

Research Article

## **Impact Of Neuromarketing Strategies Of Frito Lays- On Women Customers**

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### **Abstract**

Neuromarketing Is An Advanced Technique Of Branding That Includes Evaluation Of Consumers' Emotional Behavior Towards A Specific Brand Prior To Advertising Products To Them. This Study Is Aimed At Analyzing The Neuromarketing Strategies Implemented By *Frito*

*Lays* To Satisfy Their Targeted Customers. Perceptions Of Women Customers Towards The Neuromarketing Strategies Adopted By The Discussing Company Would Be Assessed By Suitable Tools. A Comparative Discussion Would Be Conducted Based On Existing Journal Articles Available In Online Resources. , Suitable Methods Selected For Conducting The Research In A Significant Manner Are Also Mentioned In This Study. Based On The Gathered Data An Appropriate Analysis Is Performed And It Is Identified That The Company Has Made A Significant Amount Of Investment In The Research And Development Section For Performing Neuromarketing Activities In A Productive Manner. It Is Recommended To Imply Cognitive Skills In The Development Of Creative Advertisements For Engaging Targeted Customers In The Existing Market, For Better Performance Of The Discussing Company. Along With That Advanced Techniques Of Neuromarketing It Is Also Suggested To Address Women Customers' Demands Across Its Business Network.

**Key Words:**

Neuromarketing, Consumers' Buying Behaviour, Psychological Factors, Financial Investment

**Introduction**

Neuromarketing Is Considered To Be The Advanced Technique Of Branding And It Helps In Evaluation Of Consumers' Emotional Behaviours Towards The Particular Brand Prior To Advertising Products To Them. Neuromarketing Can Provide The Knowledge About How To Achieve The Consumer Base Demands And Helps The Company To Reach Their Customer Desires. Thus, Neuromarketing Helps The Company Through Providing Some Guidelines In The Terms Of Implementing The Strategies To Meet The Targeted Customer's Demand.

In The Context Of Shopping, Women Prefer Discovery-Oriented Shopping And It Would Be Ultimately Helpful For Meeting Satisfaction Outcome Properly. The Shopping Motives Of Women Tend To Be Hedonic. Emotional Responses Are Critical For The Context Of Women Shopping. In Order To Reach Out To Women, There Is A Need To Create Emotive Shopping Experiences That Resonates With Women. On The One Hand, Men Prefer Effortless And Quick Process In Purchasing. On The Other Hand, Women Prefer The Hunt. Decisions Made By Women Are At The Emotional Level. However, Men Make Decisions With Data And Facts.

*Frito Lays* Throughs Its Research Found Out That Women Were Snacking More Than Men But Not Snacking On Frito-Lays Snack. Therefore With The Help Of Neuromarketing Strategies It

Found Women's Feeling About Snacking And Guilt So As To Produce New Packaging, New Flavours And A New Ad-Campaign, So As To Attract And Get Them To Snack On Frito-Lay. The Present Study Is Aimed At Identifying The Impact Of The Above Neuromarketing Strategy Implemented By Frito-Lays On The Women Customers Across Its Business Network.

## **Literature Review**

### **Customer Satisfaction Through Neuromarketing**

Though Satisfaction Is The Main Key Structure To Draw The Customer's Attention, Every Organization Or Every Company Needs To Fulfil The Demands Of The Customers In The Terms Of Enhancing Their Business In The Marketing Areas. According To The Expertise, Neuromarketing Is Mainly An Approach To Understand The Neural Signals Of The Customer Base And Analyse The Measurement Of Psychological Factors. This Helps The Organization Or The Company To Get Easy Access Into The Consumer's Mind Insight (Vences *Et Al.* 2020). This Marketing Strategy Comes With The Customer's Preference, Their Demand, Their Desires, And Decision Which Help The Organization To Create Provocative Advertisements, Develop The Product, And Maintain The Price List According To The Customer's Mind-Set. The Main Factor Is The Customers Will Always Look Forward To The Products With The Good Quality And Less Price Cost At The Same Time. According To The Consumer's Mind-Set, The Neuromarketing Strategy Can Address The Ideas To Draw The Attention Of Such A Huge Consumer Base. According To The Customer Appearance, Neuromarketing Can Analyse Consumer's Insight By Using Neurological Techniques To Get Inside The Customer's Mind And Mark The Factors About What Are In There In The Customer's Mind. In The Year 2002, The Neuromarketing Strategy Was Introduced To The Global Market (Oralkan, 2019).

