Two Methods Of Creative Marketing Research Neuromarketing And In-Depth Interview

Maia Ozdemir, Macit Koc

Abstract

Creativity is one of the most important concepts nowadays' business environment. The purpose of this article is to determine whether neuromarketing and in-depth interviews complete each other in terms of allowing marketers to to create more creative marketing strategies on how customers really feel.

Raising global competition pressure does not allow marketers to ignore it. Marketing is a field that is most sensitive to such influences. New point of view most times gives an advantage in the marketing field. It helps to develop creative strategies.

Two methods of creative marketing research: neuromarketing and in-depth interview were analyzed. Creativity is a potential which must be developed as a source of further development. It is a source natural to all people, a source that has a motivational effect. Creativity may be developed. Constant education is required. It is necessary to remove barriers and establish opportunities for creative thinking, reduce habitual stereotypes, release space for searching and find further alternatives. Significance of marketing in nowadays business environment is out of any doubts. Companies world wide spend trillions of dollars each year on Advertising, Marketing, and Research and Development. For decades, advertisers, marketers, and product developers are making an effort to apply social psychology to discover the tools to tap into the consumer's brain. Some marketers believe that most of biases occur because of responses changed by the customer's conscious mind. Development of technology gives a wide range of opportunities for the new generation marketing research. In conclusion, it is clear, that neuromarketing and in-depth interviews may complete each other and draw together more accurate picture of what the customers really feel, that allows marketers to create more competitive creative marketing strategies.

Keywords: Creativity, Creative Marketing Research, Neuromarketing, In-depth Interviews.

JEL Classification: M30, M31

Introduction

Customer's decision making process is not as simple as it may seem to be. Roots of preferences lie very deep in the unconscious part of our brain. According to Clark; there are two ways of research on residential search and choice. One of them is basic model of "search" provided by marketing and economics; another is psychological model focused on choosing among alternatives. (Clark W.A.V., Garling, T. and Golledge R.G., 1993).

An attempt of interfacing and comparing different approaches was made by Garling and Golledge in the book "Behavior and Environment: Psychological and Geographical Approaches". There are significant differences in understanding of consumer behavior in different scientific disciplines. They influence research methodology and analysis. Development of technology gives a wide range of opportunities for the new generation marketing research. The latest technologic discovery in modern marketing research is EEG scanner. Its developer Dr. Pradeep at the 75th Advertising Research Foundation conference explains: "The skullcap-size device sports dozens of sensors that rest on a subject's head like a crown of thorns. It covers the entire area of the brain, so it can comprehensively capture synaptic waves." Consumer-research firm NeuroFocus, managed by Dr. Pradeep, "promises something deeper, with unprecedented access into the nooks and crannies of the subconscious". (Penenberg A, 2011).

1. Creative Marketing Research

The behavior-environment interface could be studied from two angles. In some disciplines, such as geography and economics, people's behavior in a given environment tends to be seen from the outside. By contrast, in psychological research decision makers are viewed from the inside. The research is focused on the decision maker's goals or values in a given environment (Montgomery, H., *et al* 1993a). It is clear that researches studied from angle of non-psychological disciplines such as economics and marketing are not enough by themselves to predict consumer decision making process as well as psychological researches by themselves are not enough to do so too. Montgomery has conducted the following research: students attending a college for adults in a Swedish medium-sized town were asked to give a number between -6 and +6 to rate the extent different attribute levels of each of 12 housing attributes facilitated or counter-acted the attainment of each of 12 life values. In conclusion, the research carried out so far on behavioral decision making in general and housing choices in particular does not seem to be very useful for predicting housing choices. The research suggests that such predictions are difficult to make from psychological data. (Montgomery, H., *et al* 1993b).

Mix of these approaches gives us more complete picture but still is not very useful for predicting consumer's preferences about housing. However, modern consumer's preferences are rooted in the mists of time when our ancestors struggled with nature for their lives; and stay in the field of unconscious. All behavior is best explained in terms of underlying psychological mechanisms that are adaptations for solving a particular set of problems that humans faced at one time in our ancestry. Also, evolutionary psychologists maintain that the mechanisms are a product of adaptation but are no longer under selection. (Tooby, J. and L. Cosmides, Wiley 2005). It may be proposed that we should add other approaches to our study. Consumers buy meanings and marketers communicate meanings through products and advertisements. Consumer goods are vehicles of cultural meanings and consumers choose and then make use of these cultural meanings. Any element of consumer behavior is filtered through cross-cultural lenses.

