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The role of subconscious mind in consumer behavior

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ABSTRACT

The ultimate purpose of this study is to define the role of subconscious mind in consumer behavior. On daily basis people make many purchasing decisions. You may think that people decide to buy goods independently and consciously. They are not affected by outside factors. But in reality buying decisions of consumers are made by subconscious mind. In this study you will travel to the most mysterious and hidden part of brain-subconscious mind. This research subject covers so many researchers' opinions, different literatures. While reading the dissertation readers will learn what subconscious mind is, how it affects buying decisions of consumers. You will also get detailed information about consumer behavior that is studied in marketing subject. Secrets of how big corporations sell their products to us, how marketer reach the subconscious would be distinct to you at the end of the study.

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Introduction

People's life takes shapes according to their decisions. Decisions play a crucial role in people's life. We make decisions until we die. We decide which university to study, which job to choose, or less crucial ones like which phone to buy, what to eat for dinner, which clothes to wear for party and etc. It is seen that some of these decisions are buying decisions. When we think about buying any product, we start to behave more differently than while we make other decisions. This specific behavior during buying action is called consumer behavior.

Psychologists, neurologists try to understand the underlying causes of our behavior. In regard to this many studies and researches is conducted. These studies revealed an amazing fact that we are not aware of most of our behaviors. When people were asked why they behaved that way. Most of them can't explain reasons of their behaviors. We were thinking that we behave consciously. In reality we don't have control on our behavior. If people don't govern their behavior themselves, what controls people's behaviors. The answer is the subconscious mind. Decision making process happens in the subconscious level. Human mind consists of conscious mind, subconscious mind and unconscious mind. The conscious mind refers to actions we do when we are aware of. But the subconscious mind refers to the kind of activities we are doing, which we are unaware of. The unconscious mind holds traumatic memories, past bad events and etc.

95% of buying decisions takes place in the subconscious mind. After knowing this fact marketers try to reach the subconscious mind of customers. In other words marketers try to sell their company's products not to the consumer to the subconscious of consumers. The essential question: How can marketers realize subconscious thinking of consumer? Here some fields of science such as

neuroscience, psychology, neurology and at the end marketing subject assist marketers to clarify reasons of consumer behavior and understand the role of the subconscious mind in the consumer behavior.

In this study the role and importance of the subconscious mind in the consumer behavior has been elucidated mainly from aspect of marketing and economy. First of all the subconscious mind itself is explained with broad examples. Additionally wide explanation of differences between unconscious and subconscious, specific characters of the subconscious mind help reader to gain a point view about the subconscious.

After detailed elucidation of the subconscious it is dealt with consumer behavior. This part related to consumer behavior affords information about definition of consumer behavior in marketing, purchasing decisions making process and factors affecting consumer behavior. Acquiring advanced information about

Modern technologies revolutionize marketer's skill to understand consumer behavior. After technologies were invented which helps neurologists to scan brain, marketers started to think about a question. How can they use these brain imaging techniques in marketing and affect the subconscious mind of consumers? There may be a solution. This solution is neuromarketing. It arises from intersection of two fields of science: neuroscience and marketing. Neuromarketing caused marketers understanding the role of the subconscious mind in consumer behavior. In the past times marketers believed that customers had to be persuaded. They formed all business strategies according to this belief. For this reason, they continued the brand communication in a way that explains the benefits of the products. Then it is proved that consumers are always choosing and buying brands with their emotions rather than their logic.

In the ongoing parts of the study Topics such as how big corporations benefits neuromarketing, available practices in the world, measurement characteristic of neuromarketing etc is emphasized. Neuromarketing uses Skin Conductance Response (SCR), Galvanic Skin Response (GSR), Pupil Dilation Response (PDR), Electroencephalographic (EEG) and Functional magnetic resonance imaging (fMRI).

This technologies measure the response of brain to stimulants. Availability of these techniques allows marketers to create effective advertisements.

Later extend using of subliminal messages by big companies is showed. The subliminal or subconscious message can be expressed in its most abstract form as "the secret message sent to the subconscious of the person". These hidden messages in advertisements, logos and packages can't be perceived by people. Practices, results and history of subliminal messages is discussed.

At the end of the study confusion between neuromarketing and subliminal marketing is elucidated. Neuromarketing has never taken a mission of affecting consumer's subconscious mind by sending secret messages. There is no connection between neuromarketing and subliminal advertising. They are two fields that show differences despite being perceived in a similar way.

What is subconscious mind?

The term "subconscious" were used primarily by Sigmund Freud -famous Austrian neurologist in the concept of three levels of mind. Freud improved a model of the mind between 1900 and 1905 years, whereby he defined the characteristics of the mind's structure and function. He separated the model into 3 sections – the conscious mind, the subconscious, and the unconscious mind. Freud utilized the analogy of an iceberg to give the description of the mind's three levels. On the surface is consciousness, that defines all thoughts and actions within our awareness, this is noticed as the top part of the iceberg. The conscious mind is, on the other hand, for answerable for logic, calculations and all kind of activities that are accomplished while we are conscious. Conscious mind is person's awareness at the present time. We are aware of environment on the outside as well as some particular mental activities happening in our brain.

The subconscious is the most important, powerful and biggest part of iceberg that determines all reactions and automatic movements we can become aware of if we start to think about them. For example, when we first learn how to drive a car, we focus all our full attention on the driving process; we can't hold a conversation with others. But later we became resourceful at driving and we stop thinking about how to drive and even started to do other tasks like talking on the phone. Driving became an automatic habit. We already don't need to pay attention driving separately. Because of this is that the driving habit has been removed to our subconscious mind. It is being controlled by the subconscious mind. Unconscious mind is the deepest part of iceberg and under subconscious mind where socially unacceptable thoughts, traumatic commemoratives and agonizing emotions, dreams and desires are stored. Sigmund Freud noted that repressed thoughts, desires in the unconscious mind can make people ill and damage their mental health.

Our brain requires a great deal of energy to operate. Particularly when we have to concentrate and think about something. Problem solving and making

decisions not only uses more brain energy, it can also be a slow process. So our brain seeks to conserve energy by developing efficient ways of operating. One way it does this is through conscious and subconscious processing. Our brain look for automate many of our actions to economize time and brain energy. These are our subconscious processes. They take care of our basic life functioning such as our learned behaviors and habits, fight and flight responses. We don't really think about these things. They just happen on autopilot or it becomes second nature. In fact up to 95% of all our behaviors and reactions happen at the subconscious level. The subconscious mind warehouses all of our previous life experiences, our beliefs, commemoratives, all conditions we have been through and all images we have seen before. Its power is much more than conscious mind. About 95% of our decisions and behavior are governed by the subconscious mind according to Dr Gerald Zaltman (Professor at Harvard Business School). It absorbs millions of bits of information day and night whether we are awake or asleep. It also controls other body functions-the most crucial ones are breathing and heart beats. The breathing is the most noted example that are used clarifying the subconscious mind. The example is that someone is wanted to focus on his breathing. After that his conscious mind controls his breathing action. When the person stop focusing on breathing and think about different things, his subconscious mind will take control over again.

The subconscious mind protects us from real and imaginary dangers. When we were child, we touched a hot teapot. The heat scared us and this fear is placed in our subconscious mind. In the next times we started to behave more carefully with teapot. This is a defense mechanism of the subconscious mind. It stays active through our life to protect us. It also protects us from emotional concussions and injuries.

The emotions we experience through our lives are kept in the subconscious mind. The common explanation of this is feeling of anxiety before making any speech. Even people consciously know that there is no need to be afraid. At this moment fact of subconscious mind becoming stronger than conscious mind is proved practically. People are aware of their nervousness during the presentation. However

they can't manage the triggered feelings with logically trying to convince themselves that it doesn't exist any dangerous situation to be frightened. They will find their heart beating and your fight response will become triggered without being able to stop this from happening. The happening reason of involuntary actions is the subconscious mind. Involuntary actions include reflex actions, fight or flight response, and even the movement of people's hand muscles while writing. Therefore handwriting may discover some of people's personality traits and secret emotions.

