

# In Neuromarketing, The Place of Semiotic Object Use In Application And Semiotic Engagement

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**Abstract**—Today, the phenomenon competition shifted toward attracting attention, transcending product. Together with passing from the thought that each supply will create its own demand to the approach of creating demand to supply, marketing effort entered a new dimension. For, the science of marketing engages in more with searching for the ways of finding a place in the mind of consumer an staying there as much as the product itself and, for this aim, it often appeals to the methods of neuromarketing. For this aim, as the mediator of symbolic expression, the science Semiology is utilized. According to this, metamorphic dual contrasts and comparisons are used and, relating this to socio-psychological indicators and describing the meaningful wholes about product, are introduced as efforts toward descending the deepness of consumer awareness. In this study, in order to get the consumer accept the objects, made the subject of marketing, and to enable him/her to exhibit the terminal behaviors, in the efforts of neuromarketing, charging meaning on the symbols, the contributions from the science semiology and some examples will be given place. In addition, about the expectations of nueromarketing from the science semiology, accompanying with the existing information, an evaluation will be made.

**Keywords**— Neuromarketing, Marketing , Semiology.

## I. INTRODUCTION

IN the present days, characterized as information society, the science marketing, using the possibilities of the different scientific branches, focused on information and placing it to the minds. In information society, marketing is based on creating value and consumer oriented. In this period, since the human and emotional aspect of consumers is the most important determinative, their expectations and desires should be adequately and, therefore, the science marketing should also have the feelings and humanistic aspect like consumers

Today, consumer and consuming action increasingly attract attention from sociology to anthropology and from psychoanalysis to political theory. At this point, transformation of consumption into an action, which is increasingly lasting, continues in philosophical discussions in the direction of “Is it a success of the

science marketing? “Is it the desire to meet the unsatisfied needs of information society”, or “Is it transformation of desires to the value by the science marketing”. Just as “busy city”, with the expression of Socrates, opens war against the others for not them to be satisfied, marketing, while it introduces their actions with a dynamism that is not possible to come into deadlock, engages in discovering the human mind as a new target.

The science marketing proceeded very beyond being product oriented at the present days and, in all businesses, arrived to the point of being able to be successful in providing transformations according to the expectations of target consumers. This place arrived is a competitive regime that is dynamic and has solid rules, fed with a number of variables, not a small set of a few elements, and this can be termed as “Actual Structure”. That is, competition, from now on, has arrived the case of driver that does not move , with the expression of Aristoteles, addressing to the description of the measure of perfection, not to the product itself creating utility, and has turned to directing the mental activities onto an object and to the degree of success in being able to provide inner pleasures. These non-physical elements such as orientation, making satisfied, forming the stimulations of pleasure requirement, and acquiring attention can be possible with the efforts carried out in the cognitive and subconscious areas of the mind of consumer This point arrived is the state of competitive war, carried to the table, from the geographical locations. In marketing, this war is built on conquering the minds and its measure of success is the duration of keeping these minds conquered in hand i.e. its sustainability. For, the abundance of the options of today’s consumers to choose and substitute carries producing new generation marketing strategies beyond being a method and brings it into an obligation.

## II. NEUROMARKETING

Neuromarketing is the use of the findings and data obtained from neurology research, a scientific branch engaging in the cerebral and neural system in marketing activities These are techniques toward using the data for the aim of marketing, revealing from which instruments humans are influenced in the decision to choose and

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purchase; the effects in subconscious of individual giving directions his/her thoughts, and how they are influenced from the visual and audial stimulations triggering their sense organs and transforming these data to terminal behaviors

According to Antonio Damasio saying “We are the feeling machines that think of, not the thinking machines that feel” in his book “Descartes Error” titled, neuromarketing, is based on the claim that while the people make decisions, they use the centers of their brains, in which their senses are controlled instead of its rational centers, and that the senses have quite strong effect on the behavior to purchase. When considered from this aspect, neuromarketing is the activity to examine the effects the given message creates on the target, often mentioned about its name in marketing communication, from neurological point of view. The main aim, desired to reach with neuromarketing, is to actuate the primitive brain. For, in this way, according to the argument that “Primitive brain always gains”, which Dr Raquelle suggested in his book “Cultural Codes”, it should be dealt with what the people do, not what they say.<sup>6</sup> In the face of that the consumer behaviors are asymmetrical or paradoxical structure, with the approach of “Predictable Irrationality”, significant results are tried to be obtained in neuromarketing.<sup>7</sup> For example, while a rational brain suggest to prefer the coffee, whose taste is the best, the primitive brain, moving with the primitive motives, prefers the best coffee. Dr Raquelle expresses that after the decisions are firstly made in the primitive brain, the cortex, part of brain that is related to the logic, comes into play and, thus, expresses that the behavior to purchase and consume is shaped according to the preference of the primitive brain.<sup>8</sup> When evaluated from this aspect, marketing efforts, moving away from the field of social sciences predominantly, approach to the experimental sciences.<sup>9</sup>

