

**Ecole Des Hautes Etudes commerciales d'Alger**

# **EHEC- Algiers-**

**End-of-cycle thesis for obtaining a Master's degree in commercial sciences**

**Option: Marketing**

**THEME:**

Consumer behavior and the hidden stimulus of the buying button inside the brain

**Study Case: Fruital Coca-Cola  
Algeria (Algiers)**

**Developed by:**

**Hamdi Pacha Kaouther Ferdaous.**

**Supervised by:**

**Dr. R. Mechtour  
Maitre de conferences "Lecturer"**

**9<sup>th</sup> promotion**

**Juin 2022**



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# **Abstract**

The science of the human-decision represents one of the deepest sciences since it links different fields, under the so-called: Neuromarketing. This new approach, dressed with different new tools, and psychological hacks would turn on the buying button.

This academic research, studies the brain's main structures in the decision-making. And, therefore identifies the directing centers. All to measure the depth of the impact of the persuasive techniques, used when combining branding to neuromarketing (primal branding). By measuring the level of rationality in consumer behavior and then, evaluating the emotional attachment toward Brands.

To some extent, this investigation tries to identify the reasons of appealing to such new post-modern approach, by whether identifying its boundaries, or explaining why it should be used. From both: a consumer's perspective, and businesses as well.

## **Key words :**

Branding, brands, consciousness, sub-consciousness, neuromarketing, consumer behavior, emotional attachment, decision-making.

## **Résumé :**

La science de la décision humaine représente l'une des sciences les plus profondes puisqu'elle relie différents domaines, sous ce qu'on appelle : Neuromarketing. Cette nouvelle approche, habillée de différents nouveaux outils et des codes psychologiques, activerait le bouton d'achat chez le consommateur.

Cette recherche académique, étudie les principales structures du cerveau dans la prise de décision. Et donc identifie les centres directeurs. Le tout pour mesurer la profondeur de l'impact des techniques persuasives, utilisées lors de l'association du branding au neuromarketing (primal branding). En mesurant le niveau de rationalité dans le comportement du consommateur puis en évaluant l'attachement émotionnel envers les Marques.

Dans une certaine mesure, cette enquête tente d'identifier les raisons de faire appel à cette nouvelle approche post-moderne, soit en identifiant ses limites, soit en expliquant pourquoi elle devrait être utilisée. Des deux : du point de vue du consommateur, mais aussi des entreprises.

### **Mots clés :**

Branding, marques, conscience, subconscience, neuromarketing, comportement du consommateur, attachement émotionnel, psychologie, prise de décision.

## ملخص

يمثل علم القرار البشري أحد أعمق العلوم لأنه يربط بين مجالات مختلفة، تحت ما يسمى: التسويق العصبي. هذا النهج الجديد، الذي يرتدي

أدوات جديدة مختلفة فمن شأنه تنشيط زر الشراء لدى المستهلك.

يدرس هذا البحث الأكاديمي الهياكل الأساسية للدماغ في اتخاذ القرار. وبالتالي يحدد مراكز التوجيه. كل هذا لقياس عمق تأثير الأساليب

المقنعة المستخدمة عند ربط العلامة التجارية بالتسويق العصبي (العلامة التجارية الأساسية). من خلال قياس مستوى العقلانية في سلوك

إلى حد ما، يحاول هذا التحقيق تحديد أسباب الاحتكام إلى نهج ما بعد الحداثة المستهلك ثم تقييم الارتباط العاطفي بالعلامات التجارية.

الجديد، إما من خلال تحديد حدوده أو من خلال شرح سبب استخدامه. كلاهما: من وجهة نظر المستهلك ، ولكن أيضًا من وجهة نظر

الشركات.

### الكلمات المفتاحية :

; التجارية العقلانية; العلامة; سلوك المستهلك; القرار, التسويق العصبي; المستهلك

## **Dedication:**

☞ *I would like to dedicate this academic work, to the **spirit** of my legendary grandfather: **Amieur Mhammed** that has never been a grandfather to me, but a father. Grandpa is still alive within us all, and that is how he never died, but only passed away. He left so much within, that his name would live longer than his body, until we meet again. WE still speak his words, behave hisway, and talk about him every time we can.*

☞ *To all the dust that I once allowed. I stood yesterday; therefore, I can stand today. I dedicate this work with all its flaws, and bright sides to the disorders that shaped who I am. For I will never step in the same river.*

## **Thanks:**

*I could not have undertaken this journey without the courage God gave me every-single minute; I just wanted to give up. I am fully indebted to his presence.*

*It would not be fair, if I do not thank myself, for doing this work grieving, alone, tired, unstable. I did it anyway.*

*Words cannot express my gratitude for my parents and my little brother. The little family that shaped my personality, the way it should be. I would not be who I am now, if they were not in my life.*

*This year I got to know an extremely gentle creature that the least thing I can say is that she made my year easier. And that what safeness and home should look like. Thank you so much Hadid Hafsa Sarah for being in my life and welcome to the next chapters we will create together, even if not together than at least wishing each other all the best, for that we aim for growth and that we will meet there.*

*At the same time, I am extremely grateful for. Dr. R. Mechtoure for her professionalism, dedication, sincere advice and especially her kindness. She just helped me from the first time she supervised me.*

*To sum up, I would like to extend my sincere thanks to every pure soul that encouraged me and leveled me up. Professors they were, or even students, who shared knowledge for growth, and gentleness.*

## List of short-cuts :

☞ **Sys1** : System 1

☞ **Sys2** : System2

☞ **SLC**: Simultaneous Lightness contrast.

☞ **EEG** : Electroencephalogram

☞ **fMRI**: Functional Magnetic resonance imaging.

☞ **S.P.T**: Self-perception theory

☞ **C.D**: Cognitive Dissonance

☞ **A.C.C**: Anterior Congulated Cortex

☞ **A.I**: Artificial Intelligence.

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# **General introduction**

## Introduction:

We, humo-sapiens have a unique familiar existence that can't be taken for granted, unique in its characteristics that make everything nature does in our favor, yet so familiar that we share many processes with other creatures. Admittedly, we are the highest earthling and the extremely complicated race from the outside and the inside metamorphoses that control our behaviors, ambitions, and dreams. During our journey, we have been and still be, blessed by our human mind that had put all other brains to shame, from the generated thoughts, ideas to the complex feelings that other mammals are not capable of generating.

The post-modern revolutionized studies brought many inquiries not just to be answered but to be carefully analyzed to both: the social and the neurosciences area. Questions like "how does the brain work? And how is this little tool able to influence our daily from the behaviors of ours to the emotions we witness and even the situations we become or endure?" "How possible is it that we don't own the biggest of the brains yet ours are better?"

Many studies carried by the help of mathematics, neuroscientists, psychologists, and physicists, all were gathered to figure out the hidden secrets behind this masterpiece from the presence of its consciousness to its complete absence. Concisely, all of the woolgathering, as well as the experiments have one objective: revealing the brain mysteries that led to different studies in different areas. The presence of our brain governs all of the motivations behind our actions to our daily transactions, while generating behaviors such as eye blinking and responses like getting the gray matter to solve problems and dominate situations. Everything in between is mindful, whether for medical, social, commercial, or even personal purposes. In other words, existing requires one thing "mindfulness" which includes the front conscious side together with the subconscious background.

The main discombobulation that faces most people, whether average they were or even researchers, is the process of consciousness. Is our brain limited to awareness? Because obviously, we are not always consciously, present. Maybe most of the time we are jumping between here and there. However, this is what supposed to differentiate us; from the other creatures and even from the AI we are creating. Since consciousness and

intelligence are very different things as Anil Seth claims: “You don’t need to be smart to suffer, but absolutely and completely alive to do so.” Hence, the joy, the disgust, and all the other feelings have a lot to do with nature as living and breathing organisms.

This academic research links neurosciences, psychology and branding. Since our brain, interacts with several brands with and without consciousness. Through their persuasive techniques using the goodwill to create a positive presence in our mind.

In some ways, primal branding leveled the market up and revolutionized the concept of “persuasion and influence” by putting the brain first and interacting with the consumers own needs and deepest desires.

#### ❖ **The objective of the research:**

▪ This neuromarketing research aims to answer the following problematic :

✚ How do the persuasion techniques interact with the consumer’s decision-making?

▪ The following two central questions helped shaping the object of the study:

1- How exactly is the purchasing decision made? Followed by the hypotheses 1 and 2 (One to approve, the other to deny).

✚ **H1:** Our buying decision is made consciously and rationally through Logic.

✚ **H2:** Our buying decision is made unconsciously through emotions, impulse and intuitions.

2- How far is “too far” the neuromarketing techniques and the brain interaction with the brands?

Followed by the hypotheses 1’ and 2’ (one to approve, the other to deny).

✚ **H1’:** Appealing to the neurosciences so that companies generate more profit have some unethical concerns.

✚ **H2’:** Neuromarketing is the new way of making the art of selling, and interacting with the brain.

## ❖ **The Research Plan:**

We have structured this work in two main parts: a theoretical part and a practical part.

▪ **The theoretical part:** is the result of the documentary research divided into three chapters, which are:

✚ **Chap1:** Chapter 1 is an introductory chapter that combines psychology, neurosciences and consumer behavior , by studying:

- The brain structures according to the Truine brain theory (Mc Lean's original model) and therefore divides it into two parts, be them consciousness and sub-consciousness. For each one has its own impact on the decision-making.
- Consumer behavior and the decision-making, from the factors controlling the buying process to the market toward consumers behavior.

✚ **Chap2:** The second chapter identifies the brightest persuasion technique namely : the primal branding, from a:

- Neuro-perspective, which means its impact on the brain systems.

✚ **Chap 3:** The third chapter focuses:

- On branding from a persuasive side, by applying the codes of influence.
- The power of neuromarketing in the post-modern era.

▪ **The practical part:**

✚ **Chap4** The second part constitutes the empirical phase that allowed the study to measure the information extracted from the literature review, and to confirm or deny the hypotheses. While measuring the bond created by Coca-Cola ( Fruital company) toward the Algerian people and therefore the depth of the sub-conscious impact of Coke on their daily life, by asking indirect questions.

The main reason this research has been launched, is on the hand, to urge consumers to, better understand and to self-discipline their unconscious behavior. On the other hand, to praise the new ways of making the art of selling that are barely new,

which means that they existed from the beginning, but just without being treated with developed technological tools or given an official name, until the beginning of 2000s.