Difference between subconscious and unconscious mind

Sometimes these two terms are mixed up by people and even psychologists. They might seem similar according to their meaning and definition. But in reality they are completely different from each other. Although the notion of the unconscious is a concept associated with the famous psychoanalyst Sigmund Freud, it is a concept that has been studied and understood in the fields of science, religion, mythology and literature long before Freud. Freud attempting not to understand the unconscious as philosophical only, to construct it into a tool that can be used in the clinical field distinguishes Freud from previous "unconscious savvy" and makes his theory important. In everyday life we can hear subconscious more often than unconscious. In American films subconscious are often used rather than unconscious.

Sigmund Freud utilized the term "subconscious" in place of "unconscious" in the beginning, but later discarded this idea. He later understood that they are various parts of mind and have different characteristics. The biggest difference between them is in their accessibility. While both of them are storages of memories. We can recall memories from the subconscious, but not so easily from the unconscious. The information stored in the subconscious is accessible when we focus on that information. For instance, Someone are asked his phone number, the person may remember and tell the number. He can easily recall it from subconscious mind. But

he doesn't always think about the phone number. The unconscious mind stores past situations, habits, traumatic memories, patterns attitudes which we can't deliberately access. The unconscious mind is like foundation of them. It is where they started. The unconscious mind refers to a part of mind that can't be known by conscious.

Unconscious processes are nervous, subconscious processes are spiritual. The unconscious includes actions which is done unconsciously. According to Sigmund Freud, the unconscious manifests himself through dreams, or defense mechanisms. Reflexes, for example, happens because of unconscious. The subconscious is the mental activities that develops beyond the awareness or occurs just below the threshold of consciousness. It is the place where all kinds of information are collected for later recall and use. To give an example, you gave your attention to the teacher while listening to lessons: the appearance of the teacher, his voice is an area that your consciousness understands and comprehends. Your two friends next to you are whispering to each other: even if you do not hear them personally, their voices come to your ear. Your other friend on the other side is writing heatedly something in his notebook. Again, you do not see exactly his hand-arm movements, but you realize that the movements of his hand-arm are normally faster. This information perceived by subconscious area of mind. Furthermore there is an area completely outside of your consciousness. Let's think of this unconscious area as a music playing in the background. It is the area of thought, feelings, and motivation within your mind that can even determine your field of attention. For example, you are hungry, so after a while, your attention goes from teacher to a student who is eating chips in the back row. These feelings and emotions belong to the unconscious, but the memories, latent desires that lead to the formation of those feelings and emotions are even in the deeper field of unconsciousness

The rules of the Subconscious mind

It has its own specific characteristics that govern it.

- **It can't define difference between imagined and real situation.** For example, When people watch horror movies, their pulse race in fear and dread. During the film they consciously know that there is no real danger to worry. But their instant reactions and responses are controlled mostly by the subconscious mind. According to this fact the subconscious mind of people watching horror film distinguish an imaginary situation from a real threat. Another example is if a person visualize his speech in his brain many times, before he made it then the subconscious mind will believe you did an amazing presentation. When the person faces a real presentation, he will be able to do well in the real one.
- **There is no past or future time in the subconscious mind, except the present time.** While doing joyful activities it seems that time passes quickly. Vice versa during waiting for someone in somewhere or something-the results of crucial exam we feel that time is passing hardly. In the first example the subconscious mind takeover and works. In the second one we are aware of each minute of time consciously.
- **It collects all data of our life.** The subconscious mind stored everything till today after we were born and will continue to accumulate till the day we will die.
- **It is proved that the subconscious mind's power is much more than the conscious mind.**
- **It is hard to change any belief in the subconscious mind.** If the person has a belief or thought which he believes it strongly for a long time, it would definitely be difficult to replace these ideas with another one or completely kicks it from the subconscious mind.
- **It is not logical. It learns with repetition, not logically.** The subconscious mind doesn't run by logic. A simple tape recorder can become a good example to understand it. While taping a tape recorder doesn't analyze or condemn. As

the tape recorder do, the subconscious mind doesn't examine or judge what is wrong or bad, true or false, it just accepts.

- **It is always awake.** While sleeping, the conscious mind relaxes and the subconscious remains active. If a person fall asleep in front TV, his subconscious mind will keep listening on. After waking up when the person face similar topic or conversation from TV, his memory would be triggered and remember everything on TV.
- **The conscious has the volition, the subconscious has the strength.**
- **The subconscious mind pays attention to images more than writing.** Visual elements are perceived and processed 60 thousand times faster by our brain according to the written elements.
- **It controls 95 % of life.** It means that our behaviors and decisions is the production of the subconscious mind. It almost runs our whole life.
- **Each thought in the subconscious mind is related to any physical reaction.** If a person always worry about getting stressed and failing in the exam. When the exam day comes, that person's pulse and breathing rate will start to go up. As a result his tension would rise and not be successful in the exam. Thought are converted into reality because of the subconscious mind.

Consumer behavior

Before giving the definition of consumer behavior the explanation of consumer should be given. Consumer is a person who has a various reasons, motives and needs to buy and use products and services. Consumers make buying decisions regularly. Their purchasing decisions are affected by many factors. Buying decisions happens throughout buying process. In this process people first of all determine their needs, later they try to find ways to meet their needs, then decide what and where to buy, eventually they implement purchasing. During the buying process they show some

behavioral traits. Behavior in the course of buying process consumer demonstrates is called consumer behavior. It is defined as an area of research within the field of marketing that focuses on how consumers select, buy, use and dispose products and services to satisfy their needs and desires. When a person starts to think about buying something, then consumer behavior begins. Consumer behavior refers to mental and physical activity undertaken to meet their needs. Consumer behavior is the investigation of people and associations and how they select and buy goods and services.

Our lives are formed according to the long run and short term decisions. Majority of the decisions are buying decisions. On daily basis people make many purchasing decisions-which clothe to wear, which food to eat and etc. These decisions assist to move the economy of cities, countries and in the end the world's economy. The purpose of marketers is to realize customer buying decisions. Because the best way to create and keep customers is to understand what motivates their consumption decisions and anticipate their consumption needs. Only this way companies produce products, services and offers that will match their needs.

Before buying any product or service consumers pass through some steps. If the process a potential consumer uses to make decisions is known, a good marketer can use that to sway their decisions. Most marketers agrees that there are 5 or 6 steps in the consumer's decision making process.

1. **Need recognition**-Need is crucial factor that instigate people to buy something. First of all consumers realize that they need something. For instance, a person's need might be a car which is safe for his family. After recognizing the need they go for the second step.
2. **Gathering information**-After need is defined, the consumer begins to search for getting detailed information. Obtaining information gives them many alternatives for choice. The individual may get data with help of the following sources. Of course, number and characteristics of these sources can alter from person to person.

- **personal sources:** People might want advice from their friends, family members, co workers and other acquaintances.
- **commercial sources:** TV, radio, billboard, newspaper, internet advertisements, sales people etc
- **experiential sources:** People would definitely buy the same product again if they had already used one.

In the example of the first step the person will apply one or more than one source for cars that offers safety.

