

THE UNDERUTILIZATION OF NEUROMARKETING IN COLOMBIA AS A TOOL FOR BRAND POSITIONING

LA SUBUTILIZACIÓN DEL NEUROMARKETING EN COLOMBIA COMO HERRAMIENTA DE POSICIONAMIENTO DE MARCA

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Abstract

Neuromarketing is a great tool used in today's world to position brands, due to its great contributions in predicting customer behavior, seeking to improve already obsolete marketing processes. This article wants to highlight the importance of Neuromarketing and how Colombian companies can take advantage of it. Besides, see how the senses influence the perceptions or emotions of individuals, analyzing the different stimuli in customer behavior when making purchase decisions, with the intention of getting to predict consumer behavior, and based on this create strategies about the subject matter to brand positioning as they are: Olfactory identity, emotional advertising, identity with characters, audio brand and corporate colors, of which we specify examples applied to globally recognized companies. With this we intend to present the reader with some of the existing Neuromarketing strategies that can be used to design communication and sales tools, which allow organizations to capture the market segment in a simpler way to generate brand or product identity in their customers.

Keywords: Neuromarketing, marketing, emotions.

Resumen

El neuromarketing es una gran herramienta utilizada en el mundo actual para posicionar marcas, debido a sus grandes aportes en la predicción del comportamiento del cliente, buscando mejorar procesos de marketing ya obsoletos. Este artículo quiere resaltar la importancia del neuromarketing y cómo las empresas colombianas pueden aprovecharlo. Además, ver cómo los sentidos influyen en las percepciones o emociones de los individuos, analizando los diferentes estímulos en el comportamiento del cliente a la hora de tomar decisiones de compra, con la intención de llegar a predecir el comportamiento del consumidor y, en base a esto, crear estrategias del tema tratado para posicionar la marca como son: Olfativas identidad, publicidad emocional, identidad con personajes, marca de audio y colores corporativos, de los cuales especificamos ejemplos aplicados a empresas reconocidas a nivel mundial. Con esto se pretende presentar al lector algunas de las estrategias de Neuromarketing existentes que pueden ser utilizadas para diseñar herramientas de

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comunicación y ventas, que permitan a las organizaciones capturar el segmento de mercado de una manera más sencilla para generar identidad de marca o producto en sus clientes.

Palabras clave: Neuromarketing, marketing, emociones.

Introduction

In the global world, the organizations must behavior ethically and responsibly (Jérez, Palacios y Castro, 2018; Castro, 2018), marketing is a word of Anglo-Saxon etymology that means (marketing or marketing), which consists of studying the behavior of markets and consumer needs. It analyses the commercial management of companies with the aim of attracting, attracting, retaining and building loyalty among end customers by satisfying their wishes and solving their problems.

Marketing has been a widely used marketing strategy for a product or service to be positioned as the preference in consumers, this strategy is somewhat old and the effectiveness of this differs to the sector to which you want to target, since the consumer may prefer a brand by a minimum feature that the competition may also possess, but only by the fact of being that specific brand, it is given an added value. (Barrientos 2019).

Despite the undeniable importance that marketing has been acquiring, its true essence has not yet been understood in various academic and business circles. Neuromarketing is the application of neuroscience techniques to marketing. Its objective is to know and understand the levels of attention that people show to different stimuli. That is, it is the data obtained from consumer behavior and habits. People buy only for three things: to reduce fear, to save energy and to feel more pleasure or comfort. (klaric,2016).

What kind of population is neuromarketing aimed at in Colombia?

It is aimed at all types of population such as young people, adolescents and adults. An example of this is how the population is induced in a subject like beauty, who doesn't want to look younger or improve their physical appearance? This makes that through neuromarketing it induces people to buy more products that can improve their physical appearance.

In addition, businesses related to physical fulfillment (sports, risk activities), leisure (theater, cinema, recreation) are booming, which make neuromarketing grow progressively. There is also a new way as social networks in cyberspace attracting more people to consume the products and convince them to obtain them.

In Colombia, neuromarketing is not the default tool for companies to make their product known due to its high cost. It should be taken into account that despite its high costs its effectiveness in the medium is overwhelming considering that the data collected from the studies give results to the companies generating opportunities to expand to the market and make their product or service more consumable (Lindstrom, 2016). As an example we can see the Coca-Cola company that has managed to position itself and has related in a psychological way so that their consumers choose their product.

Methodology

The focus of this research is qualitative and documentary. According to Bernal Torres (2010), documentary research consists of the analysis of written information with the purpose of establishing relationships, differences, stages, positions or current state of knowledge regarding the subject matter.

The unit of study or unit of analysis refers to the context, characteristic or variable to be investigated. Thus, the module can be given by a person, a group, an object or another that clearly

contains the events to be investigated. In this work is represented by the creative industrial sector in Colombia, Hurtado de Barrera (2010) highlights that the units of study should be defined so that through them you can give a complete and not partial answer to the question of research.

From a documentary collection related to the waste of neuromarketing they selected representative fragments in order to exemplify the categories of analysis.

Table 1. Neuromarketing. Source, Author.