**Chapter 1: The  
human brain and  
the decision-making**

**Chapter 1: The human brain and the decision-making**

*“If the human brain were so simple that we could understand it, we would be so simple that we couldn’t”*

**- Emerson M. Pough**

**Introduction:**

The human decision is shaped by exterior and interior factors, namely the environment representing the external motivations, which are universally known and accepted such as the cultural asset. In this reason people, be them consumers, doctors or even kids behave differently according to the transmitted values they received at a certain age. In fact, this research study emphasizes the internal factors shaping the economic decision-making. And most importantly focuses on the brain as the center of behavioral control.

By Studying the brain structures, as well as the buying button, this research aims to figure out whether consumers are aware or unconsciously driven, when it comes to spending money, and interacting with brands. At the same time, this chapter highlights the market’s dependency on consumer’s mindset, through a deep analyze of consumer behavior and brain systems.

## **Chapter 1: The human brain and the decision-making**

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### **Section 01: the structure of the human brain:**

#### **1. The triune brain theory Mac lean's original model:**

It is approved according to Paul Mac Lean's original model during the sixties; that our brain is devised into three dependent parts that appeared successfully during evolution: the unconscious side: represented by both the reptilian "the instinct" brain, and the limbic: "the emotional judgmental" system, Plus, the conscious neocortex: "which is the rational brain". Each part is treated as a different mind persona and has its effects on our behavior.

The following neuroscience passage will only outline the reptilian brain in general, the amygdala of the limbic in emotional attachment, and the frontal lobe of the cortex in the rational situation analysis. Given that the main research topic is human decision and the parts previously mentioned have a direct impact on it.

#### **1.1 The Reptilian brain:**

Starting with the reptilian brain, which is the fastest and most limited of them all. It is also the oldest, discovered about 450 million years ago -According to leading neuroscientist Robert Ornstein in "The Evolution of Consciousness"<sup>1</sup>-. Furthermore, while our brain grows into utero the old brain is the first part of the brain to fully develop. It controls the body's vital functions, such as breathing and heart rate. The reptilian lives in the present, which makes it always "on", and never "off" (no notion of future or past). Effortless, instantaneous, and uncontrollable. It is self-centered, only understands tangible concepts. Some studies claim its compulsiveness and rigidity, and others its importance, as evidenced by Doctor Ropaille "the reptilian always wins". Moreover, In their book "Understanding your consumer's buying button" Patrick Renvoisé and Christophe Mourin, mentioned the old or the reptilian brain as the real decision maker and the most targeted in marketing, in this context they declare: "It is our fight or flight brain – our survival brain -".

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<sup>1</sup>Patrick Renvoisé and Christophe Mourin , Neuromarketing : understanding the buy button in your consumer mind , Published by Thoms Nelson, Nashville , 2007, P05.

## **Chapter 1: The human brain and the decision-making**

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Neuro-scientifically, the reptilian brain includes the main structures found in a reptile's brain: the brainstem and the cerebellum.<sup>2</sup>

### **1.1.1 The stimulus of the old brain:**

❖ **Self-centered:** The old brain is self-centered on “me”, not “we”, It has no patience or empathy with anything that does not concern its well-being or survival. Away from the emotional and the visual response, the reptilian does not understand the misfortune of seeing anyone injured.

❖ **Contrast:** Clear contrasts Such as risky/safe, before/after, with/without, fast/slow allow the old to make a quick risk-free decision. The reptilian is very sensitive to such stimulus, in which its absence creates confusion.

❖ **Tangible inputs:** Written and oral communicational languages are not quickly processed by the old brain. Even though oral communication has existed for 40,000 years and written words for 10,000 years. The old brain, on the other side, is about 450 million years. In other words, the brain is 45,000 times older than words. And unfortunately, that wasn't enough time for both written and spoken words to try to shape the needs of the brain. In such cases, complicated terms may slow down the decoding of the messages.

❖ **Beginning and end:** The subconscious mind tends to conserve energy by dropping information in the process. Therefore, the old brain easily anchors situations with a strong beginning and even a more robust end. And not use efforts to retain content in the middle, which means that what happens in the middle does not quite matter to the reptilian. The old brain, in such cases, does only enjoy openings and ends while tends to overlook what is in the middle.

### **1.2 The limbic system:**

The limbic system or the middle brain can record behavioral memories that are responsible for agreeable or disagreeable experiences. Thus, it is the part of the brain

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<sup>2</sup> Web site: Brain from top to bottom  
[https://thebrain.mcgill.ca/flash/d/d\\_05/d\\_05\\_cr/d\\_05\\_cr\\_her/d\\_05\\_cr\\_her.html](https://thebrain.mcgill.ca/flash/d/d_05/d_05_cr/d_05_cr_her/d_05_cr_her.html) . Accessed 10/2/22 at 2 am.

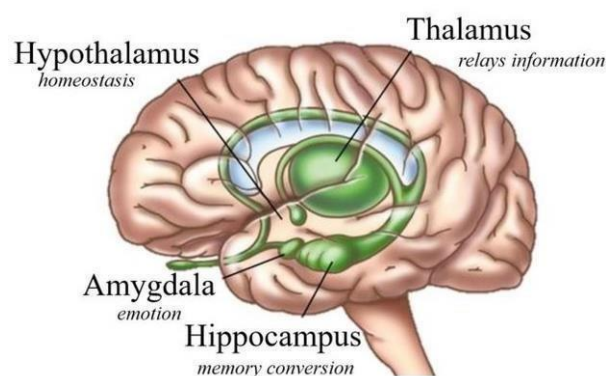
## **Chapter 1: The human brain and the decision-making**

that is involved in motivation, produces emotions, and subconsciously makes judgments. Indeed, “emotions are excellent examples of the fictional causes to which we commonly attribute behavior”. Thus, the most cognitive, as well as emotional processing in the brain, transpires at a subconscious level, neuroscientists attempt through this system to understand how emotional feelings and behaviors are generated.

Even though as Doctor Joseph Le Douarin reports in his last studies, the term “limbic” considered obsolete by most neuroscientists<sup>3</sup>. The study will go for mentioning it since there are many confusions about this part of the brain, for some researchers claim it while others do not.

The principal parts of the limbic system are: the hippocampus, the hypothalamus, and the amygdala (the main reason this research will focus on the amygdala, is that affective neuroscience considers it as the region of the brain that is primarily associated with the emotional process, and decision-making).

**Figure 1: The structure of the emotional system.**



The source: <https://www.moldillness.net/2021/06/21/mold-illness-matters-limbic-dysfunction/> . Accessed 5/3/22 at 2pm

### **1.2.1 The amygdala:**

The name amygdala is derived from the Greek word: almond, due to the structure’s almond-like shape.<sup>4</sup> As already mentioned, it is the part of the limbic system that is believed to mediate many aspects of behavior and emotional learning, On closer

<sup>3</sup> Web site : SpringerLink [https://link.springer.com/referenceworkentry/10.1007/978-1-4419-1698-3\\_208](https://link.springer.com/referenceworkentry/10.1007/978-1-4419-1698-3_208) . Editors: Fred R. and Volkmar. Accessed on 15/2/22 2022. At 4 pm

<sup>4</sup> Web site: Britannica : <https://www.britannica.com/science/amygdala>. Checked during February 2021. By C.Daniel Salzman. Accessed : 10/2/22/ 2022 at 2Am

## **Chapter 1: The human brain and the decision-making**

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examination, it turned out that patients with isolated lesions of the amygdala resulting from a urach-weithe disease which is a rare genetic disorder, can exhibit a deficit in identifying fearful facial expressions<sup>4</sup>.

The amygdala generates emotional responses to different stimuli whether olfactory processed by the cortico-medial amygdala, pheromones, odors, and tastes, or even visual stimuli such as sexual imagery to innately reinforcing stimuli like drugs.<sup>5</sup>

It cannot be denied that emotions influence cognitive processes such as attention, memory, and decision-making, they also play a prominent role in social behavior. From joy to fear to disgust to surprise every emotion, we witness processes a positive or negative effect (a valence), as well as, an intensity of high or low vibrations. Recent studies suggested a role for the amygdala in mediating the so-called loss aversion bias that plays an important role in the economic decision-making.

### **1.2.2 The amygdala and emotions:**

#### **❖ Definition of emotions:**

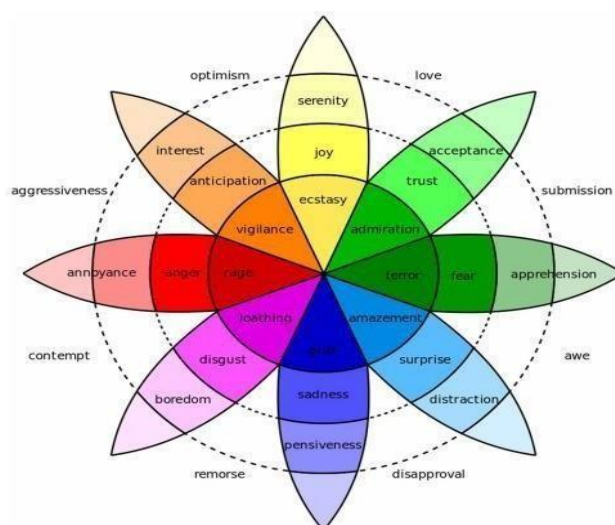
According to the American Marketing Association Dictionary, emotions are defined as “a strong feeling deriving from one’s circumstances, mood, or relationships with others<sup>6</sup>”. To better understand this process, we refer to Robert Plutchik’s psycho-evolutionary theory (2002) as the most influential classification approach for general emotional responses. In this authentic work, Robert Plutchik considers being eight primary emotions we deal with in our life: anger, fear, sadness, disgust, surprise, anticipation, trust, and joy. To be able to understand these emotions, he proposed the wheel of emotions.

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<sup>5</sup> Web site Britannica: : <https://www.britannica.com/science/amygdala>. Checked during February 2021. By C.Daniel Salzman. Accessed : 10/2//2022 at 2 am

<sup>6</sup> Information Resources Management Association: Brand Culture and identity, published by IGI Global, united States, 2019, P201.

**Figure 2: Plutchik’s wheel of emotions.**



**The Source:** By Information Resources Management Association: “Brand Culture and identity” IGI Global, United States, 2019. P201

❖ **Positivity Vs Negativity:**

According to Doctor: Miche Bechtle, the brain is wired toward the negative, not the positive. In this case, avoiding pain is a stronger motivator than seeking pleasure.