### **Research Questions**

- What Are The Key Factors Involved With Neuromarketing Implemented By Frito Lays To Attract Targeted Customers?
- What Kinds Of Challenges Are Faced By Frito Lays To Address Their Customers' Perceptions By Means Of Neuromarketing Activities?

- What Kinds Of Strategies Are Implemented By Marketing Personnel Associated With Frito Lays To Overcome Challenging Issues For Attaining Emotional Attachments With Targeted Customers?

### **Research Aim And Objectives**

This Study Is Aimed At Identifying The Impact Of Neuromarketing Strategies Executed By Frito Lays On The Women Customers Across Its Business Network.

#### ***Objectives***

- To Determine The Factors Associated With Neuromarketing To Attract Targeted Customers By Frito Lays
- To Evaluate Challenges Faced By The Marketing Departments Associated With Frito Lays To Conduct The Advertising Campaign In A Productive Manner
- To Assess Strategies Implemented By Frito Lays To Overcome Several Obstacles Experienced In Establishing An Emotional Attachment With Targeted Customers

### **Challenges In Neuromarketing And Strategies To Overcome The Fatal Errors**

In The Terms Of When Subliminal Perception Failed To Deliver The Messages, The Advertising Expertise And The Promotional Organizations Have Found Several And Different Ways To Convince The Consumers To Buy The Products. Though The Neuromarketing Strategy Can Take An Organization Into The Customer's Inner Mind-Set, There Are Some Challenges While Executing The Whole Process Successfully.

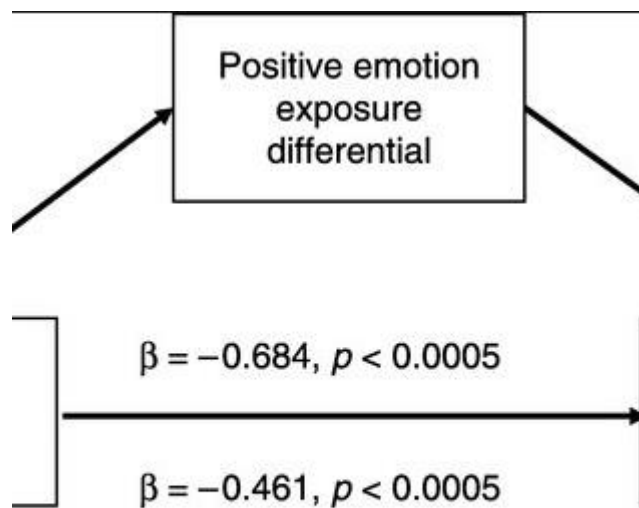
#### ***The Scalability***

The Main And The Most Effective Challenge Of This Neuromarketing Strategy Is The Scalability. In The Area Of Neuromarketing Study Research, The Procedures Are Executed By The Lab Based EEG And MRI. These Processes Are Too Slow By Time, Too Expensive To Bear In The Area Of Achieving The Global Research Desires. Thus, These Methods Are Degraded In The Work Field. But In The Matter Of Mitigating The Error, The Organizations Can Adopt Only One Of These Techniques To Understand The Results Or Lowering The Budget For Saving The Costs (Meyerding And Mehlhose, 2020).