3. **Evaluation of alternatives-** Later Completing search process arises some alternatives. In this step customers try to estimate various alternatives. The alternatives are carefully scrutinized by customers in order to choose the best option among different products. While scrutinizing consumers pay attention the specific features of product which can satisfy their need in a complete form. In our example the person tries to find an answer to his question-which brand will satisfy his need of safety? Lexus, Volvo, Toyota or the other one.
4. **Purchase of product-**Afterwards three steps dealing happens and consumers finally buy the product. In the example the person decides to purchase Volvo which is the safest car according to him.
5. **Post purchase evaluation-**Despite product is bought, purchasing decision making process doesn't finish. Final step of the buying decision process is post buying evaluation. In this stage consumers compare product with their expectancies. After utilizing the product customers give feedback whether it satisfied their need or not? If the product match or exceed expectations, with high probability consumers would buy the product from the same company. Even they advice product to others who have same need. Consumer's pleasure might results in brand loyalty. The information search and evaluation of alternative options may be skipped.¹ For example, after buying and

¹ <https://www.b2bmarketing.net/en/resources/blog/5-steps-understanding-your-customers-buying-process>

experiencing the brand the person observes whether, Volvo is really a safest car or not? What other are saying about my decision of buying Volvo.

One thing must be mentioned here. Not all consumers go through these steps in buying decision process. Sometimes customers pass through all decision making process. Sometimes they don't, and jump directly to buying a brand, just after need recognition. When brand is famous in its category, Consumer passes all of the decision stages. First of all consumer think of the category and then they ask for the brand. They translate that category into name of the brand. This is also major reason why a brand stands for something in the mind of consumer. World's top branding experts, AL and Laura Rises wrote in their famous book-"War in the boardroom" that brand is a visible face of the category but the first decision of consumer is the selection the category. The brand always follows that choice. Consumer think category, but they frequently express their category choices in terms of brands. For instance, when people think about energy drink, Red Bull takes all advantages. Because it created the energy drink category by being first. There was no brand in energy drink. Today it is a leading brand among its consumers.

If a company want to get into consumer's mind, it has to launch the brand via creating a new category in the mind of consumers by being first. Yet some marketers think the opposite. They want to get into consumer's mind by creating brand , not category. So the right way to get into consumer's mind is by creating category, not brand. Brand and category are directly related to each other. Let's think an iceberg. The top of iceberg is brand, the bottom of it is category. How big and deep the iceberg is will determine how valuable brand is. Let's imagine the bottom part of iceberg-the category part melts, then the brand part will also melt. Marketers on earth shouldn't try to save the brand, if its category is going down. According to "Interbrand" (brand consultancy company) brand equity of Marlboro was 47 billion dollar. In 2017 its brand equity was 24 billion dollar. As smoking iceberg melts, one day Marlboro brand might be worthless.

That is why marketers should also focus on creating a new category first and then brand second. In the summary If a successful category is created, brand success will follow, by effectively applying marketing strategies. Customers enjoy category, however they refer to those categories with brand names.

The study of consumer behavior demands marketers to find appropriate answers to the following questions.

- How consumers decide to buy something?
- How do we obtain information about product?
- How they make a choice among various alternatives?
- What are reasons of consumers to buy it?
- What are their feelings and thoughts about various alternatives?
- When and where they buy product?
- How their buying decisions are affected by internal and external factors?
- How can marketing plans be designed to more effectively to influence the consumer?

With exploring and answering these questions marketers comprehend and predict the purchase behavior of consumer. It is known that each consumer have different motive and reasons to buy the same product. People's feelings and emotions on the same product are different. People utilize the same product for distinctive causes.

According to diversity of psychical and psychological reactions of consumers importance of studying consumer behavior is realized well by marketing and business experts. An understanding of consumer behavior is useful to companies for developing effective marketing campaigns and helps to launch innovative products. Simultaneously knowledge of consumer behavior helps companies manage unpredictable market situation. For example, Tata's (the largest Indian automobile manufacture) newly launched car, to be named Zica earlier, was renamed as Tiago, following news regarding the Zika virus.

Factors that affects consumer behavior

Factors influences buying decisions of consumers are divided into four categories: Cultural, Social, Psychological and Personal. These four factors are merged under two large factors-internal and external .The first pair, social and cultural factors are called internal factors. External includes psychological and personal factors. Internal factors refer more to psychological aspects which is main point of this dissertation. Therefore external parameters will not be elucidated so much. The main focus of the study would be on internal factors. Let's start explanation of cultural factors.

Cultural factors consist of specific values and commonly accepted ideas by a group of people. These values, beliefs and practices are shared by majority of people within a relatively large group. Cultural factors comprise culture, subculture and social class. Culture is taught to children and so passed from one generation to the next.

Especially companies including clothing and food sectors always take into consideration cultural factors. Each culture is also divided into subcultures based on religion, age, geographical location, gender (male/female) etc. Subcultures arrange significant market segments and often products. For example In Muslim countries people don't eat pork. In India the forbidden meat is cow meat. Old people don't tend to wear too bright and colorful dresses. But the young wear those garments with great pleasure. Genders also affect what we purchase. Women are the essential customers of beauty products. Social class system refers to an ordered division in the society, where people are grouped into a set of hierarchical social categories, the most common being: the upper, middle and lower. Social class is measured as a combination of various factors such as wealth, occupation, education, authority, lifestyle, property etc. Elite members of society generally buy products which is luxurious. Individuals who belongs to middle or lower class mainly purchase items which are necessary for survival.

Social factors also play a important role in the buying decisions of consumers. People are social creatures. Sociality is one the main characters of humans. We need

people to communicate and discuss our decisions. People have tendency to get advice from someone for reach to better solutions. We also seek confirmation from the people around us. Our behavior patterns, likes and dislikes are influenced by some group of persons. Under this category reference groups, immediate family members, role and status in the society can be included. A reference groups are a formal or informal groups of people with whom an individual associates. These acquaintances may include relatives, coworkers, friends, neighbors. The reference group splits into two group-primary and secondary groups. Primary group consist of individuals we communicate on a regular basis. When we prepare to buy something, we come up to our friend, neighbors and other acquaintances for their recommend. The family is one the most important organizations in our society and is thus the most influential group that affects person's decisions .Family has a direct or indirect impact on the behavior and attitude of a buyer. Married people make most of buying decisions with other family members. A person who starts a new family would show interest on buying household items, furniture and so on. Secondary groups don't affect consumer's decisions as much as primary group do. Because consumers don't have direct relationship with them. They include religious associations, political parties, clubs and etc. The person's position in a group can be appointed in terms of roles and status. A role indicates the activities that the person is expected to accomplish. Each role relates to a certain status. people choose products that communicate their role and status in society. As an example Chief executive officer of a reputed company is also someone's brother or son.

In the summary People's social life splits into four big stages. In each stage the items people prefer to buy changes.

- ✓ Bachelorhood- People belongs to this stage tend to spend their money on alcohol, beer, tickets for concerts, cinema and etc. In generally aim of their purchasing decisions is for fun.

- ✓ Newly married people's preferences are to buy a new home, car, furniture. They think about the future family. In this stage people start to spend more carefully.
- ✓ Family with children- This stage's people also pay attention to their spending. They focus on products more which will be bought for their family than products will be bought for themselves.
- ✓ Retirement and old age- In these stage individuals mainly purchase medicines, health products and etc.

Personal factors are occupation, age, economic condition, lifestyle and personality. People from different jobs, shows various buying behavior. A worker who works in a higher position in an organization have more tendency to purchase luxury items than a worker in the low position in the same organization. Financial stability, income and savings all contribute to how customer makes a buying decision. Persons with high profit would purchase expensive and luxury goods as compared to people from the lower income group who would spend their money mostly on items that are important for survival. How a person lives in the community and his values, interests influence his purchasing decisions. Lifestyle may vary even if people belong to the same social class, subculture, or occupation. Some people purchase based on their views of the world while other people might want to buy affected by the opinions of others. Austrian psychologist Alfred Adler coined the term "Lifestyle" in 1929.