Thus, “The brain is like Velcro for negative experiences, but Teflon for positive ones.”<sup>7</sup>. The “Velcro and Teflon” refers to the brain’s negativity bias. Our brains are hardwired to remember negativity and quickly forget about positivity as a survival response to keep us alive<sup>8</sup>. For this reason, marketers focus more on negative rather than positive emotions,. That is why we are more likely to remember a movie with a bad ending and quickly forget the one with a happily-ever-after ending, especially if we were attached to the scenario.

❖ **Difference between feelings and emotions:**

The terms: feelings and emotions are very used socially to express the same thing, indeed, they are closely related, but at the same, they are distinct instances. Therefore, we can say they are more like two sides to one coin.

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<sup>7</sup> Dr: Mike Bechtle: <https://www.mikebechtle.com/why-negative-is-stronger-than-positive/> accessed 14/4/2022 at 5 PM

<sup>8</sup> Empowering education, Teflon & Velcro: The Neuroscience Behind Self-Talk, updated, accessed 11/5/2022

## **Chapter 1: The human brain and the decision-making**

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▪ **Emotions:** As mentioned in chapter one, the amygdala is the responsible part of the brain that produces emotions. They can be measured objectively by eye-tracking, skin conductance (EDA/ GSR), Brain activity (EEG, fMRI), heart rate (ECG), and facial expressions<sup>9</sup>.

▪ **Feelings:** Feelings are the conscious experience sparked of the emotional reaction. And shaped by experiences and beliefs. Since feelings are part of consciousness, they are the result of the interaction inside of the neocortex sys. They can be measured using different self-reporting tools such as surveys and focus groups and the declared answers from the crowd.

❖ **Loss Aversion Bias:** ( the power of negativity over positivity in behavioral economy)

Due to the weightiness of emotions, the human brain measures every experience as an emotional situation. It categorizes it into two possibilities: (am I going to win? Or will I lose?). It is all about the instinctual human desire to avoid pain, for happiness and fear are what they are due to the avoided pain. In this context, the loss aversion bias is a behavioral economic tendency that proves that the decision-making is much more based on the fear of loss. Research on loss aversion bias shows that investors feel the pain of a loss, more than twice as strong as they enjoy making a profit.<sup>10</sup>

### **1.3 The neocortex brain:**

The common rational part of the brain all and only mammals have, discovered about three to four million years ago. Known to be the slowest and the smartest. The neocortex believes itself to be where the action is, dominates the past, the present, and the future, controllable and conscious. Composed of two large cerebral hemispheres that

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<sup>9</sup> Bryn Farnsworth, Ph.D.: « How to Measure Emotions and Feelings And the Difference between Them.” website: Imotions, link: <https://imotions.com/blog/difference-feelings-emotions/> accessed: 11/5/22 at 8 pm

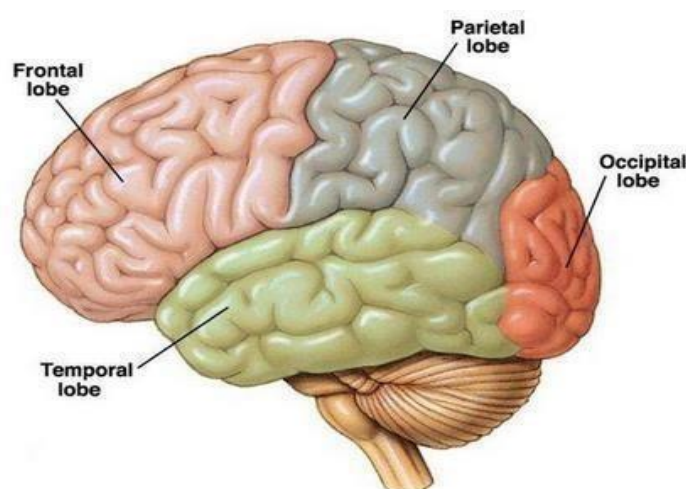
<sup>10</sup> CFI, <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/loss-aversion/> Accessed 13/5/22 at 7 Am

## Chapter 1: The human brain and the decision-making

are responsible for human linguistic development, abstract thoughts, imagination, and consciousness. The cortex is the highly convoluted structure on the surface of the brain. It is also the dominant feature on the surface of the human mind (not all brains or all mammals, but in the human, it is the part that expanded in quite recent evolutionary history to come to dominate at the surface and the entire brain)<sup>11</sup>. It is where the high-level functions take place. In Latin, “neo” refers to new, and “cortex” comes from barks as if the cortex wraps around the brain, as bark wraps around the trunk of the tree. That is to say, the neocortex is the part of the brain to grow and develop most recently in evolution.

The cortex is generally divided into four main lobes in each hemisphere: 1/ The occipital lobe at the back: processes visual information, main area: visual cortex 2- the temporal lobe on the side: processes sound, one of the main areas: auditory cortex, the 3- /parietal lobe on the top, processes information about touch, main area somatosensory cortex. 4/ And The frontal lobe at the front, responsible for planning and decision making, main area: prefrontal lobe.

**Figure 3: The structure of the neocortex.**



The source : <https://medium.com/@rohanpoosala/neuro4kids-the-cerebrum-2cea60b66dda> Accessed 28/4/22, At 11PM.

<sup>11</sup>M.d; Ph.D. Clay.Reid Senior Investigator .The Allen Institute for Brain science ‘s lecture: The structure of the Neocortex: <https://www.youtube.com/watch?v=RhdcYNmW0zY&t=6s> / checked during 20/2//22. At 11 PM

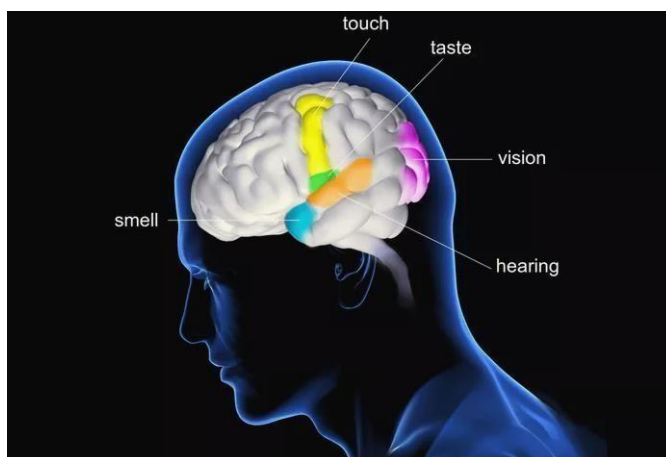
## Chapter 1: The human brain and the decision-making

### 1.3.1 Sensory information:

The Five senses are the conscious experience of perceiving the outside world, from seeing, hearing, smelling to touching and tasting. Sensory information is transmitted from the peripheral to the central nervous system. As following:

- ❖ **Vision** (visual information): Processed by the visual cortex. (Occipital lobe).
- ❖ **Sound:** Processed by the auditory Cortex(temporal lobe).
- ❖ **Smells and scents:** Processed by the olfactory cortex. (Temporal lobe).
- ❖ **Touch sensations:** Processed by the somatosensory cortex. (Partial lobe).
- ❖ **Taste:** Processed by the gustatory cortex. (Partial lobe).

**Figure 4: Brain and the five senses.**



**The Source:** <https://www.thoughtco.com/five-senses-and-how-they-work-3888470> Accessed: 14/5/22 at 4 Pm

### 1.3.2 The frontal lobe:

Responsible for planning and decision-making. As a professor, Robert Sapolsky explains, “What does the frontal cortex makes you do: is that it makes you execute the hardest thing when it’s the right thing to do”. Therefore, we can understand that the frontal cortex is the nearest thing we can have to the ego as if an inner voice that says, “I would not do that if I were you”<sup>12</sup>... The frontal cortex makes you say: “Oh!

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<sup>12</sup> Professor Robert Sapolsky’s lecture: What does the brain Frontal cortex Do . Published on Stanford university YouTube channel <https://www.youtube.com/watch?v=NNnIGh9g6fA&t=2686s> :25/2/22 at 11 PM

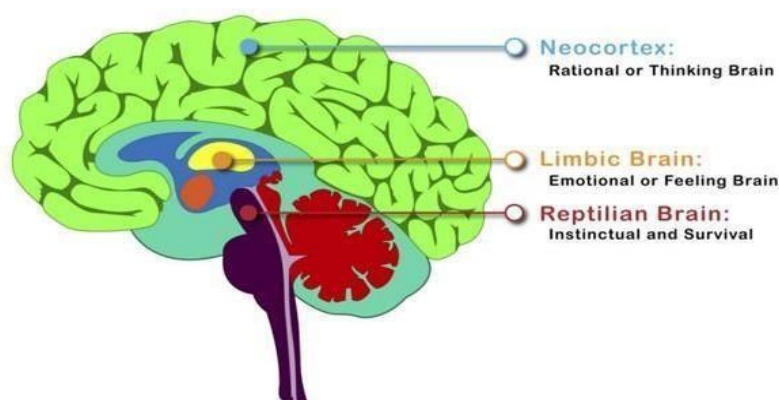
## Chapter 1: The human brain and the decision-making

That's a beautiful pair of shoes now I got to be buying a similar one!" Alternatively, considered as the part of the brain that pushes you to save money in case of a crisis happens and even keeps you from being a serial murder...

Such a complex and important area must be responsible for maturity, in this event, recent fMRI studies on human development from birth to adulthood reveal that the new brain is not even finished until age twenty-four. We can now understand children's behavior toward everything, especially the reason behind them not fitting to the standards. The postmodern Instagram, babies candy challenge during the pandemic 2020, may reinforce the previous theory. In this event, parents leave kids alone with candies, while ordering them not to eat any, until they come. What seems funny about it is that the adults enjoy watching kids trying to follow the orders, but never ask themselves why it is that hard to wait 30 seconds of obeying. Well the answer is that their brain is not fully developed. They can't get an order in such an age, besides when kids disobey as what we say, which is not the case, they aren't doing it on purpose they may be trying their best but just not fitting to the adult's standards.

The true value of the frontal cortex can only be observed after it is damaged. Going back to 1848, a young man called G. Phineas would walk on a Rae Round in a freak accident destroying his left frontal cortex, miraculously, Phineas recovered his: health, intelligence, memory, and speech, whereas his regulation of social behavior has changed: he became impulsive and lost his will power.