#### ***Trustworthiness***

There Are Many Customers Who Do Not Trust What They Are Seeing As An Advertisement. There Are Some Trust Issues Which Have Created A Distance Between The Organization And The Consumer Base. So This Can Be Considered As A Massive Obstacle In The Path Of Catching The Inner Mind-Set Of The Potential Buyer Segments. The Organization Can Choose A Face Of An Individual Who Is Popular Among The Customers, Such As Any Celebrities Or A Model Who Can Promote Their Product And Gain The Trust Of The Potential Consumer Base (Spence, 2019).

### Mere Exposure Effect Model



**Figure 1: Mere Exposure Effect Model Formula**

This Model Refers To Consumers' Buying Behaviour That Is Affected By Certain Psychological Parameters. In Accordance With Mañas-Viniegra *Et Al.* (2020), Neuromarketing Is An Effective Tool To Address The Customers' Emotional Aspects For Attracting Them Towards A Specific Company. As Per This Theory Customers Show Preferences For Buying Products From The Familiar Business Units. Advertising Contents Play A Significant Role In This Regard To Establish Emotional Attachments With Targeted Customers. As There Is A High Level Of Competition On The Global Market Business Units Make Use Of Suitable Technologies To Attract Customers Towards Their Brand. Neuromarketing Strategies Combine Both The Concept Of Neuroscience With Marketing Policies For Attaining Effective Customer Engagement (Stasi

*Et Al.* 2018). Business Units Associated With The Contemporary Trading Scenario Utilizes Technologically Advanced Tools Such As Augmented Reality, Emotional Branding, Eye Tracking Technology And Others To Attract Targeted Customers.

On The Other Hand As Argued By Montoya *Et Al.* (2017), Customers Also Prefer To Buy Products From Brands Having Potential Brand Recognition In The Existing Market. Therefore, It Is Also Important For The Business Units To Portray The Advertising Contents In A Suitable Manner That Maintains Its Brand Value Intact Among The Targeted Customers. By Maintaining Transparency In The Advertising Contents Along With Addressing The Psychological Parameters Of Targeted Customers, Concerned Brands Can Easily Obtain Consumers' Attractions Toward Their Brands.

### **Methodology**

It Is Important To Select A Suitable Methodology For Conducting The Research Activity In A Suitable Manner. A ***Positivism Research Philosophy*** Is Adopted In This Study To Obtain Factual Data And Information From Significant Observations. As Mentioned By Žukauskas *Et Al.* (2018), Positivism Philosophy Is Beneficial To Conduct The Research Activity Based On Relevant Data Collected From Authentic Resources. Along With That An ***Explanatory Design*** Is Adopted By The Researcher To Explain The Key Aspects Related To The Topic In A Significant Way. In The Views Of Rahi (2017), Explanatory Design Contributes To Explain A Research Problem Based On Suitable Hypothesis And Theoretical Underpinning. In Addition To That, A ***Deductive Approach*** Is Included In This Study For Developing Suitable Hypotheses Related To The Research Topic. It Also Includes A Sequential Investigation Of The Topic To Develop Hypotheses Along With Testing It In A Significant Manner (Pearse, 2019). Therefore, Inclusion Of This Approach Is Suitable For This Study To Investigate The Hypotheses Related To Women's Perceptions Towards The Neuromarketing Strategies Adopted By Frito Lays Across Its Business Network.

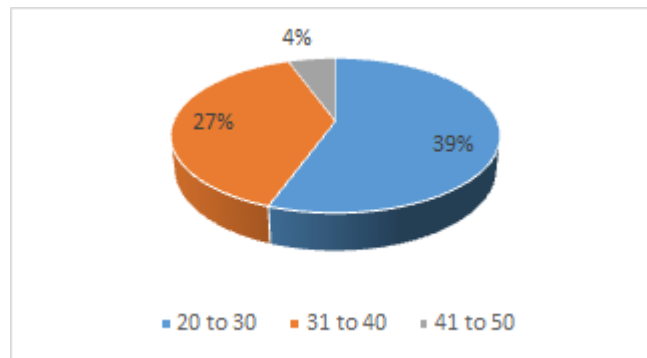
Both Primary And Secondary ***Quantitative Research Strategy*** Is Implemented In This Study To Gather Secondary Data From Authentic Resources Available On The Online Platform. In The Statement Of Ong And Puteh (2017), Quantitative Analysis Is Significant To Obtain Relevant Information Regarding Research Topics In An Effective Manner. Hence, Inclusion Of This Strategy Has Been Beneficial To Gather Suitable Data From ***Newspaper Articles, Official Websites, Annual Reports*** And Other Online Resources. Industrial Publications Have Also Been

