest sufficient time to select colours that reflect their brand and values of the company. Colour is an important factor when it comes to consumers and is not just an aftermath of product packaging and branding. There is a significant difference in the choice of colour when different genders choose the product. Females tend to choose lighter shades of colours as compared to men. The paper focused on in-depth understanding of colours

the consumers and influences their shopping. Paper mentions how colours have different meanings in different countries and the natives of those countries have the same perception as well. Marketers need to keep in mind the perception of the consumers in different countries and market the products keeping in mind the preferences based on different country traditions. Colours evoke different emotional responses and thus, appropriate colours should be chosen to convey the values of the organisation and their position.

7. in the field of marketing. The authors have provided recommendations to marketers whereby they can utilise the impact of colours and position their brand accordingly.

8. Seyed Fathollah Amiri Aghdaie, June 2014 in the paper- 'Investigating the Psychological Impact of Colors on Process of Consumer Shopping Behavior' focuses on the psychological impact of colour on consumer shopping behaviour. It primarily focuses on how colour has an impact on the buying decision of