**Figure 5: The trine Brain theory.**



**The source:** <https://www.beverleymcmaster.com/1-min-posts/when-we-get-right-back-to-the-core-we-are-checking-for-safety> Accessed 28/4/2022. At 5 PM

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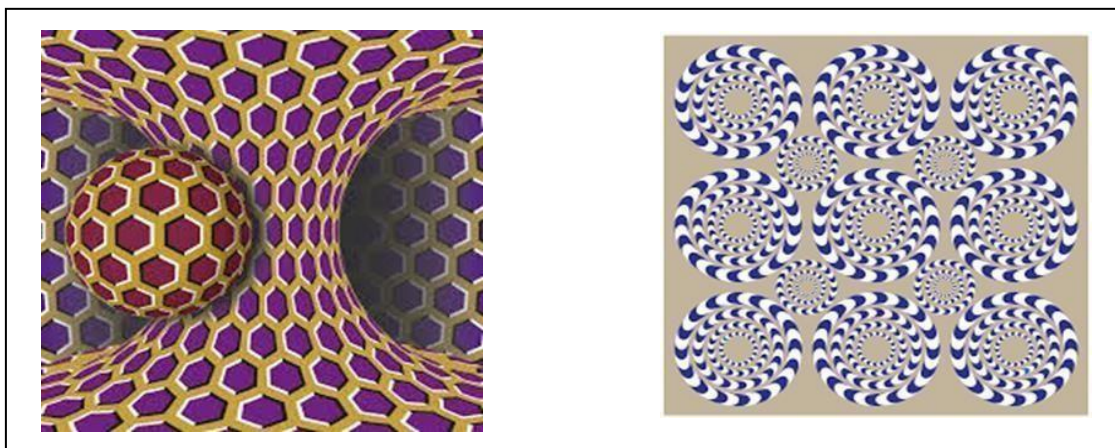
### 2 The brain is connected:

Overall, the three previous parts represent the three selves of the brain between awareness and absentmindedness. For instance, what we consciously see depends on our mind's best guess, not about the reality, for that colors do not actually exist, at least not in the literal sense, what we perceive is only be a sort of controlled hallucinations, while we hallucinate uncontrolled perceptions. However, only and only, when we agree on our hallucinations we do call them a reality (law of the crowd).

#### 2.1.1 Between the instantaneous unconsciousness and consciousness: (reptilian and neocortex): Optic illusion

##### ❖ Visual stimulus illusion :

**Figure 6 : Visual Stimulus Illusion.**



**The Source :**

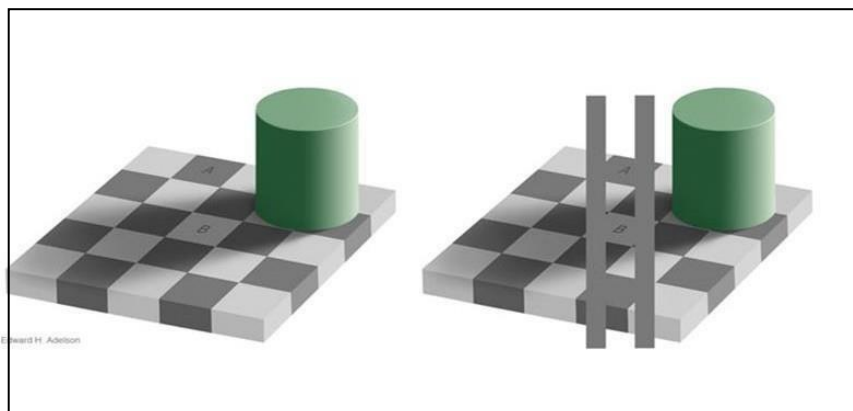
<https://leonbijelic.com/amazing-great-optical-illusion-artwork/>

**The source :**

<https://www.littlepassports.com/blog/science/optical-illusions-art-gallery/>

#### **Scientific truth:**

The following pictures: will create a certain conflict and challenge the final response. Given that the reptilian tries to do something which is constantly being influenced by the visual stimulus and guessing that the following pictures are moving, while the neocortex tries to do another thing and proves to the reptilian that through rationality, a picture can't move under any circumstance, thus what we are seeing is only and only a visual effect.

❖ **Adelson's Checker-Shadow Illusion****Figure 7: Adelson Checker-Shadow Illusion**

The source: <https://www.illusionsindex.org/ir/checkershadow>

**Scientific Truth:**

The previous picture: is extracted from Jefferson's lab science lecture when Doctor Eric Mazur: Ph.D. at Harvard University tried to explain, how the human mind can trick real perceptions into hallucinations.

The past optic illusion points out a green cylinder casting a shadow board and emphasizes two areas, area (A) and area (B). Each one seems different as if (A) was darker than (B). Surprisingly, they are the same shade of color but one is seen as lighter than the other. This illusory effect is called simultaneous lightness contrast (SLC).<sup>13</sup>

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<sup>13</sup> Adelson's Checker-Shadow Illusion, Web site: <https://www.illusionsindex.org/ir/checkershadow>:an article licensed under Creative Commons (CC BY-NC SA 4.0) Accessed during 28/2/22. At 10 Am

- Illusion Credit: Edward H. Adelson (born 1952), Professor in Vision Science at MIT

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### **2.1.2 Between thoughts and emotions:**

Mc Lean's original model proves that thoughts and emotions are associated to each other. Above all, the amygdala and the prefrontal cortex are interacted and involved in both extinction and cognitive control. <sup>14</sup>

It has been believed ages ago, with the help of post-modern marketing that emotions are separated from thoughts, that's why people usually claim that their minds refer to something while their hearts aim for another thing. Thus, the way humans feel and think are both activities of the mind.

The recent culture of social media taught people to assign thoughts to mind and emotions to heart. While the emotional mind is, present everywhere, in neurosciences: it is referred to as the limbic system, in yoga it is known as "manas", which is a complex amalgam of memory that molds emotions in a particular way<sup>15</sup>, in marketing it is the emotional marketing from branding, storytelling, to other hacks.

For instance, what we think is fitting to our social standards, is the same thing we will love and have positive feelings (valence) toward. It is the product we will consume, the brand we will be loyal to, the family doctor to whom we are patients and vice versa. Otherwise, what we think isn't fitting to our social standards, will irritate us, especially, if it doesn't share the same energy as ours, in this case, it might be a culture we abhor, a person that intimidates us, or even an advertising spot that reminds us of past trauma.

Emotions have much more impact on our days than we could have ever imagined. In this respect Dr. Joseph Le Doux points out: "*the amygdala has a greater influence on the cortex than the cortex has on the amygdala, allowing emotional arousal to dominate and control thinking*".<sup>16</sup> Similarly, to what was explained in consumerology that the part of the brain that is primarily associated with emotions has a relatively meager connection with the part associated with consciousness.

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<sup>14</sup> Web site Britannica : : <https://www.britannica.com/science/amygdala> , Accessed 10/2/22 4

PM<sup>15</sup> Web site:ishu/ article: The myth of head vs heart :

<https://ishu.sadhguru.org/global/en/wisdom/article/myth-head-versus-heart> . Editor: Sadhguru .

Published: December 2016. checked during 26/2/22 At 5 Am

<sup>16</sup> Patrick Renvoisé .Op. Cit P5

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### **2.2 The mechanism of the human brain:**

The latest studies claim the rigidity of the limbic system and focus more on sub-consciousness and consciousness as the central brain structures, which means that the brain is, in fact, two systems and not three: system one and system two.

System 1 is the primal brain: reptilian+ limbic, which are both one side of the story forming the fast thinking. While System two refers to consciousness's slow thinking as the lazy controller who has no control, as evidenced by Daniel Kahneman: "*When we think of ourselves, we identify with System 2, the conscious, reasoning self that has beliefs, makes choices, and decides what to think about and what to do. Although System 2 believes itself to be where the action is, the automatic System 1 is the hero of the book*".<sup>17</sup>

#### **2.2.1 The differences between both systems:**

The following table highlights the differences between the primal brain and consciousness, for each one has its own criteria, doing what it is supposed to do. For instance: anyone can solve a simple mathematical equation in a short time, such as  $2+2$ , and that is why sys1 refers to fast thinking. It is maybe up to memory, to habits, to learning skills. In the end, such activities are effortless. Unlike sys2, which requires more time, more thinking that is unpleasant, more effort, and maturity, for example: solving  $700*89$ , which needs patience, knowledge, and consciousness. If not so, then AI (a calculator) that is why sys two refers to slow thinking.

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<sup>17</sup> Daniel Kahnemen: "*Thinking fast and slow thinking*", published by Farrar, Straus and Giroux New York, 2011, P14.

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**Table 1: Fast thinking Vs Slow thinking.**

System 1	System 2
<ul style="list-style-type: none"> <li>▪ Operates automatically and quickly, with little or no effort and no sense of voluntary control.</li> </ul>	<ul style="list-style-type: none"> <li>▪ System 2 allocates attention to the effortful mental activities that demand it, including complex computations.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Some of the activities attributed to system 1:               <ul style="list-style-type: none"> <li>✚ Orient to the source of a sudden sound.</li> <li>✚ Make a “disgust face” when shown a horrible picture.</li> <li>✚ Answer to <math>2 + 2 = ?</math></li> <li>✚ Read words on large billboards.</li> <li>✚ Understand simple sentences.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Some of the activities attributed to system 2:               <ul style="list-style-type: none"> <li>✚ Focus attention on the clowns in the circus.</li> <li>✚ Answer <math>700 * 89 = ?</math></li> <li>✚ Look for a woman with blue eyes.</li> <li>✚ Monitor the appropriateness of your behavior in a social situation.</li> <li>✚ Check the validity of a logical argument.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>▪ System 1’s activities as effortlessly originating impressions and feelings that are the main sources of the explicit beliefs and deliberate choices of System 2.</li> </ul>	<ul style="list-style-type: none"> <li>▪ System 2 has some ability to change the way System 1 works, by programming the normally automatic functions of attention and memory.<sup>18</sup></li> </ul>

The source: developed by the student

### 2.2.2 The systems are connected:

Both systems are active especially after the awakening, due to, the interaction with the different stimulus during the daily life. System 1 runs automatically and System 2 is normally, in a lazy comfortable mood. While sys1, continuously generates different suggestions for sys2 such as: intuitions, feelings, pleasures and intentions, these subconsciously outcomes can turn into beliefs and values if sys2 accepts them from the primal brain. Most of the times, the lazy control from consciousness accepts the fast thinking as it with no modification. That is why people usually believe their

<sup>18</sup> Daniel Kahneman, Opcit, P13-P14.

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impressions and act according to their feelings, which depends from a situation to another.

