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SIGNIFICANCE OF NEUROMARKETING ON CONSUMER BUYING BEHAVIOR

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Abstract-In today's vibrant business surroundings, it is no longer feasible to keep on practicing the same marketing tools to acquire an edge over the competitors. It is thus necessary to integrate other disciplines along with marketing to take a leap forward to understand consumers better. Neuromarketing is a fairly new discipline that combines behavioural psychology, economics and consumer neuroscience. Neuromarketing is an emerging field that bridges the study of consumer behavior with neuroscience. Neuromarketing has attracted increasing attention, but critical aspects of it remain underexplored, including what exactly it is or includes, and how it is used in practice. Neuromarketing, as currently practiced, is heterogeneous, as companies are offering a variety of technologies. Consumers are complex, diverse in nature and neuromarketing can provide better insights about their purchase intentions. The idea that consumers are rational decision makers, who carefully consider options when making a decision about a certain phenomenon, will soon phase out! Believe it or not. In a bid to better understand the consumer, a myriad of economists still waste their precious time on "not-so-deep" modifications and elaborations of mainstream economic models, some of which are barely "shallow". Businesses need to fully understand the consumer decision making processes for them to thrive in the current competitive business environment which is now a global village. The main aim of this paper is to highlight the role and importance of neuromarketing research techniques in the evolution of neurosciences and to explain how these techniques are used in market research. One of the most important challenges for companies who offer neuromarketing services is to stick to ethical principles when performing the investigations. This paper also looks at the human brain from a neuromarketing perspective, to shade more light on our quest to better understand the consumer brain. Neuromarketing was born by combining two fields: Consumer behavior and Neuroscience. Thus in beam of such remarkable potentiality of Neuroscience integrated with consumer behaviour, this paper is an attempt to understand the significance of neuromarketing on consumer buying behaviour. This article aims to help in understanding this new mixture of these sciences by explaining tech-niques that are used in this area and showing their application

Keywords: Neuromarketing, neuroscience, consumer behaviour, market research, ethical responsibility,

1. INTRODUCTION

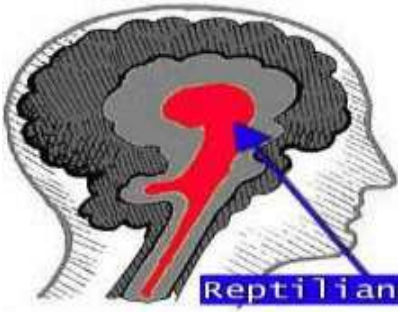
Neuromarketing is the application of neuroscience to marketing. Neuromarketing includes the direct use of brain imaging, scanning, or other brain activity measurement technology to measure a subject's response to specific products, packaging, advertising, or other marketing elements. In ancient times Greek philosopher Plato compared the human soul with a chariot pulled by two horses. One horse was reason and the other one was emotion. However, the "black box" of consumer was until recently only the horse of reason. Ignoring Plato's horse of emotion was not intentional, it was just much easier to explore, model and predict reasoning of consumers than trying to predict their emotions. Marketers tried with focus groups, deep interviews and many other techniques to find out what consumers think about some product or service. But it hap-pened too many times that there was a large discrepancy in what consumers say they think and what they really think about. This situation is rapidly changing in the world of marketing research. This is happening due to the rise of neuroscience and neuroimaging and its mixture with consumer behaviour. A key challenge in the 21st century is identifying how to satisfy consumers' needs in the best manner possible, whilst ensuring companies' financial profitability. Scientists play a major role in achieving this goal, as research methods, techniques and tools have continuously evolved. In the last two decades, the development of these instruments has seen an important boost, as neuromarketing methods and techniques added depth and accuracy to traditional studies.

