



AUTOMATED CONCIERGE IS NEURO MARKETING IN ACTION

Skeptical? – you shouldn't be.

Businesses perhaps don't care much about the science behind marketing. What's important for them is: "What action can they take that would lead to a change in customer behavior?" So, it's left to marketing to determine how to communicate with customers in a way that will encourage sales.

What is it that influences buying decision?

This is the question many marketers seek to answer. Traditionally, different types of surveys are used with complex analytics to turn the data into actionable outputs. The problem with using data from surveys is the reliance on conscious recollection. To explain. An impulse survey, where you stop people leaving a shop just after they made a purchase and ask them about their buying decision, assumes people understand how their buying decision is made and can articulate what they did in a way that can be made use of.

There are studies showing that consumer choices are driven by at least two main processes: an unconscious assessment of options and conscious determinations to buy. However, measuring the brain activity of human decision making, it has been found that it is unconscious thought that governs the actual selections we make. What this means is conducting a survey, asking us about our conscious decision making, is unlikely to provide accurate data.

The theory behind this statement can be found from reading "[In Defense of Consciousness: The Role of Conscious and Unconscious Inputs in Consumer Choice](#)" a paper written by Itamar Simonson, Stanford Graduate School of Business.

Welcome to the world of neuro marketing

Savvy businesses are starting to recognize the value of understanding human behaviors through solutions like the [Automated Concierge System](#) to make use of neuro marketing insights.

When you go to buy a product in a shop you consciously know what you are looking for however how many times when you walk through the shop do you spot something else you like and end up buying more than you went in for. This is an excellent example of how your conscious mind is being overruled by your unconscious mind. The Automated Concierge works with this impulse decision making behavior by using interactive videos and providing consumers with a direct purchasing facilities using their mobile devices. The system is an ideal platform for marketers to employ neuro marketing techniques to make

the buying experience better than using data mining or surveys which consumers may see as evasive processes.

Platforms that allow businesses to act on human decision making behavior is a future that excites the academic world of Neuro science and it should also excite marketing organizations, as it is a real chance for them to expand their portfolio and improve their effectiveness.

For more information [contact us](#) using the form on our website.

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