### **Section 02: Consumer behavior among un/consciousness**

*“We are not aware of changing our minds when we do change our minds. And most people after they change their minds, reconstruct their past opinion, they believe they always thought that”.*

- Daniel Kaneman-

#### **1. (Un) conscious attitudes/ behaviors:**

Relativity controls human life and drives that we might characterize as habits, an attitude, emotions, or even impulses. Because of the strong influence that the carelessness exerts on behavior, human beings often do things without being mindful of them, protecting the illusion of the conscious agency, even though, deep down we know this is only a misconception of reality. So; while driving a car there is a moment and a unique moment in which the driver feels the phase of absentmindedness, that she/he was executing the action without being aware of it, that her/his eyes, hands, and feet were completely in charge, however, her/his brain was busy, empty and nowhere. Yet everything seemed normal from the outside, the inside was absent.

Generally, we like believing the myth we keep telling ourselves: that we know: why we did what we did, why we do what do, and trust our guts that we will always do the right thing no matter how. So from our perspective, it is not about us, but about what is around us, that needs to be changed, revised and checked over and over again. The human attitude is based on the large gap between consciousness and sub-consciousness, for instance, a mother may sleep through a storm, but immediately wakes up if ever her baby coughs. 19

#### **1.1 The observation the final response:**

When speaking about observation, we mention a very prophetic tool since it places attention with awareness without using any language and accepts the responses received as they are. The first grasper of observation is about catching the outer world

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<sup>19</sup> Philip Graves, “Consumerology”, Nicholas Braely Publishing, “Boston USA” 2010, P12.

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briefly, which is a fundamental function of consciousness. The second is to catch it without language, wherein the third is hooking it with language.<sup>20</sup>

Observation just like any another tool has its boundaries and by boundaries, researchers precise the issue of subjectivity, that people may not evaluate their responses correctly which leads them to irrational judgments that may be based on their attitudes and behaviors or even the attitudes and the behaviors of their environment.

### **1.1.1 Self-perception theory: (1969)**

According to the Self-perception theory by Daryl Bem people, develop attitudes by observing behavior, which may be a new experience. In other words, a person's attitude is not completely formed before the behavior occurred. Bem suggests that the assessment is much more based on external factors rather than internal ones. Therefore the behaviors weights more than the mood when it comes to attitude. Briefly, self-perception theory consists of if someone is unsure about their behaviors they will look back to observe and try to determine how they feeling about something.

In the late 60s, Daryl Bem used the idea that the way people assess another person's attitude is a mirror of their own. His first experiment on Self-Perception Theory challenges many current ideas, about how people make decisions, and justify their actions. He asked participants to listen to one of two scenarios: the first group listened to a scenario in which a man gave a false testimony for one dollar while the second one listened to a scenario in which a man gave a false testimony for 20 dollars. Both groups were asked to assess the man's attitude toward lying. The first group was likely to believe that the man lied because he enjoyed lying. Since he was paid less, he must have enjoyed it more than the other person must. Even though, the participants were not given any information about the man's financial situation, the nature of the testimony, or just other factors that contribute to the man's behavior. For instance: "That's my second sandwich! I must have been starving". The question here lies, in how do you know you are hungrier than you think you are?

❖ **Self-perception theory in Economy:** Even though Self-Perception Theory is Wild controversial, and used in marketing as a persuasion technique. It aims to use a

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<sup>20</sup> Article published at the Web site: Mind and life institute: Link: <https://www.mindandlife.org/session/observation-of-the-mind-in-buddhism-and-mindfulness/> . Editor: Kenryo Minowa PH.D at university of Tokyo. 18/3/22 at 3 AM.

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customer's initial behavior to influence his later attitude (inspired by the psychological: "foot in the door technique" and used as the Yes-Ladders technique.)

### 1.1.2 Cognitive dissonance theory:

C.D: Usually occurs before a choice is made or maybe a behavior is exhibited. The first cognitive dissonance theory proposed by Festinger (1957) posits that individuals seek to maintain consistency among multiples cognitions (e.g: thoughts behaviors attitudes or beliefs).<sup>21</sup> Inconsistent cognitions produce unpleasant states that motivate individuals to change one or more cognitions to restore consistency with other cognitions<sup>22</sup>. This means to reduce the discomfort caused by different opinions or different behaviors people try to adjust their attitude by 1. Directing attention to past behavior. 2. Changing a thought or an environment. 3. Adding and eliminating a thought.

❖ **Social dissonance example:** Everybody knows Tobacco is harmful; While (A) is a regular smoker. According to the Cognitive dissonance theory, the person may experience one of the following options:

**Option 1:** Person (A) is no longer a smoker; they choose a healthy life style  $\Rightarrow$  Directing attention on a past behavior

**Option2:** Smoking is not bad eventually we will all die.  $\Rightarrow$  Changing a thought.

**Option3:** Practicing Sport and eating an apple a day while maintaining the act of smoking.  $\Rightarrow$  Adding or eliminating a thought.

An alternative called "**Hypocrisy**" gained popularity in 1990's. By Stone and Al theorized that dissonance could result if one gave advice to others and then releases one's own failure to follow the advice. <sup>23</sup>

❖ **The effect of dissonance on decision-making:** Post decisional dissonance can occur when a person chooses between two equal choices. To strengthen the feeling that one has made the right choice, the person tends to see the other alternatives negatively than the chosen one.

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<sup>21</sup> Monica K.Miller<sup>1</sup>, Jordan D.Clarck and Alyana Jehile<sup>2</sup>. University Of Nevada,Reno and USA<sup>1</sup>, R and D Strategic Solution USA<sup>2</sup>. Scientific Article: "Cognitive dissonance theory By Festinger" Published 2015. P1 (1-5).

<sup>22</sup> Ibid. P1 (1-5).

<sup>23</sup> Ibid. P2 (1-5).

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❖ **Neurosciences and cognitive dissonance:** the dissonance arousal is related to the ACC (anterior cingulate cortex) which is responsible for many cognitive functions such as: empathy, impulse, control, emotions and processing conflicting information as seen when participants read the word “blue” printed in pink. <sup>24</sup>

### **1.1.3 The instruction between attitudes and behaviors:**

The debate between cognitive dissonance and self-perception theory has been going on since 70's. Some experiments appeared to prove that cognitive dissonance is superior to Self-Perception Theory; however, other experiments claim the opposite. Psychologists believe that people are more likely to experience cognitive dissonance when they are set in their beliefs. If the behavior is new, however, the person's attitudes are less set in stone, they are more likely to go by the process described in SPT.

## **2. Businesses facing the decision-making:**

**Consumerism:** (this sub-section is the interaction of neurosciences and the psychology of consumer behavior). The word consumerism was first featured in the Oxford English Dictionary in 1960. Defined as an ‘emphasis on or preoccupation with the acquisition of consumer goods.’ <sup>25</sup>

### **2.1 Market research's dependency on consumers mindset:**

Brands are all over the world, few of them matter to the public. Many ask questions, and few come up with the right answers. For this reason, smart companies do not even need to ask questions, they can pretty much know “why” without putting it into context. Owing to the fact, that the subconscious mind reacts to what is around and adapts behavior without necessarily revealing “why. Let alone the fact that, the usual buying process involves referencing elements and matching them with different sets of mental associations likely a memory provoked by a smell. In this case, Businesses are fully aware that consumers' desires are unconsciously driven which means that there is no need to spend a huge amount of money on focus groups that have an unstable track record for predicting future results of behavior. Thus, allocating an enormous amount of money to investigating what do consumers think about a brand, a product, or even a

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<sup>24</sup> Monica K. Miller<sup>1</sup>, Jordan D. Clark and Alyana Jehile<sup>2</sup>. Op.cit P3

<sup>25</sup> Catharine Slade « *creating a brand identity* » Laurence King Publishing. London 2016 , P11.

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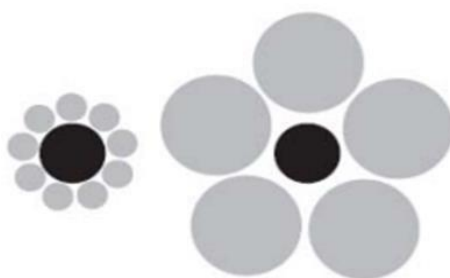
service may be usefully questionable since the unconscious mind plays a part in their consumption.

The irony with what is thought to be done in market research is that it's supposed to be targeting awareness while the greatest favorable outcome a brand can achieve is to be selected without conscious thoughts. So; obtaining a rational and consistent response from a sample of people does not provide any guarantee that such information is accurate. At a certain point, we cannot deny how largely futile to trust consumers when they, themselves don't know what they want.

### 2.1.1 Relativity in consumer behavior:

Everybody but us know that we are predictably irrational; we just do not deal with things in absolute terms. The following picture highlights relativity in its obvious ways.

**Figure 8: Relativity and consumer behavior.**



The source: Dan Ariely, « **Predictably irrational** » Harper Collins, New York 2009. P6.

Through the previous picture, we may see that the middle black circle cannot seem, to stay the same size. When placed among small circles, it gets bigger. However, when placed among big circles it gets smaller. Surprisingly, the two circles are the same size in both positions<sup>26</sup>. Our brain cannot help not measuring things in relation to others. It tends to compare things depending on what we place next to them. And since thinking is unpleasant, we tend to the no-brainer options, such as:

<sup>26</sup> Dan Ariely, « *Predictably irrational* », Harper Collins, New York., 2009.P06

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### ❖ **Guessing:**

We don't know how much a six-cylinder Car is worth; it's only about our assumptions that it must be more expensive than a four-cylinder Car"<sup>27</sup>. It is all due to the absence of a value meter inside our head that tells us what things are worth, so we compare, guess and appeal to our experiences. The contingent nature of people pushes them to add easily a 200 Dollar to a 5000 Dollar catering bill for a soup entrée, so it only becomes a matter of numbers: likely the case of spending 3000 Dollars to upgrade to leather seats, when buying a new 25000. Dollar car. Whereas so difficult to spend it a new leather sofa for an old car. The human will in such cases is a complete illusion.<sup>28</sup>

### ❖ **Choosing:**

Choosing is so hard and requires more patience, it is a matter of finding the balance between the feeling of having a reasonable set of options to choose between, and being able to manage the task.<sup>29</sup>