2. INSTIGATION OF NEUROMARKETING FROM NEUROSCIENCE

The notion that "the mind is what the brain does" is catching fire in academia, especially in the trendy area of neuroscience. Derived from the word Neurology and Marketing; Neuromarketing is a new field of marketing that studies the buying behavior of a consumer. Neurology\Neuro science is dealing with the study of Nervous system. Neuromarketing is the applied extension of Neuroscience and one of emerging field of marketing which is focusing on understanding the responses of human brain to marketing and products stimuli? The term Neuromarketing was coined by Ale Smidts (Erasmus University) in 2002. It is one among the technologies that can provide a push to the marketing and sales profession. A button in a critical system use to quickly activate an extreme measure to mitigate an emergency situation. People get aggravated when their panic button is pressed. This happens at home, hostel, work place or anywhere for that matter. The pusher knows how to trigger the button so that the target gets aggravated. The same logic is applied for marketing too by pressing the buy button.

The only difference here is that it should be for the mass. The marketers are searching for the buy button. So let us understand what is Neuromarketing all about? Neuroscientist claims that emotions have an important influence on decision making which can create preference for one brand over the other.

For better understanding, we need to go back to our biology classes. Our brain consists of three areas or parts a) New brain (frontal lobes) b) Midbrain c) Old brain (Brain stem) [Fig 2.1]. Old brain is lowest evolved part of the brain and it‟s also called reptilian brain due to the similarities with Reptiles. Why each part is different from each other? New brain is involved in rationalization and generates conclusions which are communicated to mid and old brain. Mid brain is the center of all feelings and emotions whose role is to interpret it and transfer it to other parts. Old brain is the decision making center or where our buy button is located. It accumulates all information and decides how to respond? The important thing about this area its lacks any language and basically driven by emotions, instincts and feelings. So even if we claim that we purchase on the basis of rationale, neuroscience reveals that we are influenced by the emotions, stimulus or instincts and then we rationalize our purchases later. Purchase or preference is mostly an emotional activity by brain which is later rationalized.



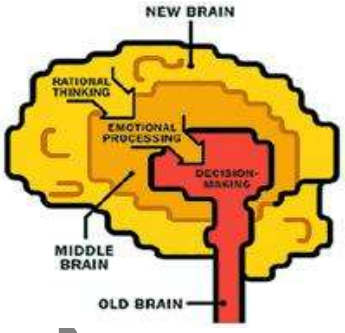


Fig. 2.1 Old Brain\Reptilian Brain Courtesy: Sales Brain **Courtesy: Sales Brain**

We can conclude that our first responses to many things tend to be involuntary, unconscious and can be influenced by simple stimuli like long forgotten smell, musical chord, words and combination of colours before our conscious brain are aware of it. So what our communications, stimulus has to be targeted towards old brain to influence the consumer‟s mind.

Brain is one of the complex organs in our human system. With development of electromagnetic scanning and imaging technology, we can trace what happens inside our brain when we see and think about a product, brand and its advertisement. The major technologies used in mapping of human brains to product stimuli and advertising stimuli are FMRI (Functional magnetic resonance imaging) and Electro encephalography (EEG). This new field of marketing will explore the how cultural and social messages penetrate the brain and change their preferences or purchase behavior. Moreover this area reveals that purchasing behavior or decisions are influenced by emotions and it is rationalized later. By understanding this producer can create better products and develop effective commercials which can create a long-term impression about their products in the mind of the consumers.

One of the classical examples of Neuromarketing study is revealed when Daimyler-Chrysler showed pictures analyse how consumers perceive their cars. The results were surprising. The grills and headlights grab the attention because they resemble faces which brain processes phenomenally well. So the result will be vital for Daimyler in designing of their future models and designing the shape of headlights and grills. Some people had emotional attraction towards sports car.

Another classic example is of Coke-Pepsi. A team of academicians explored the thoughts and perceptions of people on consumption world‟s famous brands of carbonated soft drinks. When they conducted the blind tests, they consumers found difficulty in distinguishing each other. The brain images revealed that brain images are identical for both Coke and Pepsi. When people were told that they are given Coke, the brain images revealed increased blood flow and changes in brain cells. The activated centres of brain are emotions and memory. The knowledge that it‟s Coke made it taste better. It means that taste is not the major influencing the factor, the word Coke is exciting the brain not the taste factor. But we rationalize that taste is leading us to prefer Coke.