Explored To Gather Key Information Related To The Investment Made For Neuromarketing By The Discussing Company. Along With That It Has Also Helped To Highlight The Implications Of Major Findings Related To The Research Topic In A Suitable Manner.

### Data Analysis And Discussion

#### Results Of Primary Quantitative Data

##### Q1. What Is Your Age?

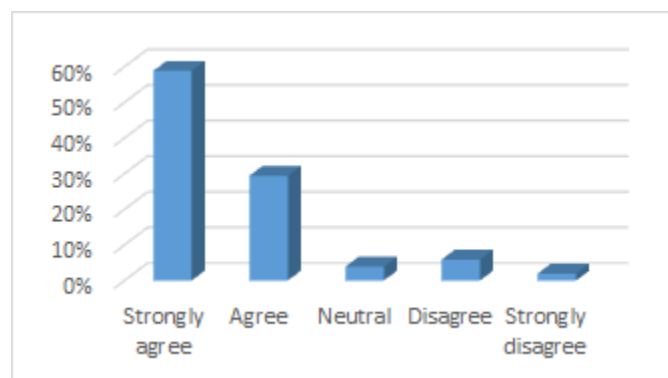


**Figure 2: Age**

(Source: Learner)

It Is Identified That Maximum Participants Belong To The Age Group Ranging Between 41 And 50. Thus, The Survey Has Been Conducted By Including Customers With Maturity Level. Consequently Suitable Feedback Has Been Gathered Regarding The Research Topic.

##### Q2. Do You Think That Neuromarketing Results In Increasing Profit?



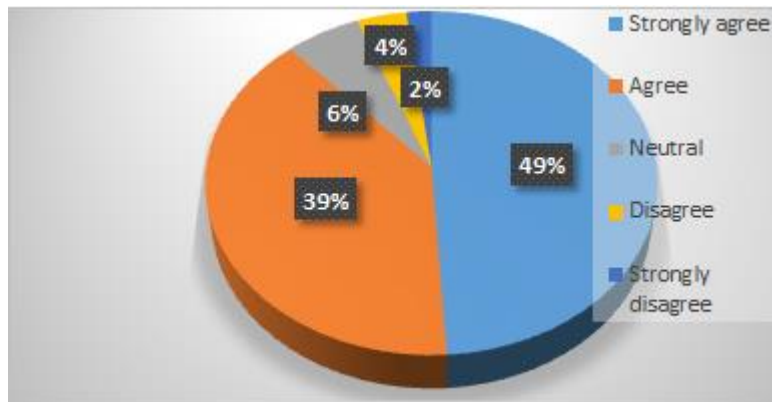
**Figure 4: Neuromarketing Results In Increasing Profit**

(Source: Learner)

In Response To This Question 59% Of The Participants Are Found To Strongly Agree With The Positive Impact Of Neuromarketing In Increasing Profit By Frito Lays. 29% Are Agreed With The Concept Whereas 2% Participants Are Found To Be Neutral In This Regard. As Mentioned

By Devaru (2018), Neuromarketing Is An Effective Marketing Tool To Attract Customers By Making Them Aware Psychologically. However 6% Of The Respondents Disagree And Only 2% Are Found To Strongly Disagree In Response To This Question.