▪ **Reducing the range is reducing the guilt:** As reported by the Jam testing study, people would buy from a smaller number of choices.<sup>30</sup> The reduced number of options helps to satisfy consumers, and decreases the anxiety that comes with the act of choosing, in case the other unchosen possibilities might have been better alternatives. In brief, people avoid risks by avoiding extremes. E.g., "buying a DVD from a supermarket is much easier than buying it from a specialist store". Why? Because we are more likely to buy when the range is smaller, in the virtue that one option is more distinctly visible when meeting our needs.<sup>31</sup> And when overwhelmed with choices and not being capable of making a decision, generally people like to tell themselves that what is offered is not very good and start making judgments in a relative way. One study used fMRI scanning to see what happens in our brains when we are trying to choose between options. The researchers found that choosing between two equally attractive options caused the subjects to display irritation due to the difficulty of choosing. But, when another less attractive option was offered, the choice process became easier and more pleasurable<sup>32</sup>

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<sup>27</sup> Dan Ariely Op.Cit P.04

<sup>28</sup> Dan Ariely, Op.cit, P11

<sup>29</sup> Philip Graves. Op.Cit P78

<sup>30</sup> Ibid.P78

<sup>31</sup> Ibid. P.79

<sup>32</sup> Dooley, Roger : "*Brainfluence*",. John Wiley & Sons Inc, New Jersey 2012, P48

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### ❖ **Comparing:**

We might not buy an article until a friend, a relative, or a neighbor does, in that exact time we feel, we should be doing the same, which means we do not know what we want until we see it in context. In our daily life, and subconsciously, we always look at the things around us in relation to others. And not only about physical or material things but also about the experiences, In this event behaves James Hong, Co-founder of the Hot or Not rating and dating web site who knew how to make the comparison circle smaller, with his wealthy environment. He declares to the New York Times, *“I don’t want to live a life of a Boxster,”* he continues: *“Because when you get a Boxster you wish you had a 911, and you know what people who have a 911 wish they had? They wish they had a Ferrari”*<sup>33</sup>. Therefore, the cure is to break and to control the circles around us, moving toward smaller circles that boost our relative happiness.

### **2.1.2 Dishonesty in consumer behavior:**

There are two types of dishonesty, on one hand, there are the types that concerns huge dilemmas and very important decision-makings that should be revised, for instance: robbing a gas station. On the other hand, there is the type that is committed by people who generally consider themselves honest, due to the small scale of consequences, for example: borrowing a pen and not giving it back. Such dishonesty does not awake the superego according to S.Freud, and therefore, such events are not treated as dishonest behaviors.

Consumers have had a long history with dishonest behaviors, from cheating to lying to companies. These acts are financially costing to both: the business and consumers. Whether when answering surveys or participating in focus groups, people generally fake their identity to protect their self-image, when being observed. They can also lie to save time, since they are always in hurry (sys 1 is naturally fast, a hates efforts and thinking). Moreover, their product recommendations may not always be based on the product itself, it would be instead resulted from their mood, their insecurities, or their self-perception. Which are of course relative.

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<sup>33</sup> Dan Ariley. Op. cit P11

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### **Conclusion of the 1<sup>st</sup> chapter:**

All in all, the development of the human mind and the power of its energy, are both beyond human's ability of perception. With not even two identical brains on earth, every human being remains a mystery of his own: from, behaviors to attitudes, despite the theories and what did motive what in the first place, every move whether conscious or subconscious is designed by the little tool inside the head. All to prove that we are an irreplaceable “part of” and not “from” the rest of nature, even though the misperception of ourselves toward the world and the hallucinations that trick our reality. The human brain always remains worthy of attention.

In all seriousness, the mind is an extremely terrible thing to waste. It affects all sides of daily life: since we wake up with it, eat with it, sleep with it, practice sport with it, buy with it, choose with it, and at the of the journey: thoughts and emotions are all that is left from the detailed transactions of the day. Underestimating its power will make people strangers to themselves in an established and routine way. Especially that most of the public are unaware of their desires, not knowing what they want, or what may suit them as claimed by Daniel M. Wegner: “*We become less true to ourselves and also to the conscious realities that led to our behavior in the first place*”.

In some ways, Ignoring the reasons generally lead to mismade decisions, unstudied, unsure, and even harmful ones. And in nowadays world everybody but us know that we are irrational, sometimes it might be used against us, maybe to control more or to build a reputation. The same thing done in business, since we have no clue what we are doing, and usually follow the crowd with our unconsciously driven desires. We are an easy target to all those who have access to consciousness using precise techniques that aim to push our buy buttons: may be to turn on our reptilian brain or to play on our emotional side knowing the myth behind our rationality.

## **Chapter 2 : Primal Branding**

**Chapter02: Persuasion techniques and Branding****Introduction of the 1<sup>st</sup> chapter.**

Branding would be the main persuasion technique of the research study. Meanwhile, the second chapter will complete the first one by bringing branding and neurosciences together. And focusing on consciousness and sub-consciousness's presence in the persuasive techniques. Which are tremendous in terms of interacting with the brain, and creating the urge to buy, maybe not always creating it, but pushing it since it exists anyways.

More precisely the second chapter identifies most of the hacks used to by several alpha brands to turn on sys 1, and sys 2. Besides, it points to the interactions of both brain parts.

## **Section 01: Branding Generalities**

*'Branding is principally the process of attaching a name and reputation to something or someone.'*

**-Jane Pavitt, author of Brand.New-**

### **1. Branding basics:**

#### **1.1 History of branding:**

The practice of branding is far from new. In two thousand seven hundred BCE, the ancient Egyptians created livestock on levels unparalleled to the rest of the world. And as the trading of live stocks grew, so did the frequency of stolen life-stocks. That is when the Egyptians came up with a way to differentiate one person's life-stock from another and therefore identify if someone stole their goods. The Egyptians began branding their life-stocks with signatures of hieroglyph symbols all over their temples, tombs, and monuments for their goods to stand out amongst all other similar items. On the other hand, Ancient Norse branded their animals with hot irons – a practice continued today by American cowboys. However, the term 'brand' in its contemporary sense is relatively new, principally the attachment of a name and reputation to something or someone, primarily to distinguish it from the competition<sup>34</sup>.

#### **1.2 Branding Definition:**

Branding is a disciplined process used to build awareness, attract new customers, and extend customer loyalty over an intangible marketing concept, company, product, or individual.

#### **1.3 The reason behind Branding:**

Why we brand, goes beyond the logo, the name, or even the product itself. It is all about the relationship of trust, that is built between the consumer and the company that gives birth to a good reputation, on which the entire consumer's behavior will be based on it. As evidenced by Nicholas Ind, writer, and partner in Equilibrium Consulting *"The primary function of brands is to reduce our anxiety in making choices. The more we sense we know about a product, the less anxious we feel."*<sup>35</sup>

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<sup>34</sup> Catharine Slade. Op. Cit, P12.

<sup>35</sup> Laurence King . Op. Cit P.14

#### 1.4 Types of branding:

❖ **Co-branding:** Collaborating with another brand to achieve reach.

▪ **Christian Dior and Johnny Deep:**

The Brand stuck to his appeal even after the court found that he abused his ex-wife. In 2022, Dior emerges him in a new ad, as a sign that it still stands by him. Fans praised and celebrated the brand for such an act, and therefore created a new bond with DIOR. Consequently, Sales for “Sauvage” fragrance have spiked since the defamation trial (4.5 million dollars every day).

❖ **Personal branding:** The way an individual builds a reputation

▪ **David Beckham:** “football player”.

A one-foot-high Beckham Buddha in a golden statue takes its place at the feet of Buddha in Thailand. Chan Theerapunyo, the temple's senior monk, has defended this, saying, "Football has become a religion and has millions of followers. So to be up-to-date, we have to open our minds and share the feelings of millions of people who admire Beckham."<sup>36</sup>

**Figure 9: David Beckham statue.**



**The source:** Martin Lindestorm: Brandes: Published by free Press NYork 2005 p.175

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<sup>36 36</sup>Martin lindestorm: “Brand Sens”: Published by Free Press, New York 2005. P175.

- ❖ **Product Branding:** This type of branding, also known as merchandise branding, involves marketing one particular product. Branding a product requires market research and choosing the proper target market.

- **Coca-Cola :**

**Figure 10: Coca-Cola bottles.**



**The source:** the Coca-Cola company

<https://www.coca-colacompany.com/company/history/the-history-of-the-coca-cola-contour-bottle>. Accessed 11/4//22 at 8 Am

- ❖ **Service Branding:** This kind of branding applies to services, requiring some creativity, as you cannot physically show benefits.

- **Ooredoo:**

**Figure 11: Ooredoo logo**



The source: Ooredoo Algerie: <http://www.ooredoo.dz/Ooredoo/Algerie/particuliers>  
Accessed 11/4//22 at 8 Am

## 2. Branding anatomy

### 2.1 Names

The most critical signal to differentiate brands from each other is a specific name that must be timeless and tireless. And easily remembered during the daily transactions, whether in emails, ads, presentations, etc.

#### ❖ **Qualities of an effective name :**

- **Meaningful:** The name of brand must communicate the essence and the target of the brand.
- **Distinctive and Protectable:** when mentioned, the name of the brand must represent the brand only. As its own trade-dress.
- **Future-oriented:** The name must fit into the brand's growth, changes and success.
- **Positive:** The name of the brand must refer to positive conations in the market.

#### ❖ **Relationship between names and symbols:**

Due to their reputation, some brands are easily recognized by their symbols that represent the brand's first letter.

**Figure 12: Heidi Cody 's branding alphabet concept.**



**The source:** Designing a brand identity by Alina Wheeler Published by John Wiley & Sons, Inc., Hoboken, New Jersey.P25

**2.2 Logos (the brand icon):**

The Greek word “Logos” appears in John’s Gospel in the Bible for the first time and translates as “word.”<sup>37</sup> A logo can take almost any form; some use words, and others use pure symbols. At the same time, many use a combination of two. The key element to a powerful logo is authenticity. Psychologically speaking, authenticity refers to self-knowledge, which means organizations that can answer: what am I doing? How am I doing it? And why am I doing it? They are the ones who leave impressable logos

**Figure 13 : Authenticity and logo creation.**



**The source:** Designing brand identity, by Alina Wheeler, published by Jhon wiley and Sons  
2018NewJersy P.40

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<sup>37</sup> Catherine Slade. Op. Cit P24

### **2.3 Straplines / Taglines:**

The word "slogan" originates from the Gaelic *slaughairm*, used by Scottish clans to mean "war cry." A tagline is a short phrase that highlights the brand's values and can even offer insight into unique elements of the product.

### **2.4 Branding terminology:**

❖ **The philosophy:** Before designing the physical appearance of the brand, the designers themselves should answer some questions according to the brand's existence, including the famous question: Who am I? While uncovering the critical sections of their product. In some ways, the first stage of developing the brand's philosophy is creating the company's corporate philosophy first.