Celebrity endorsement is one among the most adopted strategies among the corporate houses. Let us look at the case of Celebrity endorsement and what Neuromarketing has to say about this? In what way Celebrity endorsement can influence our purchasing pattern. The classical example cited in RSM outlook (Rotterdam school of Management) is about Chrysler. Chrysler chooses Celine Dion as its brand ambassador. The campaign was huge success for the model not for the company. Chrysler didn‟t witness any change in Sales. Here company wants to persuade the customer by making a popular person as brand ambassador. In this case, brain perceives that Dion is not an expert of cars. Smidts says that the link between trust in the judgment of the expert and persuasion holds the key. If she is endorsing any English tuition college or publishing house it can invoke trust as she sings in different languages including English. Brain studies revealed that celebrity endorsed product has a high recollection and influence the hippocampus an important area for memory encoding. Moreover

celebrities with high level of perceived expertise evoked enhanced caudate activity which can lead to higher buying intention. Caudate area has a key role in transforming motivational or persuasive information. Recent Research shows that caudate activity correlates with the intention to trust. So here also our purchase is influenced by emotions which determine the purchasing behaviour. This information is vital for advertising campaigns for many products.

Warwick Cairns, planning director- Brand house says that brands will become less rational and more emotional and this will be reflected in the advertising of products and services. Neuromarketing has evolved over the years. Currently research is going on in different global institutions like Stanford, Rotterdam, Leeds and Cornell University etc. We have examples of Jack Daniels and companies like UniLever, P&G etc venturing to explore the techniques of Neuromarketing for better understanding of their customers. We have consultancy like Neurosense, Neuroco, Neurofocus and Sales Brain are some of the leading Neuromarketing consulting firms in US, Netherlands and Europe.

3. NEUROMARKETING: AMALGAM OF BUSINESS AND SCIENCE:

The definition of Neuromarketing is being extensively debated in the recent past and researchers are divided into two segments one considering it as a pure science field while others considering it as a business activity (Lee et al., 2006). While there is no doubt that it is a little bit of both and i.e. it is more likely a real business world practical implication of extensively researched scientific brain imaging techniques. There is also an argument regarding whether it should be considered as an academic field or it more or less confined to a business activity (Fisher et al., 2010). The most generalised definition of Neuromarketing till date is probably as follows: "Neuromarketing is widely defined as the science that uses MRI, EEG, TMS, MEG, fMRI, and other brain wave tools to view the human brain‟s responses to marketing stimuli to figure out what customers‟ thoughts are toward a product, service, advertisement, or even packaging to perfectly construct marketing campaigns that are based on the human brain‟s response" (Hammou, K.A. et al., 2013). Speaking conceptually, Neuromarketing research considers both qualitative and quantitative aspects of research methodology (fig 3.1). Qualitative aspects covers issues like the content, medium and mode of delivery of contents to customers and quantitative research stresses issues like duration of exposure of advertisement to the consumers etc.

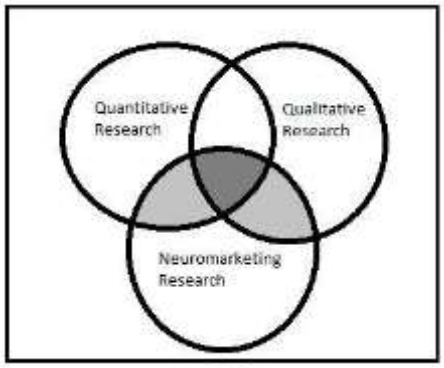


Fig. 3.1Conceptual Framework of Neuromarketing

4. NEUROMARKETING TECHNIQUES

In modern day neuroscience, it's easy to get confused over all the different neuromarketing techniques out there. While virtually all of the techniques used in the field can be valuable to consumer buying behaviour , it's good to understand the difference between them and how they work. The following are the regularly used neuromarketing techniques to see how they work and in what kind of context it's most suited: eye tracking, brain imaging (EEG and fMRI), facial encoding, sensory marketing and psychological techniques.