A distinct personality which includes unique psychological characteristics is an important determinant of consumer decisions. Each person has his own personality traits. Character peculiarities change from situation to situation. Person can behave unlike.

Psychological factors include motivation, learning, perception, attitudes and beliefs. Motivation is a need that urges a person to act. According to Maslow's hierarchy of needs human need are arranged in a hierarchy from most pressing to least pressing. Once basic needs are fulfilled that person moves on to acquire other needs. This is when a need becomes a motive and encourages the person to look for pleasure by

obtaining it. Persons can have positive and negative motivations to buy a product. A person who has a pain in his head, he is going to buy soothing drug. He has a negative motive to prevent the pain. A person bought a delicious pizza for eating. Because he is hungry. His hunger was the positive motivation that incited him to purchase.

Perception is how a buyer picks out and explains the information that he or she is exposed to. It can be different for various individuals. So even when their needs are identical, distinction in perception can make them purchase various products. Some people prefer to drink Coca-Cola, but others don't find it healthy and never buy it. Their perceptions for the same product are different. Perception refers to the selection, organization and interpretation of information in a way that produces a meaningful experience of the world. Perception comprise of three different perceptual processes-selective attention, selective distortion, selective retention.

1. Selective attention is a process in which consumer's attention goes to information which is useful for them at the moment. A person on a normal day are bombarded by dozens of advertisements. He pays attention to those which is relevant at that time and can take benefit from them.
2. In the process of selective distortion consumers mainly comprehend information which they believe strongly in a way.
3. Selective retention is also a process where customers recall information easily which is closer to their values and belief system.

Learning factor is related to the experience of consumers. With experience a person's behavior can alter. According to the learning theory when a person is exposed to strong motivations and positive reinforcement, buying decisions are altered.²In general we tend to focus on certain information from our environment, while actively blocking or modifying messages that conflict with our values and attitudes. Individuals have powerful incentive to buy the products that they have purchase, used and satisfied with them before.

² <https://marketingwit.com/factors-that-influence-buying-decisions-of-consumers>

Beliefs and attitudes we hold as consumers, will affect the way we interpret information and the way we act. Behavior also has learning dimension which highlights the importance of past experience. Individuals are not born consumers. They learn to become consumers. They develop purchase behavior patterns that can involve through time. Each consumer has a specific belief and attitude towards various products. These are usually representational thoughts of how the product is. Those thoughts can be obtained or learned. This in turn influences customer purchasing decisions.

Neuromarketing

As consumer preferences evolve, it can be hard for companies to market to their audiences in the right way. There has been a lot of attention on big data which can help companies understand their customers better, but more so on a quantitative level. Qualitative indicators are just as important. Factors like brand image and customer loyalty are strategically crucial but hard to quantify. Traditional methods like surveys and group studies often give skewed or inaccurate results due to human error. However there may be a solution where neuroscience and marketing intersect. A new marketing field-neuromarketing arise from this intersection. It is an area that applies to the principles of neuroscience to marketing research, studying consumer sensory motor, cognitive and affective response to marketing stimuli. In short, neuromarketing is a science that measures the consumption behaviors shaped in our minds and determines the marketing and communication strategies with emerging data.

In the former times brand managers and marketing managers believed that consumers had to be persuaded . For this reason, they continued the brand communication in a way that explains the benefits of the products. “ Our detergent washes better because it removes 572 different spots.” "Our car is better because it

burns 348 cents less than the others at 100 kilometers". Then it is proved that consumers are always choosing and buying brands with their emotions rather than their logic. Meanwhile, the field of medicine was developing, and experts began to develop imaging techniques. Especially in neurology, neurologists have succeeded in seeing which parts of the brain are stimulated in which situations. The aim of the neurologists, of course, was not to increase chewing sales or convince mobile phone users. They intended to analyze human behavior, that was their fear, their passion, their phobias. But as with many other technological innovations, marketers have discovered that this technology does not just explore the "human brain," but it also investigate the "consumer brain," and has introduced a new area of marketing immediately-Neuromarketing. In an international conference held in 1990, Gerald Zaltman announced that he had used fMRI device in marketing research. After that the base of neuromarketing was formed. The concept of neuromarketing is resented firstly by Ale Smidts from the Erasmus University Management School in Rotterdam in 2002. He asked: "Can we use the science of neurology, which is used to better understand people and provide solutions to them, to understand consumers? At the same year by Renvoise and Morin "SalesBrain" company was established to carry out extensive research on marketing and neuroscience. By the way it was the first company in the world in its field.

Contradiction between surveys and behavior

The easiest way to understand consumer needs and requests was consumer surveys, market research surveys. As we know from hundreds of products that started production after tens of thousands of dollars of research, which have not succeeded in selling. Because Consumers' responses to the questionnaires are not very consistent with their buying behavior at the market. In the questionnaires both the pressure of the neighborhood and the answers given by the experimental effect unfortunately do

not reflect real feelings. At this stage, marketing experts decided not to listen to the "controlled" word from the mouth, but to listen to the "uncontrollable" responses given by the brain and the body. At this stage, subconscious analysis and imaging techniques reached out to help.

Researchers utilize technologies such as functional Magnetic Resonance Imaging (fMRI) to measure changes in activity in parts of brain, electroencephalography (EEG) and Steady state topography (SST) to measure activity in specific regional spectra of the brain response. Both methods have advantages and disadvantages. Functional magnetic resonance using imaging, the blood flow of the brain is measured by a powerful magnet during responses of subjects to visual and auditory signs. This gives you access to the deep areas of the brain, which are described as "areas of satisfaction". The disadvantages of functional magnetic resonance imaging are the high cost and distressing method; The equipment required is very expensive because you have to pay \$ 1,000 per hour for each machine and the subjects have to lay without moving for a long time in a large machine. On the other hand, electroencephalography is cheaper than functional magnetic resonance imaging. An electrode hood is used, which is placed in the head skin of the subject and allows to move. As the EEG collects data with electrodes, only the changes in the surface of the brain can be measured, and the changes in the parts such as Amygdale, Hippocampus, Hypothalamus and Thalamus on the inner side can also be observed by taking sections from the entire brain with FMRI. So in terms of richness of information obtained fMRI is more advantageous. But the EEG technique gives researchers very fast data, even instantaneous changes in brain waves can be recorded. On the contrary, the result obtained with FMRI is not so fast, because it comes from the depths of the brain therefore it is not instantaneous. In this case, EEG is also a more appropriate method to measure the reaction given to each scene in the commercial film that person is watching.

Neuromarketing consists of the immediate utilization of brain imaging, scanning, or other brain activity estimation technology to measure a subject's reaction to

particular items, bundling, packaging, advertising, or other marketing elements. It is a brain based approach to help marketing professionals directly measure customer's underlying thoughts, feelings and intentions. Neurologists have taken the latest understanding of basic human cognition and applied it to marketing. Brain responses during making buying decisions noted by using these technologies might not be consciously comprehended by the person, but the data collected by high medical technologies may be more uncovering than self-reporting on surveys, in focus groups, etc. It reveals the importance of neuromarketing. Marketing professionals can take advantage of this science by leveraging three key neuromarketing principles.

- I. The first principle is called familiarity. This principle appeals to the middle portion of our brain which neuroscientists call the limbic system. This is actually our emotional brain and it responds best to heart strings, it doesn't respond well at all to written words but instead our limbic system prefers emotional pictures which activate our fusiform face area familiarity centers.
- II. The second principle is adversity. This appeals to the reptilian portion of our brain or the oldest part of our brain from an evolutionary standpoint. This brain part is far more instinctual and also doesn't like written words. Instead this part of brain prefers instinct based visual or audio stimuli
- III. The last principal is simplicity. This targets our neocortex which is the newest evolutionary part of our brain. This part of our brain is far more logical and while this brain does like numbers, facts and figures. It prefers to analyze no more than three concepts at a time.