❖ **The promise:** The brand's promises help the designers develop the emotional characteristics of the brand that will allow it to communicate directly with its audience and differentiate it from the competition.

❖ **Brand values:** There are two agreed definitions of brand values; the first refers to the value of a brand on a balance sheet, which has vital importance to the owners of the brand, while the second one is the perceived value of a brand by its consumers.<sup>38</sup>

❖ **Brand equity:** The term brand equity shapes the commercial value derived from the consumer perception of the brand's name, despite its products/ services. It is witnessed through the irrational behavior of the consumers who are prepared to pay as much as possible only for the brand's name. Seven key aspects measure it: "Awareness, familiarity, Image and personality, Associations, Availability, Preference and finally Loyalty."

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<sup>38</sup>Catherine Salde. Op.Cit P24

**❖ Brand story:**

Storytelling is what makes any brand alive. For that, everyone and every precious item has a story. Successful brands, on the other, also have an unfixed story that can be developed over time and respond to both the changing consumer and the unstable market. The brand story gives meaning to the brand and defines what it does and what it does not, by defining the core truth of the product/ service and making it the center of the message. Brands appeal to the primal brain by creating a sort of a fairy tale story with a moral at the end. That moral is the brand story. In this context, declares Susan Gunelius, President & CEO of Keysplash Creative, Inc: *“If you tell the complete story in one shot, you lose the opportunity to build a long-term relationship with your audience. Instead, pique their interest but do not provide resolution immediately. Leave them hanging with a promise of more, just like the best fiction authors do at the end of each chapter<sup>39</sup>”*.

**3. Branding And Marketing**

Marketing and branding work hand in hand, while the first discipline is the general concept that takes the product or the service to a consumer level, the other concept is a bit larger and crosses commercial boundaries to involve mental associations such as the personality, the reputation, or the voice of a brand.

In some ways, it costs a lot more money to get traction on the return on investments that the businesses are looking for if the voice of the brand isn't heard. That is how the two concepts are linked to each other, yet different on some levels.

The following table represents the differences between each concept.

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<sup>39</sup> Catherine Salde, Op.Cit P39.

**Table 2: Branding Vs Marketing**

Branding	Marketing
<b>Branding is why</b>	Marketing is how
<b>Branding is a long term</b>	Marketing is short-term
<b>Branding defines trajectory</b>	Marketing defines tactics
<b>Branding is the reason someone Buys</b>	Marketing is the reason someone first Buys
<b>Branding builds loyalty</b>	Marketing generates responses.
<b>Branding is the being</b>	Marketing is the doing.

**The source:** Designing brand identity, by Alina Wheeler, published by Jhon wiley and Sons NewJersy.2018 P09

## **Section2: Neuro-Branding.**

### **1. Branding to sub-consciousness:**

Branding to the sys 1 by targeting the reptilian brain which is the center of impulse and the limbic system:

#### **1.1 Branding to the reptilian brain:**

The main feature about the reptilian brain are the four stimulus already reported and explained in the first chapter:

##### **1.1.1 Branding to the four stimulus:**

The following table stresses branding strategies against the old brain's stimulus:

**Table 03: Branding the old brains stimulus**

<b>Self-Centered</b>	<b>Contrast</b>	<b>Tangible Inputs:</b>	<b>Beginning and End</b>
Successful brands put the consumer above their benefits as the most privileged. asset.	It is so easy to fool the reptilian brain. By appealing to contrast, brands use the fastest key, which is the	Tangible inputs: Persuasive brands generally avoid activating the slow	Since the fast thinking system, hates confusions and likes easy concepts. It

## Chapter 2: Persuasion Techniques and Branding

<p>Which means that their communication messages target the ego of every consumer, as if the brand was only made to satisfy him, and only him. They understand that for the brand to be seen, it would be much better to make it first see each consumer aside.</p>	<p>unusual concept of ordinary, that makes the brain, wonders how can this possible. For instance, before and after ads, are very common in this technique in other words brain can easily understand the efficiency of the product/ offer by jumping to conclusion and seeing the results.</p>	<p>thinking in their audience, it is hard, difficult and anxious, instead they prefer turning on: “how to act” button immediately in their communication strategy so that the reptilian brain understands the concept, without any extra- effort.</p>	<p>always tends to ignore the middle and not take it seriously: In this concept behaves movie marketers. Since movies are also a different type of brands that have a character and a whole presence. declares George Lucas: “The secret to a good movie is a hot opening, and a hot close, just don’t screw in the middle”, which means that our brain will mostly overlook anything in the center.</p>
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**The source:** developed by the student

**1.1.2 The use of the stimulus in branding:**

Brands not just know about the stimulus of the old brain, but also interact with them as following:

**1.1.2.1 The use of self-centered techniques:****❖ Appealing to the word “You”**

The word “You” talk directly to the reptilian brain, so that the person receiving the add communication, namely a tagline, will for sure take it personally.

**▪ Yahoo:**

**Figure 14: You Yahoo?**



The source: <https://thisdayintechhistory.com/04/25/do-you-yahoo/> Accessed 16/4/22 at 2 PM

**❖ Using the zodiac signs:**

Astrology have always been known for its mystery, beauty, and the twelve differentiated signs that make another twelve differentiated personalities or maybe more since we have a different sign for each planet. Even though the sun sign, is the most known for them all, and that is how each person gets identified by his sun sign that represents the identity of him. Recently the astrological understory have been growing thanks to the post-modern marketing influence. In this context, many brands have been using this concept in their communication targeting the old brain, by being self-centered. For that, each consumer feels himself a part from the brand buying his sign in a packaged product.

## ▪ Dior:

**Figure 15:** Cancer inspired Necklace from Dior's zodiac.

The source: <https://www.affable.ai/blog/tapping-into-the-growing-popularity-of-astrology-for-brands> . Accessed 16/4/22 at 2 PM.

## ▪ Sephora:

**Figure 16:** Sephora Collections lipstories Astrology.

The Source : <https://www.affable.ai/blog/tapping-into-the-growing-popularity-of-astrology-for-brands> Accessed 16/4/22 at 2 PM.

## ❖ Using a personal “names”:

The easiest way for anyone to take anything personality is by: Calling him by his name. Given that, people do not only use their names but also think they own them. Also evidenced by psychologists since the 1950’s, that part of the human stays awake when sleeping listening and paying attention to their personal name. That is what

literally Coca-Cola did, by adding personal different names, according to different cultures, in their branding strategy.

▪ **Coca-Cola:**

**Figure 17:** Coca-cola personalized bottles.



**The Source :** <https://plasticsinpackaging.com/cole-adds-increased-personalisation-to-bottles/> Accessed 16/4/22. At 2 Pm

❖ **Us Vs them:**

Personal branding that targets the reptilian brain can take several forms such the individual branding from personal names, personal signs, or the use of specific words: e.g : you, I, yours etc. The second form of personal branding is by appealing to the community group. Given that, our brains are hardwired to want to be in one or more groups, and are willing to defend these groups. Brands that can be positioned to put their customers into a group will find that their efforts will be enhanced by their customers' own need to belong. For instance: I am a Mac Vs I am a pc.

### 1.1.2.2 Contrast techniques:

The old brain is the fastest process of thinking which means, that it quickly recognizes unmatched themes, unbalanced situations, weird communication techniques....

▪ **Danone:** The following add refers to the benefits of calcium and consequently the strength of bones. In the picture, the kid is holding the foot of the elephant with one

only, one feet of his. The contrast is obvious: How can a kid hold an elephant? And that is how the old brain is targeted

**Figure 18: Danone using Contrast.**



The source: extracted from the Patrick Renvoisé lecture :

[https://www.youtube.com/watch?v=\\_rKceOe-Jr0](https://www.youtube.com/watch?v=_rKceOe-Jr0). Accessed 20/4/22 at 7 PM.

### **1.1.2.3 Tangible inputs:**

Since the old brain is older than words and communication whether written or expressed. Visual stimulus help a lot in diagnosing the messages.

▪ **Mr. Clean:** Mister clean himself is a tangible input, for he is clean, shiny and so white, since the color white refers universally to pureness. Besides the following does not have to use words to explain this concept. It is a fast thinking process to understand what Mr. Clean does.

**Figure 19:** Mr. Clean using Tangible inputs.



**The Source:** extracted from the Patrick Renvoisé lecture :  
[https://www.youtube.com/watch?v=\\_rKceOe-Jr0](https://www.youtube.com/watch?v=_rKceOe-Jr0). Accessed 20/4/22 at 7 PM.

#### **1.1.2.4 : The beginning and end stimulus:**

This stimulus is most focused on in the movies industry that is why people can't tell what the whole story is about, until they catch the end of the movie. (Tested next in the qualitative research).

### **1.2 Branding the emotional brain (sys1):**

Brains love brands they know, according to a German study in which subjects were shown variety of brand images, while scanning their brain activity using functional magnetic resonance imaging (fMRI). The images included familiar, well-known brands as well as other lesser-known brands. The results were fascinating: the strong brands turned on areas of the brain associated with positive emotions, rewards, and self-identification. The weak brands, meanwhile irritated regions of the brain that are associated with memory, as a normal sys1 response that allows the brain to figure out if ever the brand has been seen before, or maybe dealt with before, as well as, negative emotions.

**1.2.1 Marketing targeting fear.**

Fear rises our adrenaline, creating an instinctual fight or flight response<sup>40</sup>. According to an article published by Web, site Daily Kos, “*When a threat is perceived, the body goes into automatic mode, redirecting blood to certain parts of the body and away from the brain. The respiratory response also decreases the blood supply to the brain, literally making a person unable to think clearly. In other words, the loss of blood to a person’s brain can make them stupid, literally*”<sup>41</sup>. In some ways, fear is a great persuader that not only ties the repose but also manipulates it. Professor Joseph Le Doux of the Center for the Neuroscience of Fear and Anxiety at New York University concurs, explains, “We come into the world knowing how to be afraid because our brains have evolved to deal with nature.”<sup>42</sup> Moreover, that is how the mechanism of this instinctual, subconscious emotion is programmed to protect and bring us together.

**1.2.1.1 The zero Effect: (fear of failure):**

It is no secret that getting something for free feels so good. Zero is not just another written price, and it turns out that it is an emotional hot button and a source of irrational excitement. Psychologically speaking, there is something about the zero cost that we all find irresistible. Why does free makes us Happy? After all, free can lead to trouble, and we would buy goods we never considered purchasing. They just become incredibly appealing as soon as they are free.