4.1 See Through Your Consumer's Eyes With Eye Tracking

As the name suggests, eye tracking consists of measuring the eye movement patterns of participants. It's a tool that lets you see your brand, store or commercial through the eyes of your customers. Because modern eye tracking equipment is very light and portable, it's possible to create real time scenarios and register the natural eye gaze of consumers. In short, eye tracking offers a great way to find out things that are hard to discover using traditional marketing research. Besides in-store possibilities, eye tracking can measure the eye-gaze of consumers online as well. For example, it can be used to measure if product placement during TV programs actually makes people look more at a product.

4.2 Taking A Look Within The Consumers' Brain: EEG And FMRI

If we want to know a bit more about what people think rather than what people see, there are some other techniques we could use. There are certain devices out there that you may know from a medical context that can read brain activity, such as MRI and EEG equipment. These brain scanners are nowadays used by neuromarketers to look at people's brains in order to create alluring ads, websites and packaging that press the customer's buy buttons. That might sound a bit unethical, but it's far less scary than it seems.

It just means that scientists can read, quite globally, if consumers like or not like a product, if they feel more like approaching or avoiding a product, or if they get excited or bored by a certain advertisement. Seems a lot like the kind of stuff you would ask in traditional marketing research, right? It just removes the process of deliberately thinking about the answers.Nonetheless, this is very useful information for the marketer. It can help them create products that really speak to the consumer, and it can help consumers get products that make them happy.

Measuring these variables with EEG scans to analyze brainwaves provides great temporal resolution, meaning that the effects of a certain stimulus on brain activity can be read at incredible speed. For example, this is very useful to analyze which exact sequences in a commercial are viewed as positive and which ones are not.

However, it lacks good spatial resolution, meaning the source of the brain signal recorded by the EEG is hard to locate exactly in the brain. On the contrary, fMRI scans offer great spatial, but poor temporal resolution. This means we can see clearly what's happening inside the brain, but we don't really know what caused it.

4.3 It's All in the Smile: Facial Coding

The idea that we can learn from our facial expressions is an old one, dating back to Charles Darwin in 1872. It has since been explored thoroughly by numerous psychologists; with important contributions coming from Paul Ekman. But how do we use this knowledge to our advantage in marketing? In the same line as equipment to measure the brain and our eye gaze, there are also sensors that can be attached to the face and measure tiny movements of muscles. When we display certain emotions, like smiling, we use specific muscles to achieve this. The same principle applies to other emotions such as anger or surprise. Of course, a slight expression of a faint smile does not always mean that someone is happy. But the point is, facial coding equipment can measure subtle, oftentimes subconscious, reactions to stimuli that hold information about how we feel about something. Even better, it can predict what behaviour will follow said expressions.

4.4 To Touch, Smell See and Hear: Sensory Marketing

In contrast to research-oriented methods like the ones we discussed above, there are more practical forms of neuromarketing that give consumers a little push in right direction. We can dip into existing findings and principles to make marketing more effective. A great example of this in the retail sphere is sensory marketing.

There are several forms of sensory marketing, such as touch, sound, or smell, and they aim to influence a brand audience by sensory stimulation. So is it really possible that simply smelling something can make people buy more products? Sometimes.With emotional products like the ones sold in a fashion store, a bit of pleasant smells will give customers a whole new experience and will make products seem more exclusive and high end. However, fairly neutral environments like hardware or office retail shops are better off limiting noticeable smells.And how about sound? As it turns out, consumers will pay more attention to light objects when they hear more high pitched sounds, and more to dark objects when hearing low pitched sounds. Studies have discovered that these subtle changes in the in-store environment can have quite dramatic impacts on sales.

4.5 Mind Tricks? Psychological Methods

While all the methods mentioned above might seem a bridge to far for the average marketing professional, there are also some purely psychological 'tricks' that will give the brand audience that little push that's often needed to make a sale. Psychological techniques can be quite subtle. A speaking example, though perhaps more commonly known these days, is that merely removing the dollar sign listed for your products can increase your sales. Seeing a dollar sign – or for the European reader, a euro sign – subconsciously shifts people's attention to loss and not gain. Of course, we do get something we want in return for our hard-earned euro's or dollars, but it's still a bit unpleasant that we're spending money in the first place. Removing the sign really works too, as studies have found that people spend significantly more cash on products and food when a money sign is absent.