Neuromarketing, while it attempts to understand the structure of brain to function and make decision, is a scientific discipline, which analyzes the motives of individual and the answers he/she gives to the lower and upper stimulations; investigates what affect the behaviors of individual to purchase; and transforms these to the meaningful information to be used in marketing decisions. From this aspect, neuromarketing is the efforts to open and understand the black box of human mind.<sup>10</sup>

Neuromarketing, dealing with three important variables as attention of consumer, his/her emotional engagement level, and keeping time in in his/her mind, attempts to measure the behavioral form that emerges. For this aim, measurement of parameters such as the response the target consumer gives, when exposing to the advertisement, his/her attention to the product on the market rack, to what he/she exhibit love or of what he/she scares, and how much part of the audial and

visual message can be shown as an example for this.<sup>11</sup> When generally considered, in fact, the principle of neuromarketing can be associated with lie detector. It is to determine the physiological and chemical responses of the change the individual experiences in the face of external effects. The success of neuromarketing is related to understanding of the cerebral structure. According to Patrick Renvoise and Christophe Morin, who have the valuable studies, human brain consists of three parts as root/old, mid/rational, and limbic/new<sup>12</sup>.

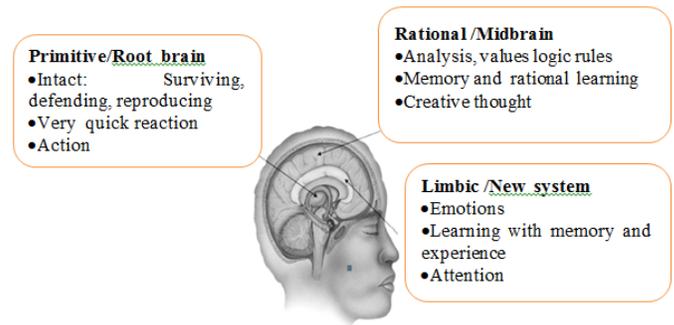


Fig. 1. Brain In The Face of Effects

**Resource;** Dragolea L. ve D. Cotirlea (2011) Neuromarketing – Between Influence and Manipulation, Polish Journal of Management Studies, Vol. 3, s.79-89. ( Cited by. M. Toksarı, Pazarlamada Yeni Bir Yaklaşım Olan Neuromarketing Kavramı İle İlgili İtalya’da(Napoli) Erasmus Öğrencileri Üzerine Bir Odak (Focus) Grup Çalışması)

Root/old brain commands the systems associated with survival of human and continuation its vital activities. For example, avoiding from danger, function of digestion and circulation systems. Medial brain commands the functions such as regarding the emotions such as affinity, anger, feeling Upper brain commands the sections, related to learning, which manage the relationships of human with civilization and its terminal behaviors such as education, culture, belief, and value judgement. At this point, Patrick Renvoise and Christophe Morin claim that the cerebral section managing humans and making decisions is the old brain, which has the same characteristic as crocodile’s, not upper brain.<sup>13</sup> When regarded to the structure of brain to make decision, the right lobe manages the intangible phenomena such as artistic activities, creativity, and socializing, while the left lobe, linear activities such as speaking, learning, and logical reasoning, This structure is shown in Figure 1.



painting, sculpture, symbol, and the other similar expressions. Semiology, scrutinizing the meaning depth of these expressions, tries to solve them. In forming the meaning and enabling it to be understood, it is the first method referred to.<sup>20</sup>

Since semiology uses the common values and cultural objects the society forms with the knowledge, whose past is based on the long years, it uses the trust of humans to these as an instrument in the communication of message. Without regarding whether it is realistic or not, message, prepared in such a way is read by everybody and can be understood. From this aspect, neuromarketing referring to the common values and beliefs that are collected in the visual descriptions and that are still existent, researches how the depths of the brain of individual can be descended by means of experimental psychology. Semiology, for neuromarketing, is an message injection instrument that effective is in actual conditioning and a general "representation" theory.<sup>21</sup>

Even though, in the depths of consumer conscious i.e. in root brain, in the discovery of uncovered, not uttered, and not recognized physiological and psychological needs, these individually specified phenomena are known, in informing the consumer, semiotic efforts and studies are the first experiences of neuromarketing. With the semiotic analyses regarding the product, businesses can give direction to marketing efforts about how the target consumers interpret the product contents, signs, symbols, and stimulators give direction in their minds to the marketing efforts.<sup>22</sup> As will be also understood from here, neuromarketing is both old and new in its own area.