SOURCE	DESCRIPTION	ANALYSIS
University of Granada (2013) Neuromarketing in Colombia	Neuromarketing in Colombia is aimed at the different social and cultural groups in which the consumer feels more comfortable due to the influence of society itself, which implicitly requires them to have an economic level that is on par with the environment that surrounds them in a given context. The gap between the stages of our life cycle is less and less significant, since an older person may share similar tastes with a younger one.	The implicit requirement of having an economic level that is on par with the environment which is related to the neuronal analysis of the test subject limiting the coverage of a target.
Military university new grenade "Neuromarketing as a consumption enhancer in the human context (2016)	However, in the Colombian context, the organizations that implement neuromarketing strategies realize that it is more beneficial, for example in the case (Avendaño Castro, Paz Montes, & Rueda Vera, 2015) a study was presented in which it was evidenced how the auditory stimuli that some locations of the Unicentro shopping center in Cúcuta Norte de Santander have; are not appropriate to create an environment conducive to purchases by the consumer, this because they handle accelerated stimuli, high volume or dissonant noises. Similarly during the study is found that in areas where the use of tunes is appropriate, customers feel comfortable and it is pleasant for them the purchase process.	the overuse of sound elements within the shopping centre makes it difficult for consumers to buy this makes these same people uncomfortable at the time of purchase.

<p>Pedagogical and Technological University of Colombia "Neuromarketing as an administrative tool in Colombia" (2016)</p>	<p>Despite the negative or sceptical perception generated around this field, its objective lies in being an element that contributes to companies and various organizations to understand the needs, desires and preferences of current and potential customers in order to and provide value. Ariely and Berns (2010) cited in (Channels 2013, p. 3). The fundamental contribution of neuromarketing implies that organisations change their vision, approaches and tools to improve their competitive advantage and thus manufacture products and offer services whose composition, design, price and other variables allow future actions to be oriented towards a marketing trend that is constantly innovating and revolutionising and that fulfils functionality and utility for consumers. Fúgate (2007)</p>	<p>The public's refusal to accept neuromarketing, since these companies obtain very precise and personal data from the test subject who carries out this research.</p>
<p>(Espacio magazine) Neuromarketing in advertising and its impact on the consumer in the retail sector in the city of Medellín (Colombia)</p>	<p>Initially, from Neuromarketing, marketing related neuroimaging applications were made focusing mainly on brands and consumer behavior, in particular the use of Electro Encephalogram (EEG) to explore people's reactions, as well as to evaluate individual preferences between a family brand and the preference for that brand's products, comparing them with products of unfamiliar brands, finding that when consumers see a brand for the first time they feel negative uncertainty compared to a product with which they are already familiar and through the repetition of advertising messages at low levels, efficiency is increased and such uncertainty reduced (Burgos Camperos & Vargas-Hernández, 2013).</p>	<p>The high costs of the tools in addition to assessing individual preferences and tastes, with the emphasis on consumer attitudes towards certain products according to their brand identity.</p>

<p>University of Applied and Environmental Sciences "USE OF NEUROMARKETING IN SOCIAL NETWORKS (2018)"</p>	<p>According to Murphy quoted in (Carreño, 2016) the ethical principles of consumers that may conflict with neuromarketing are based on the four items highlighted in terms of the moral/ethical implications of neuromarketing: ensuring the protection of individuals participating in the study, preventing harm to certain populations, organizational advertising responsibility to organization and public representation.</p> <p>Ethical principle of human integrity and dignity: The self-interest and welfare of individuals prevails over society and science. Principle of autonomy and consent: Participants must be informed of the objectives of the research and based on this make the decision to continue or withdraw from participation.</p>	<p>It is known that because of the ethical principles that entities that want to position their brand in the mind of the consumer do not provide information to third parties and affect the test subjects.</p>
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Fuente: Los autores

Table 2. What Factor Affect Neuromarketing

SOURCE	DESCRIPTION	ANALYSIS
<p>MILITARY UNIVERSITY NEW GRENADE "NEURO MARKETING (2014)"</p>	<p>variety of needs: physiological, social, psychological and spiritual, on this basis the consumer buys to satisfy these needs then why does he or she look for a certain brand? It could be said that it is by tradition, but something much bigger has to be what makes the consumer choose a product and a particular brand over the others, this is because these companies have managed to awaken feelings, sensations, emotions in their consumers to make them prefer, so the neuromarketing must give a very large contribution to the study of consumer behavior by allowing the use of technology measurements that will give specific results on that consumers prefer.</p> <p>According to Néstor Braidot (2005), "neuromarketing is an advanced discipline, which investigates and studies the brain processes that explain people's behavior and</p>	<p>Today's consumer has a varied set of needs which must be met by the mere fact of being human, resulting in the disadvantage that the results obtained from the scans of the test subjects are not as accurate.</p>

