


Chapter 9

Decoding the Landscape of Customer Engagement: Marketing Intelligence Backed With AI and Neuro–Linguistics Hack

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ABSTRACT

The evolution of the human being is a manifestation of the dynamic nature of needs as seeds for the future of human engagement through a variety of experiences that create the world around us. It has shown transformation with consistency and accelerated with technological innovations, including personalization, playing a pivotal role. The journey of chapters will lead to Pandora's box meandering through the intricacies of customer engagement, knitting past, present, and future conditioning, experiences, and perceptions. The deepening concept of neuro-marketing, is the emerging future of customer engagement, which is finding its own way with the emphasized use of AI tools in managing a delicate balance between intelligence and empathy, moreover, the interlinking of end user experiences with neuro-linguistics hacks is navigating a new horizon with an increased sense of emerging needs & solutions.

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INTRODUCTION

By decoding human cognitive behaviour, subconscious needs and neural response on any market stimuli, it becomes possible for a marketer to place an irresistible product in its target customer segment with proper placement with the adequate help of AI tools. Let us understand in brief how marketing evolved in last 4-centuries from traditional to digital and further in Neuro marketing and AI. Available methods and scope of neuro marketing is discussed with establishing a proper connection between offering a solution and its conversion in sale.

Literature Review

The essence of neuro-marketing in a scientific way comes from the definition provided “the use of neuroscientific techniques to assess, interpret and comprehend human behaviour in relation to markets and marketing exchanges” (Ariely and Berns (2010)).

The technology of neuro-imaging helps the organisations in augmenting influence of commercials on humans with the support of neuro-imaging technologies. In advanced economies every human being is bombarded with advertisements from so many mediums of communication, the effect of which can be found out with the help of neuro–imaging measures and help to analyse the customer preferences which would not be instantaneously available through traditional strategies (Vecchiato et al., 2011 Vecchiato, Kong, Maglione, and Wei, 2012, Astolfi et al., 2008).

Due to the short attention span of humans in the current scenario it creates a challenge for the marketers to create multiplying effect of the advertisement much better in comparison to others in the field to generate an impact (M. Wilson, 2002, Cherubino et al., 2019) circulated that when the sensory receptors are exposed to 107 pieces of information per second where the retention of memory is only 10 bits per second there is very short span which is available to the marketers to create a positioning having a lasting and positive impact which means attainment of customer’s attention is subject to frequency of advertisements and variety of platforms as well as, creation of better and superior commercials (Visscher, et al., 2007).

The use of neuro science in decision making was tested by (Lichters, et al. (2016)) research led by them, where result showed by reducing the levels of serotonin in human brain, it makes the ability to do reasoning less available in the test participants for physiological and psychological conditions. In such condition the customers are not willing and avoid doing the act of choosing as well as even going for shopping.

(Voorhees et al., 2011), showed the concern for privacy of the customers. The ethical concerns related to use of neuro marketing by creating virtual environment and making customers a lab rat for generation of money through using brain medical

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