Since semiology is an important mediator of communication, and it is charged to transmit any explanation and function to the counterpart, it sends the message, placing a common judgement of target mass in the message, in general, implicitly but allowing for the privacy to be transcended. With opening of the message, the interest in message is provided, following it, the content of message is infixed. Semiotic communications do not have orderly and systematic structure. Since everything includes message is an indicator, it is evaluated in this scope. For example, the semiotic emphasizes such as the clothing and thematic rhetoric of a politician, that a brand points out a place it positions itself, and advertisement film directed to a belief and value find a place for itself in every areas of the life from architecture to visual arts, from literature to cinema, and from marketing to politics.<sup>23</sup>

The relationship of neuromarketing with semiology is based on the engagement between the product and target consumer and establishment of communication that will also contribute to the attention, because semiology should make an influence on the target regarding the object it points out, absolutely not as a value of visual description. An important problem in marketing management, rather than achieving target and expressing

itself, is to make it permanent and to be able to sustain. Jean-Marie Floch, in order to eliminate this kind of managerial problems, with the studies of semiotic approach, argues that the following problems can be solved.<sup>24</sup>

- At which market segment and with which advertisement design, product-consumer matching can be made?
- How can be made compatible the visual identity of product with the messages the visual image contains?
- How strong the ability to represent of that showing (not logo) can be and how that it remains in the mind of target mass is provided?
- When the visual image is combined to rhetoric and presentation, can be the matching that should be provided?
- How effective are the visual representative corresponding to the emotional state of Turkey and psychology of society and typology of this representative?

In the answers, searched for these questions, semiology becomes an ideal instrument in terms of that it includes the ethnographic and demographic elements. Since the stimulators directing both social and individual responses also determine the course of neuromarketing, the success to be provided in indications expressing the meaning will be able to create the expected effect. The colors and symbols used in history are still used functionally at the present days. In fact, the structure of these changed, but the meaning they reveal is similar to each other. For example, while the waving points out saying goodbye in many society, it means "go to hell" in Greece or, in English culture, the movement of hand and body made while speaking are not welcomed, they are most used in the Mediterranean countries (e.g. Italians).<sup>25</sup>

In marketing, another contribution of semiotic efforts is also seen in market research. In the scope of logic of Behavioral Finance, analytical approaches of a market trace are transformed into indicator. Since they are semiotic communication method, they help to give meaning in the subjects of the components of market, its socio-anthropological structure, and local socio-psychology. In turn, defining the behavior to be introduced, it is transformed into an object.<sup>26</sup> Market research carried out to be able to indicate an opinion is carried out on three points: There are Ethnographic Data Catching, Media Examination, and Brand Supervision.<sup>27</sup>

#### IV. CONCLUSION

Today, when marketing components approach most to each other, one of the effective instruments of neuromarketing, one of the numerous efforts regarding which part of the consumer minds the products introduced can be positioned, is to utilize semiology.

In today's consumption society, the individuals consuming their needs through indicators in their symbolic meaning rather than satisfaction arrived the

position of images, not products. The assumption of interest reveals that the aim for consumption also changed. It is seen that the objection of consumption for today's consumer is expressed as creating ego through symbolic meanings.<sup>28</sup>

In the duration of ego development, the individuals use the consumption as an instrument in determining the values and beliefs belonging to their internal and external worlds. Meanwhile, two dimensional function of products accounts for the consumption and establishing ego relationship against what it is indicated. The first function, known as engagement to what is indicated or "arkitepsel ego symbolism"<sup>29</sup> expresses the formation of ego, its definition through consumption, and its maintenance and development with the support of consumption. The second function, known as social symbolism, expresses that the individual is integrated with society or he/she structures his/her social world through the role of products to provide communication and communicating and receiving message.<sup>30</sup> In other word, in the consumption society, the humans, in order to express, create, and make rich their real egos, social egos, and ideal egos, can make symbolic consumption.<sup>31</sup> This structure can be transformed into marketing and, especially for the promotion component, an opportunity, because in the development of belongingness, the structure of consumptions transform them into the open target of the product indicators. The indicators can in fact use everything, produced by the individuals and society, as an instrument. For the success of indicators and degree of their sustainability to be able to understood, neuromarketing, as a test instrument, becomes one of the best solutions. Thus, the most important feature of a successful brand, besides it has a quality that can meet the functional expectations of consumers, at the same time, insofar as it can meet several internal needs, it has to have the additional values as well. These value can be transmitted with the instruments of semiology to the individual.

Society has any longer transformed the indicators carrying messages into a communication form and the cultural structure is also shaped and developed around this phenomenon. For many individuals, recognizing and expressing the world becomes through indicators, not through words.<sup>32</sup> However, it is necessary not to consider semiology as the efforts of symbolizing or depicting in the narrower meaning. For, since each brand and product try to place the message in the memory of the consumer in any way, each message transmitted is needy to semiology. The meanings the products consumed is an important part of the socializing, life styles and, in general, defining and forming the social system.

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