### **Q3. Do You Think That Women Customers Are Attracted By Neuro Marketing Strategies?**



**Figure 5: Women Customers Are Attracted By Neuro Marketing Strategies**

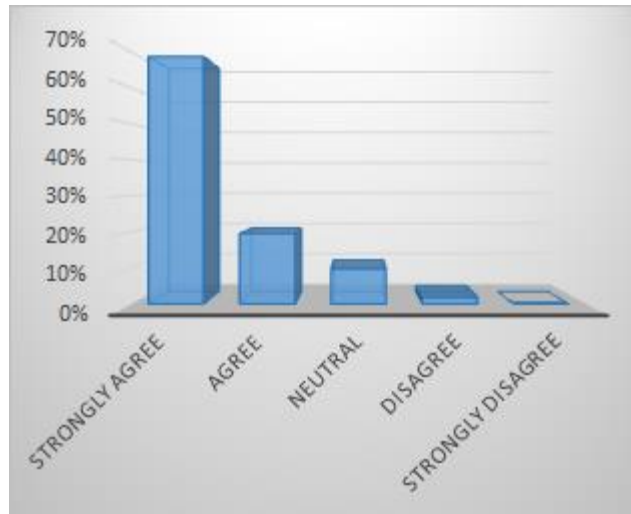
(Source: Learner)

In Response To This Question 49% Of The Respondents Have Given Feedback As Strongly Agree Regarding The Strong Impact Of Neuromarketing On Women Customers. As The Discussing Company Has Implemented Suitable Strategies To Attract Women Customers By Means Of Neuromarketing A Positive Feedback Is Obtained From The Participants (Chawla, 2020). 39% Of The Respondents Agreed With The Fact And 6% Had No Specific Feedback Regarding The Idea. Whereas 4% Think That There Is No Significant Impact Of Neuromarketing On The Women Customers. In Support Of Them 2% Participants Strongly Disagreed With The Given Question.

### **Q4. Do You Think That A Significant Amount Of Financial Investment Is Needed For R&D In Enhancing Neuromarketing?**

In Response To This Question 69% Participants Have Provided Positive Feedback They Strongly Agree With The Concept That A Significant Amount Of Financial Investment Is Needed For R&D In Performing Neuromarketing. Additionally 20% Also Agree That A Huge Investment Is Required In The Research And Development Section For Performing Neuromarketing Activities Accurately. As Stated By Crespo-Pereira *Et Al.* (2020), A Potential Investment Is Needed For Adopting Technologically Advanced Tools To Improve The Quality Of Neuromarketing In A Productive Manner. 10% Of The Respondents Are Neutral In This Regard, Whereas 2% Are Disagreed With The Concept.





**Figure 6: Significant Amount Of Financial Investment Is Needed For R&D In Enhancing Neuromarketing**

(Source: Learner)

**Results Of Secondary Quantitative Data**

Annual Reports Of The Previous Five Consecutive Years Are Selected In This Study To Gather Relevant Information Regarding Financial Investment In The Research And Development Section. It Has Resulted In Developing Relevant Charts And Graphs To Show Its Impact On The Sales Volume Of Respective Years.

<b>Year</b>	<b>Investment In Research And Development Section</b>
2016	\$760 Million
2017	\$737 Million
2018	\$680 Million
2019	\$711 Million
2020	\$719 Million

**Table 1: Financial Investment In R&D Department**

(Source: Developed From Pepsico, 2021)

It Is Pointed Out That The Company Has Made Significant Investment In The R & D Section For Improving The Quality Of Technologies In Marketing Activities.

<b>Year</b>	<b>Division Operating Profit (%)</b>
2016	43
2017	42
2018	43
2019	45
2020	46

**Table 2: Net Revenue (%)**

(Source: Developed From Pepsico, 2021)

As Per The Increasing Rate Of Investment In The R&D Section The Company Has Also Earned Significant Profit In Recent Years As Mentioned In The Above Table.