Dr.A.K.Pradeep in his best-selling book "The Buying Brain" (Secrets for selling to the subconscious mind) narrates different implications to neuromarketing. We know, for example, that soft odor of lemon enhances sales in seafood restaurants. Another example, the subtle smell of grass near the dairy aisle could take consumers back to a simpler, more carefree time, and subconsciously remind them of the fields the products come from. In clothing stores, the invigorating scent of the sea or romantic mix of roses and violets suffuses the experience and makes purchasing a product

associated with those memories powerful. We are surrounded by neuromarketing whenever we look at something whether it is a poster, logo or a package. It activates a number of associated thoughts in our mind.

Effectes of neuoromarketing with subconsciuous mind to consumer behavior

Neuromarketing without asking consumers any questions reveals the underlying causes of much key information, such as their purchasing decisions & behaviors, brand choices, brand perceptions, priorities, needs, and only works by reading the consumer's brain, by reaching subconscious data. According to neuromarketing, we are not consciously aware of what we actually want, and we are making our purchasing decisions with our feelings, not our logic. When we look at this point, Neuromarketing makes a real analysis by revealing the properties of the relationship between the brand and the customer, that is why it is very important for the advertisers. Such that it monitorizes our brain in the buying process and show us what we can be influenced and motivated - whether we like it or not. The subject of neuromarketing research is to reveal answers that can be misleading with conventional methods such as face-to-face interviews, questionnaires. Because the answers we give consciousnessly can be fallacious. The answers given may vary in the situation, even according to the person asking the questionnaire. But the mind never lie. The purpose of the investigations is to investigate how an advertisement or message affects in people's minds. It should not be forgotten that neuromarketing alone is not enough. It should be considered together with other methods. In addition, the conducted experiments are usually done with 50-60 people. This is not enough to understand the general mass. Therefore, it is unthinkable that the result for a small number of samples is valid for the general public. Only statistically significant probabilities can be mentioned.

Measurement in Neuromarketing

There are three parameters measured by neuromarketing: attention, emotional engagement, and memory retention. They have an important place in the analysis of consumers behavior. These concepts measure the level of interest, remembering and effectiveness which the advertising creates in the consumer's mind. These three parameters with vital importance in the context of consumer behavior are measured by neuropsychologists. Regarding attention; measurements are made about the interest of a person watching an advertisement or a customer looking at shelves while wandering the market. With emotional engagement, what consumers are afraid of and against what they feel love and compassion are analyzed. With the third one-memory retention the advertisement film or which parts from images locating in our memory is measured. These concepts, which can't be measured by classical methods, give directions to studies of neuromarketing.

Neuromarketing is used in many areas today, but primarily the applications of neuromarketing studies can be evaluated within the following questions.

- Which presentations of the TV can be remembered for the brand or create a positive feeling?
- To what extent does the watcher get the information in the advertising emotionally or analytically?
- What are subconscious reactions to different packages?
- What attracts the least and the most attention within the advertising tools?
- What does music add to the message of advertisement and what does it detract?
- What happens in the consumer's mind when examining the different features of a new product?
- Are visual or auditory messages appropriate to a target audience?
- Which color is the most successful with a new product?

- What are the subconscious reactions to a new scent?
- How can the findings of other market vehicle types be verified?

Neuromarketing Practices and Results in the World

Known as one of the most important neuromarketing researches; linkages have been obtained by examining whether there is an interaction between religious beliefs and brand dependency. In a study conducted with a man who has active religious feelings, the reactions in the brain have been analyzed by showing visual signs that will make brand and religious associations, such as rosary beads, praying children, to examine whether the feelings against them are similar or not. In the result obtained it is observed that the reactions to strong brands have similarities with the reactions to the religious objects. The part of the brain related to the reward that is activated by religious feelings is also acted by the influence of the strong brands' logo and visuals. with religious feelings In the conducted study it was revealed that the feeling of loyalty to the strong brand and religious emotions showed similarity.

In 2004, a group of researchers at the Baylor School of Medicine, Some experiments have been carried out to determine the causes of the Pepsi and Coca Cola preferences and results are published. This was done by applying blind test (without brand names). In the survey, the subjects were asked which of the two drinkers they preferred. Tested 75 percent of the 67 consumers who chose Pepsi prefer. Besides, the same application was done when the brands are displaying again clearly; 75 percent preferred Coca Cola. During the tests when the Coca Cola brand is shown over-activation in the center of subjects brain which is responsible for self-image and remembering is observed by researchers. When the Pepsi brand is shown, this "good feeling center" of the brain very little activity was observed. Laboratory director According to P. Reed Montague, Coca Cola brand's red and white colors

have a significant impact on this region of brain, that controls human behavior. The results of subconscious directing individual to a certain behavior was discovered. How effective is the "smoking killing" warning of cigarette packs to stop people smoking?

According to the results of a study with FMRI (Functional Magnetic Resonance Imaging), a neuromarketing technique, notification on cigarette packs warn region in the brain so-called 'nucleus accumbens', where the secretion of dopamine leads to more desire for cigarettes. So instead of deterring smokers, these types of writings direct them to drink.

Our instinctive response time is about 3 seconds. In such a short period of time our brain visually perceives the product and the decision mechanism takes action. Visual elements are perceived and processed 60 thousand times faster by our brain according to the written elements. Even events that improve as fast as we can not detect are noticed by this wonderful mechanism and are delivered to the subconscious. Another element that influences our buying decisions is the color. Scientific research has proven that different colors affect different regions in the brain. For example, it is suggested that red color creates appetite in people, makes a sudden decision making impression, and fast food brands like Coca-Cola and McDonald's are using this color. Blue color makes people feel a sense of maturity and trust, for this reason, it is seemed to be preferred by social media companies such as Facebook and Twitter.

Neuromarketing is also applied by marketers to design packages of products. Big corporations like Campbell's Soup, Gerber and Frito-Lay have used neuromarketing for package designs. The packages of the products are shown to the consumers and their positive, neutral and negative responses are recorded. This information is used to analyze specific points such as color, font size and images. For example, Frito-Lay found that the matte bags used with the potato pictures did not give negative answers, while the bright bags used with the potato pictures gave negative answers. After a while, new bags were designed and bright bags were removed.

In addition to the colors, some voices are also influential in our decision-making. It should not be a coincidence that the names of most fast food brands end with the letter "S". According to the researches made, " S " voice sounds appetizing and is thought that this letter remind persons foods. Starbucks, Little Ceaser's, Mc Donald's, Dominos, Pringles, Arby's can be examples. Also brands leaving permanent marks on the consumer's ear can easily differ from their competitors. Sometimes it's a fun jingle, and sometimes it's the opening sound of the soft drink bottle. Even Consumers decide with their ears the quality of a product. The sound of the vacuum cleaner, the sound of the car door, or even the sound of the food storage containers while closing is perceived as quality assurance.

Hyundai used neuro marketing with a method in which thirty test subjects wearing electroencephalography titles, and asked subjects to examine a car prototype for an hour. The information provided by the electrodes was recorded on hard drives and analyzed by experts. In another example, PayPal found that it received more responses from secure advertisements than ads that focused on speed, and created a new advertising campaign based on the results.