There are many nudges like these that influence people in very subtle ways. Did you know that people are more likely to choose healthy menu options when displayed on the left side of the menu and unhealthy items on the right? Or that large, open spaces in luxury stores are associated with high social status?

All of the methods discussed above offer useful and valuable tools and insights to neuromarketers. But not all methods are effective in all contexts. The key is knowing when to use which techniques. To learn more actionable insights about neuromarketing, how to use them, and to stay updated on the newest trends in field, be sure to subscribe to New Neuromarketing.

5. NEUROMARKETING AND MARKET RESEARCH ETHICS

The ethic dimension of neuromarketing is one of the biggest and most sensitive challenges with respect to its application in the field of the market research (Jamnik, 2011). Ever since it emerged as a science, neuromarketing has raised many controversies and ethical issues among researchers (Dinu, 2008). Such reactions are triggered by the research methodology which some authors believe has a great potential for intruding into the subject's mind (Canli, Amin, 2002; Illes, 2003; Hyman, 2004; Kennedy, 2004; New York City Bar Association, 2005). The media's sensationalized approach to neuromarketing only enhanced people's distrust of the new technology. Some media reports mentioned the discovery of the "buy button" in the human brain (Dias, 2006;

Lindstrom, 2010). To a certain extent, this would allow people have their brain "scammed" and be manipulated to make buying decisions in favour of a particular company or product or service (Neuroscience, 2004).
As is the case with any emerging field, neuromarketing has both ardent advocates and outspoken critics. Advocates of neuromarketing claim this is beneficial to both companies and buyers because it will foster the development of products that are really desired by people (Singer, 2004; Erk et al., 2005; Thompson, 2005). On the other hand, critics warn that people's ability to make informed decisions about purchases and/or consumption will be compromised (Huang, 1998; Herman, 2005; Thompson, 2003; Lovel, 2003). Wilson (2008) and his colleagues tackle the ethical dimension of the impact exerted by marketing (and, more recently, neuromarketing) actions on the individual's freedom of choice (Holban, 2010). They propose a persuasion model that fits both the traditional marketing actions, such as the development and implementation of promotional activities, and activities based on the neuromarketing research. The traditional persuasion model represents a theoretical framework that explains how marketers have conducted effective promotional activities in time.
The model developed by Wilson consists of several sequential phases (screening, exposure, information gathering, message creation, intervention and buying). After selecting relevant individuals of the investigated target group, they are presented with a marketing stimulus and then feedback on the effect of the stimulus on the subjects is collected. Based on the collected data, the marketing message is then developed, advertising a promotional event. During the intervention phase, consumers are exposed to the resulting promotion and, depending on their reaction (rational and/or emotional), they will show a particular attitude towards the offer. This attitude will further lead the subjects to accept (purchasing decision) or reject the offer (Foscht, Swoboda, 2011).
During the screening phase the subjects' brain activity is recorded through neuromarketing techniques, thus providing information on their subconscious reactions. The data is then analysed to develop a marketing message aimed at triggering affective areas of the brain associated with pleasure and reward (Wilson, 2008).
Neuromarketing research is currently conducted on well-defined samples that allow the statistical validation of results. Current research lays the ground for the application of personalized marketing that could be attained by applying individual-specific stimuli. Furthermore, researchers claim that it will soon be possible to monitor a subject's brain activity throughout his/her visit at the store (supermarket, hypermarket, proximity store etc.) (Foscht, Swoboda, 2012). A serious dilemma faced by researchers and the companies willing to implement these models is the ethical nature of the market research conducted by means of neuromarketing techniques. With the traditional model potential intrusion on the subject's privacy lies in the fact that s/he is not fully informed about the subsequent use of data collected during the screening phase. With the neuromarketing technique, however, the procedure is much more complex. While the confidentiality of data on the brain activity must be ensured, one has also to deal with the property rights to the recordings, the rights of subsequent use and distribution to third parties (Wilson, 2008).
The neuromarketing research allows not only the identification of emotions triggered by the marketing message or a particular product but also the establishment of correlations between these emotions and the elements of the message (or the product characteristics) (Butler, 2008). The ethical issue appears when this feedback is used later to create a message aimed at boosting sales but which does not reflect faithfully the reality about the product characteristics (Wilson, 2008; Tănăsescu, Popescu, 2012). This could mislead consumers into buying goods that do not meet their needs and are not fully up to the promises made. The rules of ethical marketing reject categorically such practices. Moreover, it is believed that the economic success of such an action depends explicitly on the trust that the subjects place in the neuromarketing research and its results (Brammer, 2004). However, such trust cannot be built outside the rigour and good practices of the research ethics (Butler, 2008).
Another issue worth mentioning is consumer's consent for being continuously monitored and exposed to marketing messages. For instance, there are software programs that record and interpret an individual's facial expression and even "read" a consumer's emotions or reactions when in front of a product or shop shelf. This information is usually collected through video cameras installed throughout the stores (Foscht, Swoboda, 2012). Consequently, marketers collect information on consumers without asking for their prior permission or even informing them about it. The only notice that consumers are made aware of is "video surveillance".
Although the use of neuromarketing techniques and tools seems to be not only a simple task but also highly beneficial to the company that wants to promote a particular product, service or brand and thus elicit a favourable behaviour on the part of the target segment (preference, purchase, recommendation etc), a major responsibility is entailed by such an action. This is mainly due to the fact that the application of neuromarketing techniques may result in a favourable or unfavourable manipulation of the client. Therefore, the major challenge faced by neuromarketing researchers and the difficulty of ethically implementing this procedure lies in assuring the participants – the subjects, in particular – that their "manipulation" is a positive one, pursuing rational, educational objectives that are beneficial to humans and society in general, such as campaigns against drug addiction, smoking, excessive consumption of alcohol and sweets, against unhealthy, fatty diet in which nutritious, organic products are scarce (Pop, Dabija, 2013), and campaigns that promote a good physical condition and the daily consumption of a minimum quantity of water, fruits and vegetables etc. We believe that the subject's "manipulation" through neuromarketing can and should take place when it is performed strictly for his or her benefit. However, we are deeply concerned with the question of who should be empowered to decide

