



The Psychology of Marketing

By Dr Lynda Shaw

As consumers we are spoilt for choice in the West, but the key to winning new and retaining existing customers is understanding the psychology of customer motivation, emotion and trust according to cognitive neuroscientist and psychologist Dr Lynda Shaw.

MOTIVATION

The strain on businesses to win over customers, retain them and come out on top, and to survive in a world of social influence and SMART technology, amidst huge choice and competition is enormous so businesses increasingly need to understand how their consumers think and feel when they make purchases. Shaw explains: "Whilst spending is very personal, sales patterns exist in any business so motive in spending is fundamental whether it be to feel sexy, to make a personal statement about who we are, to stand out from the crowd or to show wealth are just a few examples.

"Research has found that some brand logos can activate areas of the brain associated with motivation such as the dopamine-reward system. The subsequent release of dopamine reduces stress and increases feelings of pleasure and perseverance. No wonder this feel-good chemical is so powerful in determining our behaviour and in particular motivation," says Shaw. Shaw argues that whilst finding out what our customers want

provides vital data to hone what we offer, what is more useful is asking them why they buy your particular products and services. By asking "why?" enables us to meet customer expectations as well as enhancing the customer experience.

EMOTION

Tim Arnold, Author of the Marketing Directors Handbook says: "At the heart of marketing is the emotional relationship with the brand. As we gain more knowledge and understanding of emotions through science the more we can make the brand more effective".

Shaw agrees: "We often make instinctive decisions that are governed by emotion rather than logic. Emotion is part of primitive cognitive processing. It influences decision-making, perception, memory and judgement; even below conscious awareness. Emotion therefore, is an essential element to consider in all aspects of life including a marketing campaign. Businesses can take full advantage of this if they are able to create a 'life changing' impression on the consumer. If a business can make a potential customer make an emotional connection with the product or service, they are far more likely to return.

TRUST

The relationship between the product and the consumer is also a crucial factor to consider. Extensive research has shown that in addition to love, a successful relationship comprises two key components; trust and respect. If you can establish a trusting and

respectful relationship with the consumer from day one, loyalty will be long-lasting.

Shaw says: "Unless we have their loyalty we do not have their repeat custom. The only way to earn loyalty is through trust. Trust is associated with the chemical oxytocin and the more we trust the more oxytocin will be stimulated, the more oxytocin the more we trust. This all begins by building relationships with our customers based on respect, reliability and transparency."

Tips from Dr Shaw on the psychology of marketing

1. Recognise that brand loyalty is developed through having strong connection between the product and its audience. Consumers want to feel important and to belong to a tribe of people who share a common interest.
2. Colours can have a strong influence on human mood and behaviour, so selecting the right colour scheme for your product is essential. Before you determine what colours to use, think carefully about the kind of audience you want to attract and research what colours they respond best to so you know the right hue to use.
3. Ensure customers are invested in and loyal to the brand by understanding motivation, emotion and trust.

© Copyright, Dr Lynda Shaw

About the Author

Dr Lynda Shaw is cognitive neuroscientist and chartered

psychologist, a Forbes contributor, an Associate Fellow of the British Psychological Society, a Fellow of the Royal Society of Medicine, a Fellow of the Professional Speakers Association as well as an entrepreneur and author of adult and children's books.

Co-ordinates

Email: lynda@drlyndashaw.com

Web: www.drlyndashaw.com/

DR LYNDA SHAW



Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at info@bizezia.com (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on 1 February 2015