The brain actually takes decisions based on stimulant coming from sensory organs whether they are conscious or subconscious. Especially the effects of colors, shapes, objects are at the highest level in our buying decisions. Some colors, such as red, excite people, while others like blue forewarn the brain's center of trust. The natural products use nature-colored, brands realted to funny, hot prefer to apply hot, sunny colors. That is why companies selects and design their packages carefully. For example, when Tropicana fruit juices made a package change to increase sales on the American market, Insteda of gaining new customers It even lost its loyal customers, and resulted in a 20 percent down in sales. Because consumers have prefered to choose other fruit juices from the shelf in response to the change of their adapted packaging design. In Campbell's research on low soup sales, the problem arises from the packaging again with help of neuromarketing. In fact, it was determined that the big version of the logo came before the soup image, the soup image in the packets

seemed cold, the spoon did not work, and people wanted a more realistic hot soup image. After determining these facts Campbell company took serious steps. Another example is from DaimlerChrysler. In the study conducted, the pictures of the cars were shown to a group of men connected to the FMRI device and the effect of the car models on the men was examined, and when the men saw sports model, mobility was determined in the 'rewarding' region of brain. Thus, Marketers of Daimler realised that advertising works related to "rewarding" for sales of sports cars would be effective.

Recently in the retail sector the scent using is increasing intensely, the placement of bread and pastry ovens or grocery especially in the entrance of some supermarkets affects people with smell and makes them feel hungry. Where these ovens do not exist, it is stated that even the spray which gives artificial bread smell is started to be used. While some scents are relieving the consumer, some evoke nostalgic memories. Some odors make people hungry, others relax and convince them to shop. It is a well known fact that travel agencies by spreading sun cream smell and second-hand automobile galleries by spreading new car smells have increased sales. Some automobile manufacturers order a particular perfume scents for new car models to famous perfume companies. In the classic research for pastel paints of the Crayola brand, it was seen that the consumers took into consideration the factors such as price, quality, shape in paint selection. However, with neuromarketing later, it was understood that the smell of the product was very effective in paint choice of people. Whereas any subject in the classical research had never mentioned smell factor. So it turned out that the scent factor was very important in the buying process of people. Abercrombie & Fitch decided in its shops which music to play, which perfume to use, and many more with Neuromarketing.

Developing a brand-specific taste is not possible in every product group. But it is imperative that products such as toothpaste, water, gum and even toothpicks should own their original tastes. Danone was researching how they can make a difference when entering the Chinese market with the Evian brand waters, and they realized that

the majority of Chinese people are greatly bored for leaving their home towns and migrate to industrial centers. On top of that, Evian creates a new flavor which looks like water of villages, owns a slight land scent and becomes the number one drink for the Chinese who are bored for their hometown.

The last one of five emotions is touching. Marks are trying to make a difference with their unique texture. Research has shown that when we buy a garment, the warning we receive by touching the fabric is as effective as warning getting by seeing color. When Tesco market chain in the UK give consumers an opportunity to open a roll of each toilet paper brand and compare them with touching, sales are bursting.

Two of the easiest ways to warn our mind are using the two most primitive stimuli of survival in brand communication: fear and sexuality. In this regard, marketers and advertisers benefit the most of these two weaknesses in communication. While cosmetics advertisements appeal predominantly sexual attraction, insurance companies are trying to sell their products by fearing the hearts. As a result, while a nice mannequin standing next to new models at car fairs, deodorant brands with the possibility fearing of smelling badly sell the product.

7 methods of Neuromarketing

Martin Lindstrom, who conducts a large-scale neuromarketing study with sponsoring of brands to activate our primitive brain, talks about seven important ways to stimulate the brain:

1. Pay attention to visuality instead of text when conveying your messages.
Because the brain "sees" millions of years, but only "reads" for a few thousand years. The brain perceives messages 60 times faster which is given visually

2. Emphasize the contrasts in your messages. Offer both directions not just one, such as good-bad, fast-slow, hot-cold in which your competitors are disadvantaged, you are superior.
3. Use the first and the last to keep the message in mind. The first and last advertisements of the advertisement zone, the beginning and end of the films, the start and end moments of the sporting events are ideal times for brand communication.
4. Address emotions. Because statistics, numbers, physical features are destined to be forgotten. But the stories are remembered for a long time. Therefore, beer brands use friendship stories, or car brands use family stories. It is most effective to tell the message with anecdotes, analogies or metaphors which you want to give.
5. Do not complicate it, simplify it. because brain is programmed to economize energy. For this reason, the time that your perception is open is short. Give the message at the moment that you catch attention of consumer and direct the action.
6. Make the message as possible as concrete. Your car's going 873 kilometers of roads with a tank does not mean anything to the brain. But returning from Baku to Ganja with 1 tank of gasoline makes sense for the brain.
7. And finally, personalize your message. "Special campaign for you", "special discount for you", "slippery for you" is always more effective messages. Because the primitive brain is very selfish and only becomes active with messages that are specific to itself.

Psychophysiological methods of Neuromarketing

These methods are based on measuring the reactions of the body. Responses such as skin sweating, pupil growth, and increased hormones in the salivary secretion are measured to try to analyze whether the subjects liked or disliked the advertisement or the product. For example, with GSR, the Galvanic Skin Response, reactions such as stress, relief, and chills that occur in consumers' skin are recorded. The HR technique, Heart Rate, also analyzes the changes in heart beating rhythm. There are also techniques to measure diversity in tone of voice and changes in the frequency of breathing. Eye tracking is a method that helps to analyze where consumer's pupil focus on, which parts of image they look most, which images they focus, which texts they skip when consumers see a web page, an advertisement a package or a product shelf. The "eye tracking" test can be done before deciding where to place the logo in the announcement, where to place the brand on the label, where to place the campaign on web page, and much more. Face analysis techniques is based on the interpretation of the faces of potential customers when they hear and see the product, advertisement or campaign. 7 basic reactions such as happiness, anger, disgust, humiliation, upsetting, fear and surprise; by examining taking shape of lips, eyebrows, eyelids is being tried to interpret.

Effects of Subliminal advertisement with the subconscious mind to consumer behavior

The subliminal or subconscious message can be expressed in its most abstract form as "the secret message sent to the subconscious of the person". Another name of Subliminal Marketing is subconscious marketing. Especially if you remember a product or brand that you have never seen before, Subliminal Marketing is successful against you and has settled on your consciousness. Or when you enter a market, if you get a feeling in a product like that a brand has been known for years that you

have never seen before, this work has already succeeded in presenting you a brand in a secret place. The message, or sign, that we can't begin to notice, which can be prepared for the five senses, is embedded in an observer, which is far below the normal perception limit and directly affects our consciousness. Subliminal messages or subliminal messages are used audio visually and visually in the field of propaganda and marketing, since they are thought to directly influence human decisions. Subliminal messages are often used in advertisements, but people do not notice it, and it may be even needed to look at some technically.

Some brands do not always expect to earn revenue for the first stage of their PR work. TV commercials, stands, special brochure presentations etc. they are direct marketing and we are aware of advertisement presentation. The success of Subliminal Marketing occurs in the long run. The months, even years can take. They buy your future, not your today. In the purpose of the purchase is that they want you to buy their products in the future. Because in this case, your faithfulness to that brand will be permanent.

The most important feature of the subconscious is the recording of events, voices, pictures that our conscience does not realize. You do not count the stairs when you go to a five-story building, but this number is known and recorded under your subconscious. In the same way, it is possible to find memories of our infancy among the subconscious records. The main question is how it happens. Our eye is constantly scanning and sends some of the information to subconscious mind it receives. So we actually see a lot of things unwittingly, but we can remember very few what we see consciously. Because of our eyes scanning objects and instant positions around us, we can unwittingly throw some messages to the subconscious mind. Some of the secret messages influencing the subconscious and due to the buying decisions is argued. There are some ways to affect the subconscious mind through subliminal messages.

1. Audible paths hidden in digital audio files. Normal human ear can't hear this kind of subliminal voices. But the subconscious mind can hear and perceive these sounds.

2. 25th squares that are pushed to subconscious mind by cinema or television image in the form of short duration and exploring flashes that can't be perceived by simple bare eyes.
3. Images, words and figures hidden inside of advertising banners, logos and similar visual materials.