(Usunier, JC. and Anne Lee, J. 2009). So, the culture seems to be a key point for predicting consumer behavior. Study of consumer behavior from the angle of social disciplines is necessary for building more accurate picture.

The brains started to differ in the period when according to the most widely accepted “Out of Africa” Hypothesis; *Homo erectus* was spreading across the world. At that time human groups moved into different geography regions with different characteristics that had huge influence over future development of culture. There are a number of evidences for impact of geography characteristics on the cultural genesis. Emergence of science in ancient Egypt was connected to the need for development of irrigation system for Agriculture, building pyramids, mummification of bodies and so on in the desert climate. Also, the most widely accepted myth about the origin of man that describes the creation of man by the gods from the most common material in the area; in different cultures man is created from clay, soil, wood, coconut, bones of animals or of fish, etc. (Исхакова О. А., 2003).

The physical differentiation of brain’s parts at that time may be explained in terms of neuroplasticity. This so deep physical differentiation was an absolutely necessary for survival process of adaptation. Now it is an inherited base of our brain that is similar just within the certain culture group members.

The idea of transmission of cultural events to later generations is not new. Darwin did believe that learned in one generation characteristics could be inherited in later generations. According to him, the process of inheritance was working by transmitting particles, called ‘gemmules’, produced throughout the body to offspring in the sex cells. Darwin claimed that gemmules hold characteristics specific to the body part that produces them. (Darwin, C. 1877/2004)

According to Stanford Encyclopedia of Philosophy, cultural evolutionists agree that at the level of the population, cumulative evolution requires that fitness-enhancing cultural traits are preserved in the offspring generation. (Stanford Encyclopedia of Philosophy, 2011)

2. Neuromarketing and In-depth Interview

Let’s look at two methods of creative marketing research: neuromarketing and in-depth interview.

There is a new field of marketing which studies consumers’ cognitive and affective responses in relation to markets: it is Neuromarketing. It originates in neurosciences with the purpose of better understanding the functioning of human mind, in order to improve marketing strategies. (Lee et al., 2006)

The definition of neuromarketing regarding decision-making are briefly presented in this section, and then the focus is moving to their application in politics, with physical and psychological experiments. In truth, no one studying the brain or the mind can really accept the idea of a disembodied rational self inside our heads taking all our decisions on the basis of self-interest (Taylor, 2009).

Neuromarketing is a quite new method of marketing research. The first attempts to apply neuroscience to other fields were taken in the middle of the 20th century by the neurologist Paul MacLean. He has proposed that we have not one brain, but three. It is interesting that similar ideas can be found in many esoteric spiritual traditions like

Kabbalah and Platonism, but MacLean made an effort to bond three planes of consciousness to physical parts of the brain. (U.S National Library of Medicine, 2011)

This idea was not wide accepted in the medical field but psychologists are still using it. Since that time neuroscience and technology developed very quickly, and the appearance of neuromarketing seems to be very natural. Without any doubts, neuromarketing is a necessary application for gaining more precise data in marketing research. However, this approach is not foolproof too.

Some weaknesses of neuromarketing are explained by Ian Addie in his article “*Is neuroscience facilitating a new era of the hidden persuader*”: “By nature of the electrodes being placed on the scalp, EEG can only effectively measure brain activity at the surface of the brain, while we know that a lot of mental processes, including some of those responsible for controlling emotion and memory formation, occur deep within the brain and outside of the reach of EEG. So the current techniques used in neuromarketing are far from ideal for their purpose. However, even if these techniques were not without their limitations, it is necessary to have an accurate and comprehensive understanding of brain function if the results are to be correctly interpreted and completely understood – and in this regard we are also currently lacking”. (Addie, I. *et al* 2011).