<b>Year</b>	<b>Customer Engagement (%)</b>
2016	60
2017	75
2018	60
2019	94
2020	74

**Table 3: Customer Engagement (%)**

(Source: Developed From Frito Lays, 2021)

As A Result Of Neuromarketing The Company Has Also Attained A Significant Amount Of Customer Engagement In Successive Years.

### **Correlation**

### Correlations

		Investment_R D	Division_oper ating_profit	Customer_en gagement
Investment_RD	Pearson Correlation	1	-.222	-.092
	Sig. (2-tailed)		.719	.883
	N	5	5	5
Division_operating_profit	Pearson Correlation	-.222	1	.485
	Sig. (2-tailed)	.719		.408
	N	5	5	5
Customer_engagement	Pearson Correlation	-.092	.485	1
	Sig. (2-tailed)	.883	.408	
	N	5	5	5

**Table 4: Correlations**

As Per The Above Data Obtained From The Correlation Analysis It Is Pointed Out That The P-Value Is .719 For The Division Operating Profit For The Company. Along With That The P-Value Is .883 For Customer Engagement; Hence, There Is A Strongly Positive Relationship Of These Two Parameters With The Company. Moreover .719 Is The P-Value For Investment In R&D Thus; It Also Has A Strongly Positive Relationship In This Regard. The P-Value Of Customer Engagement Is .408 Hence It Has A Weak Relationship With The Division Operating Profit.

### Regression Analysis

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.223 <sup>a</sup>	.050	-.900	41.134	.050	.052	2	2	.950

a. Predictors: (Constant), Division\_operating\_profit , Customer\_engagement

**Table 5: Model Summary**

The Model Summary Depicts The Value Of R And R<sup>2</sup>. R Value Represents A Weak Relationship Between Variables. R<sup>2</sup> Depicts The Dependency Level Of Dependent Variables On The Independent Variable. In This Case It Is 50%.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.218	2	88.609	.052	.950 <sup>b</sup>
	Residual	3383.982	2	1691.991		
	Total	3561.200	4			

a. Dependent Variable: Investment\_RD  
b. Predictors: (Constant), Division\_operating\_profit , Customer\_engagement

**Table 6: ANOVA**

Dependent Variables Are Profit, Customer Engagement And Investment In R&D. ANOVA Table Shows The Way That The Regression Equation Fits The Data. As The “Sig” Value Is .950 That Is Greater Than .05, It Signifies That The Regression Model Is Not Suitable For Predicting The Outcome Variable.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	903.076	577.934		1.563	.259
	Customer_engagement	.045	1.681	.021	.027	.981
	Division_operating_profit	-4.222	14.312	-.233	-.295	.796

a. Dependent Variable: Investment\_RD

**Table 7: Coefficients**

Here The “Sig” Value Is .981 For Customer Engagement And .796 For Division Operating Profit That Are Greater Than 0.05. Hence It Can Be Stated That These Values Do Not Indicate A Statistically Significant Relationship Among The Variables.

**Regression Equation** = 903.076 + .045 + (-4.222)

**Conclusion And Recommendation**

Based On The Above Analysis It Is Identified That The Company Has Made A Significant Amount Of Investment In The Research And Development Section For Performing Neuromarketing Activities In A Productive Manner. Consequently It Has Resulted In Effective Customer Engagement And Increasing Level Of Profit In Consecutive Years. However In The Regression Analysis Inadequacies Are Found To Indicate A Statistically Significant Relationship

Among Variables. Hence Another Variable Such As Enhancing The Cognitive Skills Of Marketing Managers Are Recommended To Be Adopted For Future Research Purposes.

### **Recommendations**

It Is Suggested To Imply Cognitive Skills In The Development Of Creative Advertisements For Engaging Targeted Customers In The Existing Market. Moreover, A Suitable Marketing Campaign Is Also Recommended To Obtain Emotional Engagement With Targeted Customers For Achieving More Profit In Future.

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