A subconscious technique used in cinema is the 25th frame technique. The instant image we see is composed of 24 tiny squares called 655 lines and frames. Every 24 frames is 25 in this cinema. In each 327.5 lines have a "control-track" interval called. The images from this interval are cut and other images are put between them.

In the subconscious advertisements two points are emphasized at most: "death" or "sexuality". The reason is that the subconscious is much more sensitive to the "birth" and "death" archetypes. So the brain reacts more to these two things. In the birth archetype sex message, kill message in the death archetype are met.

Undoubtedly one of the most controversial examples of subconscious advertising practices is the "Picnic" film in 1957. During the film screening, the viewers were exposed to the message "eat popcorn" and "drink Coca-Cola" in each 5 seconds for as little as 1 / 3.000 of second. Hidden messages had been added by James Vicary, a market researcher between the frames in the film. Through these messages, Coca-Cola and popcorn sales increased by 18.1% and 57.8%, respectively. With this work Vicary discovered the concept of subliminal advertising. However, it was later revealed that this subliminal advertising practice was a fictitious and it didn't have an effect. In reality James Vicary admitted himself that this experiment has never been conducted. In reality history of subliminal goes to more past times. Subliminal is a psychological term that emerged in the United States in 1800 years to explain subconscious and perception threshold. It is not astonishing that it appears in the US. Because those times were times when the mind was constantly questioning. Many books and articles about religion and spirit had been written in the United

States. By these considerations, naturally the advertising and marketing world was also affected and subliminal advertising was born.

Many applications of subliminal messages can be shown. On July 5, 1971, A brand named Gilbey's London Dry Gin had an advertisement on the back cover of Time. In the advertisement 'sex' was written on the ice in the glass. It was found that Gilbey's had a sales of \$ 1.5 million thanks to this advertisement. In the research related to the advertisement, subjects was asked about the effect of the advertisement on the them. Sixty percent of the subjects described this effect as expressions such as 'reaching satiation', 'sex addiction', 'excitement', 'romanticism', 'caressing emotions'. The version of the advertisement with no hidden messages was not defined so by the subjects. On the poster "Silence of the Lambs" film There are naked female figures inside a skeleton head on the butterfly. Here, both birth and death archetypes are used together to try to increase the effect on the person. Similarly, Camel in the cigarette packages have benefited from sexuality. On the cigarette packages a naked male figure on the left leg of the camel is seen. The figure for integrated with the leg of camel is not understood unless looking carefully. Coca-Cola also uses sexuality in advertisements it has made over the years. Noteworthy is that in the advertisement called Feel the Curves, a boy among the ice particles next to Cola carries his mouth towards the male sexual organ. In a recent advertisement, a bare female figure was created with ice on the Cola box. Pepsi secretly squeezed "sex" between the lines in the design of bottle and increased sales accordingly. In the film The Fight Club, Brat Pitt and a cigarette in his hand has been placed in various parts of the film with using a 25th frame technique. Even more horrifying is that the male sexual organ has been demonstrated in the closing scene of film.

A group of psychologists and authors have said that in the first years when the issue came to the agenda, this method is a fake and legendary and wouldn't affect people. With the development of the technology that measures the brain waves the advertisement with the hidden message causing the brain to react more differently and more has been observed and the effect of this method is proved. To test the effect

of subliminal messages, A study was conducted by Dr. Calvert and Martin Lindstorm on whether Marlboro and Camel branded cigarette packs stimulated the same desire for smoking. In this context, when the actual cigarette packets were shown to participants in the FMRI scans, it was determined that there was a reaction in the people's accumbens core (reward, desire and addiction related region of brain). When subconscious images were shown to the participants, it was observed that the same region reacted. The difference was that the brain's reward center responded more to subconscious images than direct images. So it was determined that the images such as sunsets creates more desire for cigarette smoking on addicted people more than smoking cigarettes themselves.

Disney have been submitting sexuality subconsciously to our children with its cartoons. Examples are as follows: In a cartoon called "Rescuer", shining and flashing naked women images had been reflected on the screen. In Aladdin cartoon, the voice of "good teenagers take off clothes" is repeated secretly in a hypnotic tone. In the famous cartoon called The Lion King, the word "sex" is written in the sky with the stars. In Jessica Rabbit cartoon the skirt of Jessica, film's hero opens in an escape scene, and the hero appears to have no underwear. The male sexual organ is depicted in secret on the cover of the Little Mermaid cartoon.

Misconceptions about the role of subliminal messages on consumer behavior

The subliminal word consists of a combination of sub (lower) and limb (threshold) words in the Latin language. Subliminal is also called the threshold and has same meaning with the subconscious. It should be known that everyone's subliminal threshold is different. One subliminal message that someone can't see the other one can see. So the subliminal concept is relative-To whom? According to what? Each given message in secret we are unaware of, is not subliminal. Subliminal perception occurs when an stimulant is below the awareness threshold and affects emotions and

thoughts. Therefore, the message that can be given at speed of one 60.000th of second may not always be subliminal. Subliminal perception depends on the person's current environmental, psychological factors and perception threshold. Everyone's perception threshold is not the same. So every secret message is not subliminal.

There is no evidence that subliminal messages affect behavior. Any effect of a subliminal message on behavior that is too weak to be perceived under the screen display can't be expected. Subliminal perception should not be confused with subliminal persuasion and motivation. The stimuli in advertisements and movies can be persuasive in the subliminal sense, but affecting purchasing decisions can't be said. Because human behavior is influenced so many factors that it can't be calculated. It is unpredictable what action will lead to. Sometimes we may not even notice an open stimulant.

A group of BBC researcher decided to carry out an experiment not in the lab, in the theater. It was a public test. There was 98 participants volunteered in the experiment. Researchers inserted a subliminal flashes of a drink brand into a three minutes clip. The drink brand was chosen specifically. Because it would be effective if participants wanted to drink. Before the test among participants a survey was conducted, which drink brand they prefer. Participants had been given crisps to make them thirsty. They splinted into 2 groups: control and test group. The test group watched the version of clip which included subliminal flashes of the word Lipton. The control group watched a clip without subliminal message. After watching the clip they were offered to drink Lipton and a mineral water. Test group (all participants): 46% chose Lipton, 54% water. Control group (all participants) 37% Lipton, 63% water. Experts agreed that between the results there wasn't immense difference. But effect of subliminal messages was proved and this effect wasn't so big.

Difference between neuromarketing and subliminal marketing

Neuromarketing and subliminal advertising are often confused. Because of neuromarketing using brain scanning methods it is perceived by public like a phenomenon that affects the human mind. That is way people estimated it like a brain washing tool. Neuromarketing; is a scientific field that researches how the human brain works and how it decides, and makes these researches useable in the field of marketing. Neuromarketing shouldn't be perceived only as pressing the purchase button. While consumers face purchasing, Neuromarketing determines what kind of decisions they will make and provides researchers to understand decision making process. Due to revealing of Neuromarketing by some authors as pressing the purchase button on the brain it has been subjected to a wrong assessment. It is not pressing the purchase button but to find the way to the purchase button. Neuromarketing is like a measurement tool itself. Contrary to what people think, neuropsychologists do not hypnotize, unconsciously does not lead to purchase. Neuromarketing should be considered as a science field in which neuroscience methods are used to measure consumer behavior. Subliminal advertising which is older than history of neuromarketing has directed individuals to more purchasing activities by sending messages that are below the perception thresholds of people. These concerns lead to the mixing of subliminal advertising and neuromarketing, even perceiving of Neuromarketing as a top model of the subliminal advertising. Subliminal advertising occurs when hidden messages affecting stimulants such as visual, auditory, sensory are positioned in the advertisements. advertising is based on subconscious perception. The goal in subliminal advertising is the subconscious convincing. The stimulator is under threshold perception. In other words through stimulants below people's lowest perception level impression of people's behavior, thoughts and emotions is the subject of subliminal messages.