on the extent to which a subject can be influenced and/or "manipulated". In order to prevent the appearance of situations as those described above, Neuromarketing Science and Business Association has drawn up a Code of Ethics (NMSBA, 2013) which all its members are bound to comply with. One of the rules stipulates that researchers are not allowed to mislead participants in the study by taking advantage of their ignorance or lack of information in the field of neuroscience. Likewise, companies are not allowed to lure the subjects with marketing promotions following their participation in the study. Moreover, it is imperative that the objectives of the study should be clearly communicated and the recorded data must not be kept more than it is needed to finish the research. The subjects have the right to interrupt anytime their involvement in the study and demand the recorded data to be erased if they feel prejudiced by their content. These measures should prevent the occurrence of stealth neuromarketing where the consumers' brain activity is manipulated in such a way that they are not aware of what's going on (Murphy et al., 2008).

6. APPLICATIONS OF NEUROMARKETING

There are six major fields in which neuromarketing is being used today:

6.1 Branding

The process of creating a unique name and image for a product or service in the mind of consumers, with the goal of establishing a significant and differentiated position in the market. This position is supposed to both attract and retain loyal customers. Neuromarketing provides meaningful techniques for measuring the brand associations.

6.2 Product Design and Innovation

Neuromarketing can measure consumer responses to product- and service ideas, packaging, and design. These responses are essentially automatic, emotional, and unconsciously made. Which is why it is important to be able to measure them.