<p>National University of which "THE BEHAVIOUR OF THE CURRENT CONSUMER (2016)</p>	<p>decision making in the fields of traditional marketing: market intelligence, product and service design, communications, pricing, branding, positioning, targeting, channels and sales".</p> <p>The neuromarketing can make us understand what is happening in the brain of a consumer before the stimuli it receives. The aim of using this technique is to find out which stimuli people pay more attention to and which ones do not influence behaviour. We are looking for a measurable and quantifiable analysis to move away from personal subjectivity. By applying neuromarketing, advertising is more focused on the points it should exploit.</p>	<p>The neuromarketing is known as this emotional analysis and in turn, neuronal, this is counterproductive because, while it is true that this is an accurate analysis of the cerebral cortex, subjects do not have a record that supports that they are suitable for these tests, therefore prevails moral ethical status before the specialists.</p>
<p>Catholic University of Murcia "Neuromarketing as an instrument for the effectiveness of television advertising (2017)"</p>	<p>According to the June 2009 issue of Marketing+ sales magazine, Playá (2009) considers that some brain processes are beginning to be understood through the use of tools such as those provided by neurosciences, but there is still a long way to go to fully understand the complex psychological processes of the individual through direct observation of brain activity.</p>	<p>The little knowledge of the brain structure and psychological processes makes it a little difficult to observe, speaking from the terminology of neuroscience.</p>
<p>MILITARY UNIVERSITY NEW GRENADE "THE NEUROMARKETING AND ITS IMPLICATIONS IN THE CONSUMER (2017) MARTHA LUCIA BUITRAGO ROCHA "</p>	<p>Recent advances in neuroscience have shown that making consumer decisions is not a rational process. That is, customers do not consciously examine the attributes of a product or service when they purchase it. In most cases the selection process is relatively automatic and derives from habits and other meta-conscious forces, among which are history, personality, neuro-physiological characteristics and the physical and social context that surrounds us.</p>	<p>The factors that determine neuromarketing an effective study which of specific data is because the purchase behavior of consumers varies and this becomes a meta-conscious habit which makes the consumer's purchase attitude vary.</p>
<p>PONTIFICIA UNIVERSIDAD JAVERIANA "A CRITICISM OF NEUROMARKETING FROM NEUROETICS (2016) Juan Daniel Gómez</p>	<p>Due to the unequal conditions in which consumers find themselves when faced with the onslaught of the market and brand advertising, this type of persuasion would have a manipulative tendency that is probably questionable from the point of view of market ethics and neuroscience, as neuroscientists are responsible for putting basic and</p>	<p>The specialists in psychology give an appreciation to the research methodology and which is handled studies to people who think that this is counterproductive because they put above the ethical part and give a more easily negative appreciation</p>

	experimental research carried out by means of neurophysiological measurements of consumer behaviour, emotions and neuropsychological or cognitive processes at the service of the interests of these companies.	
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Fuente: Los autores

Discusiones y Conclusiones

Neuromarketing must be a tool capable of mitigating and in turn obtaining a precise result from a buying attitude, but although the buying attitude has been seen to be determined by a color or a brand, it is determined by a series of factors and attitudes that become a way of analyzing today's consumers well.

Apart from the high costs of studying this science, the provision of equipment, machinery, and specialists who are in this environment makes it difficult to get approval from company managers, increasing the chances that your product reaches more people, as a second point (Roger Dooley, 2016) the tools of this medium are not provided for a very constant study as it requires test subjects that meet the characteristics this in itself is a failure of target when making a segmentation, because if you think about it, you leave one sector aside to focus on another, reducing the possibilities of expansion of that business to possible new buyers and exalting the good work of the professionals to defend this field, which is under development and has currently come out with favorable results, managing to position the brands in the minds of consumers, not only do they focus on making a methodology which they can apply so that it reaches more people.

As for Colombia, it can be seen that the Neuromarketing revolution has come relatively quickly compared to other Latin American countries, as it has welcomed one of the largest companies in the world in this discipline "Neurofocus", before any other Latin American country (Assaf, 2012), Taking into account the positive and negative aspects that have been discussed around this field, some authors point out the importance of considering the ethical and consumer protection aspects so that the actions of organizations, although it is true, violate to a great extent the trust, conscience and privacy of individuals; These can undertake mechanisms through which the person is trained to choose the best product and/or service that meets their expectations. (camilo herrera,2018).

As a main conclusion, we can indicate that the application of Neuromarketing will represent, in the near future, a new way of knowing the relationship between consumer thinking and behavior, which should help companies to "hook" their customers. This situation will have to be brought about by changes in companies' strategies and actions, not by the manipulation of consumers. But for this to happen some changes will be necessary (Channels, 2013,).

In Colombia, the growth of Neuromarketing as a mechanism to broaden the understanding of the client and/or consumer, as well as its application is still recent and limited due to several factors among which there are few service providers associated with this field, high investment costs for market research, no or little knowledge of this field by MSMEs and the entrenchment of organizational practices for the successful management of their markets in changing conditions.

The lack of use of neuromarketing in Colombia makes it difficult for some brands not to have a correct focus and recognition in the market, which encourages the use of neuromarketing as a tool that drives companies to have better product demand and recognition in the market, since they know with more certainty what the consumer asks or requires and makes it easier for the brand or company to have a greater focus.

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