In the context of subconscious advertising influencing the conscious with using external stimulants is mixed with neuromarketing. The confusion here is that in both of them there is a external stimulant subject. In determining the differences between these two concepts which in both the study area are the brain the explanation

of the functional status of subliminal advertising gains importance. In subconscious advertising these stimulants is defined as an attempt to persuade the consumer secretly with reducing them to a level that the consumer can not perceive. But Neuromarketing doesn't have this kind of effort. It never enters into a secret convincing process. Neuromarketing indicates how these stimulants affect the brain and measure how they made an impact on purchasing decisions. While subliminal advertising takes the mission of sending a secret message, Neuromarketing measures effects of stimulants.

Perceiving of the message encoded in subconscious advertising by the target audience becomes hard. Subliminal messages can consist of hidden pictures, hidden words or sounds recorded in the background. If a message is clearly seen or heard by consumer, then it is not a subliminal message. The message in the subliminal advertisement is given to consumers in the form that they can't see, hear or notice. On the other hand, an advertisement prepared after the neuromarketing research doesn't hide the message which it wants to give.

In advertisements that are consciously designed according to inculcation and promotion, the message are sent directly to the mass, the message in subliminal advertisements is given to the viewer or to the consumer without being noticed. There are two theoretical approach in this topic. The first of these; a very weak stimulus has shown an increasing effect with the regular repetition. The second theory is; sexual stimulants has a higher effect on the consumer's mind. These two conditions are not the case for neuromarketing. An inculcation method in relation to the product is not used against our decision maker mind. Besides in the second theory a stimulus related to sexuality is put in secret messages. The aim of neuromarketing is not to influence the consumer's purchasing decisions by using sexual stimulants. Neuromarketing is used in the form of measuring this effect at most. With sending sexual stimulants it doesn't orient consumer to buying decision. A group of researchers stated that any study which showed exact results of secret messages influencing the subconscious mind wasn't conducted. Another group researchers specified that the brains exposed

to hidden messages are affected more and the brain is more responsive to advertisements containing these messages. The experiment supports thoughts of the second group was subliminal advertisement of Gilbey brand. On July 5, 1971, A brand named Gilbey's London Dry Gin had an advertisement on the back cover of Time. Gilbey is a whisky brand. In the advertisement 'sex' was written on the ice in the glass. It was found that Gilbey's had a sales of \$ 1.5 million thanks to this advertisement. In the research related to the advertisement, subjects was asked about the effect of the advertisement on the them. Sixty percent of the subjects described this effect as expressions such as 'reaching satiation', 'sex addiction', 'excitement', 'romanticism', 'caressing emotions'. This hidden message oriented consumers to buy.

This kind of experiments has revealed that subliminal messages affect our minds. It is clear that the subconscious affect preferences. Much more experiments should be conducted to prove the effectiveness of the messages transmitted to the subconscious mind. In most of the subliminal messages sexuality themes are used. In many advertising films, these subliminal messages are used to advertise and promote. Neuromarketing can be used with aim of preventing the negative effects of subliminal advertising in this context. As a result of the investigations that will be conducted it can be determined how much subliminal advertisement influences the individual or with neuromarketing studies low stimulants can be identified.

The sexual themes hidden in the images used in subliminal advertising causes the consumer being more selective when making his / her choices. Many big companies try to make a difference in their markets and capture a big portion of market share by using symbols, pictures, and messages that will trigger brain and act the sexual drive that affects the purchase decision. Subliminal advertising doesn't deal with methods which neuromarketing deals. There are unique methods of subliminal advertising. The sexual items are mainly used in logos of companies and in packages of their products. On the Camel cigarette package the secret, naked male figure might be the best example of this. This naked man figure had been placed on the left leg of camel. It is not perceived if the person doesn't look attentively. It had been tried to

catch consumer's attention with using this naked male body in this package by sending a sexual stimulus to the brain. If a neuromarketing study on the visuals of cigarette packages is compared to this example, it will be clear how different areas neuromarketing and subliminal advertising are. Instead of using such sexual stimulants in the neuromarketing work on the being remembered ability of the logo, Neuromarketing take the elements into pieces such as shape and color that forms the logo and explores whether these elements alone assume duty which Logo does. In this study, the effect of images on cigarette packs on consumers was measured. When Philips Morris banned cigarette advertising, Marlboro prepared the hotels and bars where red color was used intensively and tried to be reminded without using the name of its brand and logo. The firm applied these methods with using stimulants on the top of perception threshold. Neuromarketing becomes guiding in this theme to measure these types of stimulants. The figure on the Camel cigarette packages keeping under the perception's threshold, containing a sexual theme that can't be easily noticed is a subliminal message. Neuromarketing does not carry the mission of delivering the sexual emphasis to the consumer.

KFC had also used the subliminal message in a Snacker advertisement. When the advertisement film is stopped, a hidden dollar image is seen between lettuces. This dollar picture hidden in the image at the end of the advertisement film sends a message to the brain of consumer to related to profit. KFC wanted to think its consumers that they would make a monetary gain when they bought this product. The secret message wanted to be given in this advertisement is the "profit" message. But Neuromarketing works with concert data and if it wants to give a profit message, it will express its intention clearly. It is aimed to transmit the message to the decision maker with expressing evidences of profit in a concrete way. The message that is meant here is not a subliminal message. On the contrary it is a message that can be noticed by consumers at any time. In the summary there is no connection between neuromarketing and subliminal advertising. They are two fields that show differences despite being perceived in a similar way.

Conclusion

In this study it was aimed to explore the role of the subconscious mind in consumer behavior. To reach this aim approaches to the role and effect of the subconscious mind on behaviors and attitudes of consumers was more practical than theoretical. It was a proved fact that most of our decisions took place in the subconscious level. We looked at some practices and results of neuromarketing and subliminal marketing in the world. It became clear that neuromarketing didn't affect the subconscious mind of customers. But It assists companies to find ways to the subconscious of consumer. On the other subliminal advertisements carry out the mission of influencing the subconscious mind of consumers. Effects to the subconscious mind by subliminal messages is doubtful even nowadays. But certain effects can't be concealed. We looked at these kinds of effects in examples. One group of scientists states that Subliminal messages has no effect on the decision making process. We might find the answer to this attitude in this way. Although some governments prohibit subliminal advertisements, some researchers claims that there is no significant effect of these hidden messages, why certain companies try to use subliminal messages in their advertisements? There are also some proved results of the subliminal messages. Because of being inadequate they are accepted by scientific community.

On the other hand neuromarketing studies conducted in labs shows us the importance of the subconscious mind. Huge corporations spend millions of dollars on opening neuromarketing labs in which experts try to measure responses of subconscious mind to advertisement stimulants. Brain imaging, eye tracking and other techniques are measurement tools.

Suggestions for future researchs and for Azerbaijan companies.

Experts do not arrive at the conclusion of effects of subliminal messages to the subconscious mind. Because public test are not carried out except some tests. They

were inadequate and very few participants attended. That is why in the future more comprehensive and professional public experiments should be conducted to test effects of subliminal messages.

In our country companies should apply neuromarketing. For this they should buy or rent Pupil Dilation Response (PDR), Electroencephalographic (EEG) and Functional magnetic resonance imaging (fMRI) and other equipments. On the other side they need experts who are specialist in both neurology and neuromarketing. But At the universities this subjects are not studied. Therefore in Azerbaijan companies will be constrained to apply foreign experts. This costs much for companies. Another factor is mentioned that studies and researches related to the subconscious mind and neuromarketing in Azerbaijan is very few. Researchers in this field should conduct more studies related to these topics.

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