The other method is in-depth interview. Interview lasts at least one hour and applies to the unconscious part of participants’ minds. “The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through the other data collection methods, such as surveys. They also may provide a more relaxed atmosphere in which to collect information— people may feel more comfortable having a conversation with you about their program as opposed to filling out a survey”. (Carolyn, B., and Neale, P. 2006a) Interviewer has a grate opportunity gain the data either from non-verbal sources. Of course, training of interviewers is very important part of the research. “The quality of the research output depends on the research input and that input is the interviewer. The skills of the qualitative interviewer will determine the level and depth of information obtained”. (Carolyn, B., and Neale, P. 2006 (b))

Conclusion

In conclusion, it is clear, that neuromarketing and in-depth interviews may complete each other and draw together more accurate picture of what the customers really feel, which allows marketers to create more competitive creative marketing strategies. Depending on the size of sample and the market structors, neuromarketing and in-depth interviews team up well in order to measure the effectiveness of the factors such as customers’ feelings towards certain products and services. However, further research is highly recommended in the fields of full comparison of two methods.

References

- Addie I., (2011). *Is neuroscience facilitating a new era of the hidden persuader?* *International Jou nal of Market Research*, Vol. 53, Issue 3, pp. 303-305.
- Carolyn, B. and Neale, P., (2006a). *Conducting In-Depth Interviews: A Guide for Designing and Co ducting In-Depth Interviews for Evaluation Input*, Pathfinder
- Carolyn, B. and Neale, P., (2006b). *Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input*, Pathfinder.

- Clark, W.A.V., (1993). *Search and Choice in Urban Housing Markets. Behavior and Environment: Psychological and Geographical Approaches*. Editors: Garling T and Golledge R.G., Elsevier Science Publishers B.V.,
- Darwin, C., (2004). *The Descent of Man, Second Edition, with an introduction by Adrian Desmond and James Moore*, London: Penguin
- Lee, N., Broderick, A. J., and Chamberlain L. (2007). What is 'neuromarketing'? A discussion and agenda for future research. *International Journal of Psychophysiology*, Vol. 63, pp. 199-204.
- Montgomery, H. (1993a). *The Choice of a Home Seen From the Inside. Behavior and Environment: Psychological and Geographical Approaches*. Editors: Garling T and Golledge R.G., Elsevier Science Publishers B.V., 1993.
- Montgomery, H. (1993b). *The Choice of a Home Seen From the Inside. Behavior and Environment: Psychological and Geographical Approaches*. Editors: Garling T and Golledge R.G., Elsevier Science Publishers B.V., 1993.
- Исхакова, О.А., (2003) Зарождение и становление культуры. Культурогенез. Культура древних цивилизаций. *Московский автомобильно-дорожный институт*.
- Penenberg A, (2011). They have hacked your brain. [online]. [viewed 22/09/2011]. Available from: <http://www.fastcompany.com/magazine/158/neuromarketing-intel-paypal>
- Stanford Encyclopedia of Philosophy, 2011. Cultural Evolution. [online]. [viewed 27/10/2011]. Available from: <http://plato.stanford.edu/entries/evolutioncultural/>
- Taylor, M. (2009). Left brain, right brain, Prospect Magazine, Issue 163, 23rd [online]. [viewed 23/11/2011]. Available from: <http://www.prospectmagazine.co.uk/2009/09/left-brain-right-brain>
- Tooby, J. and Cosmides, L. (2005). *Conceptual Foundations of Evolutionary Psychology*, in *The Handbook of Evolutionary Psychology*, D. Buss (ed.), Hoboken, NJ: Wiley.
- U.S National Library of Medicine, 2011. [online]. [viewed 22/09/2011]. Available from: <http://oculus.nlm.nih.gov/cgi/f/findaid/findaididx?c=nlmfindaid;id=navbarbrowselink;cginame=findaid-idx;cc=nlmfindaid;view=reslist;subview=standard;didno=maclean534>
- Usunier, JC, and Lee, JA, (2009). *Marketing Across Cultures, 5th edition*, Pearson Education Limited

Maia Ozdemir,

Faculty of Management and Economics, Tomas Bata University, Mostni 5139,
760 01 Zlin, CZECH REPUBLIC, +420774 043080, ozdemir@fame.edu.cz

Macit Koc,

Department of Marketing and Management, University of New York, Tirana,
Rr. Medar Shtylla Nd. 35 Nr.5 Post Code 1019, ALBANIA, +35569549 2826,
macitkoc@unyt.edu.al