6.3 Advertising and Commercial Effectiveness

Many campaigns impact us in unconscious ways, even though we do not always think they do. Neuromarketing explains how some campaigns leave an impression on us and why others do not
Entertainment effectiveness: Entertainment creates a bond and experiences in our minds that influence our attitudes, preferences, and actions. Neuromarketing illustrates what happens when entertainment transfers us into an imaginary world

6.4 (Online) Experiences

The (online) world constantly provides new challenges to our brains, and thus brain science is important to comprehend the many ways we are influenced in our (online) activities
Decision-making: Neuromarketing demonstrates how store environments are able to directly influence our shopping behavior and decision-making

7. NEUROMARKETING IN ADVERTISEMENTS AND COMMERCIALS

7.1 Advertisements

Research has proven that in advertisements, people, faces, and close-ups of facial expressions are of high importance when wanting to be successful in neuromarketing. A person in an ad can either look you directly in your eyes, or guide your eyes toward some other element in the ad. Both compositions of eyes are powerful when it comes to neuromarketing. There is a direct emotional power in direct eye contact due to the personal connection that is being made at that moment, however the person in the ad is trying to sell a product and thus in some cases their eyes have to guide us towards the product/brand being advertised.
Commercials
Within commercials, it is much easier to stimulate certain emotions and feelings towards products because this type of visual content is more able to grasp your attention and provoke responses. There are many different examples of commercials that are responsive to emotions, thus using neuromarketing strategies.
Five tips on making advertisements and commercials more successful
Straightforwardness, simplicity, and stimulations of positive emotions are most effective
The brand is of influence to the success of the campaign: high brand awareness is associated with rapid brain response

- Complete terror or extreme humor has the opposite effect. These visual metaphors are certainly attention-grabbing, but often arouse negative feelings and are not always straightforward and easy to process
- The more the brain has to process, the less appealing the campaign is
- Visuals grab attention more efficiently and effectively as they will be remembered much better than words

8. LIMITATIONS OF NEUROMARKETING

There are several limitations and marginal notes to mention when it comes to neuromarketing. First, many criticize the simplified explanation of results of neuromarketing research that are used for marketing purposes. Just because there exists a relation between certain areas of the brain and behavior, does not main there is a causal link between the two. Second, there are individuals who see neuromarketing as ethically irresponsible. In their opinion marketers are given too much power with neuromarketing as it enables them to take a peek in the consumer's mind to manipulate them afterwards. Some even suggest that political groups could potentially use this type of marketing strategy in order to create and spread very powerful propaganda. Third, neuromarketing gives insight into the mind of the average consumer. Neuromarketing research is expensive and much smaller samples are being used than in other marketing research methodologies. Therefore one cannot guarantee that the results will remain the same in larger scales.

CONCLUSION

Neuromarketing indeed is a need of hour, with its limitless scope and applicability it helps in drawing immediate and accurate feedback on consumer¨s preferences and behaviour when compared to traditional marketing strategies and hence, it is no longer viable for large organizations and conglomerates to keep on glued to conventional practices any more. Neuromarketing empowers marketers, psychologists and economists to directly investigate the underlying and fundamental neural processes and biological pathways associated with marketing stimuli and messages in order to form a deeper understanding of how those messages are perceived and processed on both conscious and subconscious levels.Neuromarketing is able to provide key insights into issues concerning business sustainability and its relationships with other business environment elements. Neuro marketing is one of the emerging areas in Marketing. It can provide valuable insights about consumer behaviour which can in turn help us to develop products and services to create customer delight. As Neuromarketing further evolves we can expect more and more revelation of intricacies involved which determines the consumer and purchasing behaviour of rural and urban customers for any product or brand. Although the grass is not green on every side and there are certain privacy and ethical concerns rising above the shoulder of this adolescent marketing tools. There is a felt need of transparency in the process and consumers and individual rights are needed to be protected. In nut-shell, Neuromarketing is phenomena that cannot and will not remain unnoticed with the rate of increasing competitiveness with in the global organizations. Though, it is advisable to researchers and practitioners to hold an umbrella above the head of consumer rights and interest before we face this grand sunshine of marketing success. Future of Neuromarketing is without any doubt very promising and it would be too early to predict the extent of success that can be achieved by it in near and distant future.

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