Consequently, it may become a struggle in which its presence leads to bad decisions. The human mind has an irrational urge to jump for "free." Knowing that everything has an upside or a downside and actions have consequences, the zero cost has no harm. Imagine we choose the item that is not free. Now there is the risk of making a poor decision and a possibility of a loss. When it is free, we lose nothing. In brief, the real allure of free is tied to fear. When we buy, most of the time, we fall into the trap of buying something we may not want, simply because of that sticky substance, FREE! Nothing beats the emotional surge of free. Zero is not another discount; it is a different emotional place. In his book, predictably irrational, Dan Ariely explains how scary the zero effect can be by evidencing as following: "If you are in business and you

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<sup>40</sup> Martin Lindestorm: “*Brandwhasing*” Published by crown business, New York 2011. p22

<sup>41</sup> Ibid P23

<sup>42</sup>Ibid P23

understand that, you can do marvelous things, want to draw a crowd? Make something free! Want to sell more products, make part of the purchase free" he adds "want people to drive electric cars! Don't just lower the registration and inspections free, eliminate them". He continues: "If you want people to do the right thing, in terms of getting regular colonoscopies, mammograms, cholesterol checks, diabetes checks, and such? Don't just decrease the cost. Make these critical procedures free<sup>43</sup>".

#### ▪ Amazon

Amazon.com has a personal experience with the zero effect technique or the free technique. They made an offer based on a tiny free proposal to increase their sales. Under the customary conditions, anyone who buys a book for \$16.95 might pay an additional \$3.95 for shipping. The trick went as follows: If the customer were prepared to buy two books for a total of \$31.90, they would get their shipping free. Surprisingly, amazon's book sales increased in many countries, for people started buying taking the offer seriously by purchasing an additional book; they may not even consider purchasing if not the free allure.

#### 1.2.1.2 The fear of pain: "the pain of paying"

First and foremost, the pain generated from the price of an item, is quietly relative. People may experience a painful situation from buying a book, and not from buying a car, since their psychological interests are neither the same, nor their preferences. In an interview with SmartMoney, Loewenstein, he noted, "*Consumers are not weighing the current gratification vs. future gratifications. They experience an immediate pang of pain, when they think of how much they have to pay for something.* That is why people generally like to pay a flat rate for things; it is only because of the muted pain. Since they don't hear it, then it does not exist, and if there is no pain, then people won't stop buying.

#### ▪ Credit card:

For many people, a credit card is a painkiller that transfers the pain to a future period. In such consequences, it is easier to deal with the feeling of not seeing

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<sup>43</sup> Dan Ariley, Op.Cit P25 Updated.

the cash decreasing than really observing how the amount gets lesser every time. Such a technique may be a dilemma for people who lack financial discipline.

### 1.2.1.3 Using gender: “It’s always a lady”.

“Are you a single woman who lives alone in a large, five-person house? Studies show that if you’re a lady, most men want to kill you,” Sexiest, non-feminists ads use women to express fear, as if the female gender will always be tied to insecurity and weakness.

- **Brink’s home security:**

This brands use this technique until today. It is always about a teenage girl home alone or a single mother who hears keys jiggling or some strange noises. When they aired in 2008, many media observers and consumer advocates decried them as shocking and salacious.

- **Movies industry:**

This concept is also used in the movies industry for most of the horror movies benefit from stories of singles women, mothers, teenagers that are always the victim of their gender against violence.

### 1.2.2 Marketing targeting Joy:

Joy is the most used positive feeling in marketing due to its contagiousness. According to recent studies by Pennsylvania, being happy and making others happy too isn’t hard; all it requires is spreading the word<sup>44</sup>. Similar studies on online behavior suggest that we are more likely to share and react to terms such as happy, love, pleasant, and sweat. Then worried, hurt, sad and ugly. According to a two-decade study conducted by researchers of the University of California, San Diego, happiness is highly contagious. Still, online communities may magnify the intensity of global emotional synchrony. Similar to Tübingen University, research proves that the

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<sup>44</sup> Professor Lea Waters (Ph.D.), article: Why happiness is contagious, web site: World economic forum: published: 30Oct/2015, link: <https://www.weforum.org/agenda/2015/10/why-happiness-is-contagious/> accessed: 11/5/22 At 5 Am.

emotional responses of Facebook users (as a sample: Germany+ U.S) reading other people's positive responses triggers happiness in 64%<sup>45</sup>.

### 1.2.2.1 Happy client happy brand :

“Taste the feelings,” Coca-Cola launched the Real Magic campaign as the first Global redesign in 2016. The real magic isn't just a tagline but a new philosophy that relies on “togetherness” and brings a new identity to the Brand through the new” Hug logo” that represents the caring, gentle side of humanity, especially after the unprecedented circumstances the world went through, during, and after, the pandemic. The platform “Real magic” was launched together with the “One Coke Away From Each Other” campaign to celebrate our common humanity of ours.

**Figure 20: Coca-Cola: Real magic Logo.**



The source: <https://www.coca-colacompany.com/news/coca-cola-launches-real-magic-brand-platform-including-refreshed-visual-identity-and-global-campaign>.

Accessed. 25/4/22. At 8 Pm.

### 1.2.2.2 Happy corporate Culture:

Lincoln said “character is like a tree, reputation is like its shadow. Many believe their job is to manipulate the shadow rather than tend to the health of the tree. In this world of transparency and democratized media, it is increasingly difficult for organizations

<sup>45</sup> Professor Lea Waters (Ph.D.), article: Why happiness is contagious, web site: World economic forum: published: 30Oct/2015, link: <https://www.weforum.org/agenda/2015/10/why-happiness-is-contagious/> accessed: 11/5/22

*and individuals to lead double lives. The best investment in corporate character is to invest in corporate culture”*

- Jon Iwata SVP, Marketing and Communications IBM-

- **Google**

Google has more personality than most tech companies, using video games, ping-pong tables, and creating happy hours and fun in the office culture. And since employees play an essential role in sharing the image of the brand, so the key to contagious, happy brand is happy employees.

## **2 Branding to “Consciousness”:**

### **2.1 From a 2-D to 5-D branding:**

To a large extent, marketers operated in 2-dimensional Model using sight and sound, which has changed to include smell, touch, and taste as the 5-dimensional new approach in branding. The more sensory touchpoints leveraged when building brands, the higher the number of sensory memories activated. Unless there is a physical presence, people will never know if there could be a second chance for the product. The higher the number of sensory memories activated, the stronger the bonding between the brand and the consumer's perception of the quality of the product. The holistic 5-D approach in branding helps in measuring the brand's value. Since the brain lacks a value meter, the senses are the reference for the comparison.

Loud messages do not stand a better chance of being heard today. However, a statement supported by appealing to several senses stands a far better chance of breaking through. The BRAND sense study confirms that the more positive the synergy that has been established between our purposes, the stronger the connection made between sender and receiver. For this reason, multisensory brands can carry higher prices than similar brands with fewer sensory features. Theoretically, a powerful brand will appeal to all five senses, whereas weaker brands will appeal to only one or two reasons. We taste with our noses. We see with our fingers and hear with our eyes. However, just as we can identify a brand with a smashed bottle, we can break down the senses to build up and generate positive synergies. With this holistic understanding, we can bravely enter the unexplored territory of sensory branding.

**2.2 The use of the five senses in branding:**

The connection between our senses and our brain is direct under consciousness; moreover, it includes the unconscious primal brain, when it comes to attachment.

**2.2.1 Sound:**

Hearing is passive. It involves receiving auditory information through the ears. Listening is active and relies on the capacity to filter, remember and respond. Both are important in decision-making, wherein the ears are for hearing, and the brain is programmed to listen to what we hear. Moreover, in sensory branding, everything has sound, whether the product itself or its background.

**2.2.1.1 Sound of the product:**

The human brain subconsciously and without awareness associates specific goods with specific sounds. For instance, the opening of a milk carton is recognizable, and so is the crashing of cornflakes and the bubbling of a refreshing soda.

▪ **Cars manufacturers:** The way the door closes in the auto industry is too important. This concept of “the branded car sound” industry started with the Japanese. And has been given so much attention that many people can recognize the brand from the sound of the door.

▪ **The Nokia Tune:** Using a specific tune, Nokia Company could build a full awareness of the brand and a subliminal recognition associated with several nostalgic and positive emotions. The following Notes gave Nokia a considerable competitive advantage, the way they became: trademarked.

**Figure 21: Nokia Tune.**

**The source:** Martin Lindetorm : « Brand Sens ». Published by Free Press, New York

P78

Once the previous tune is played, Nokia users, together with the bypassing, can fully associate the sound to the brand, for many sounds exist in the world. Still, Nokia's sound is Nokia's sound.

### 2.2.1.2 The sound of the background:

Music capable of monitoring any mood, creating new memories, and evoking the past. With its help, people can transport in time visiting every memory they like. In a study published by the Journal of Consumer Research, "Ronald E. Millman" demonstrated that the pace of music playing affected service offered, whether in stores or restaurants. Thus, the slower the music, the more people shop. The faster the tempo, the less they spend<sup>46</sup>. According to Brand sense, Other Related studies had shown significantly longer dining times for restaurant tables when slow music was played. This resulted in more money being spent. <sup>47</sup>The average bill for diners was 29 percent higher with quiet music than fast. David Anders, a gaming analyst for Merrill Lynch, says the tourist market "is not ready" for coinless slots. The sound of coins popping into and flowing out of the machines is part of any casino's ambiance. The sound "generates excitement

<sup>46</sup>Martin lindestorm: "Brand Sens": Published by Free Press, New York 2005, P72 .

<sup>47</sup> Ibid P73

and calls attention to the area. It lets people know other people are winning. With cashless slots, I guess you'd hear the buzz of the printer<sup>48</sup>."

- **The wine experiment:** In evaluating the effects of the background music and the decision-making, Researchers in the United Kingdom conducted the wine experiment in a wine shop. They decided to play French and German music on alternative days. The results were tremendous: the French and German wines each outsold the other by several multiples when the matching music played. In other words, what we consciously hear influences what we feel, and then governs our final purchasing decision<sup>49</sup>.
- **Victoria's Secret:** In the same context, Victoria's Secret bases its strategy on bringing famous singers during its runway shows, such as Harry Styles in China in 2017, the weekend, Lady Gaga and Bruno Mars in Paris in 2016, Selena Gomez in New York 2015, etc. The same technique is continuously practiced today.
- **Disney World:** which appears to be well understood by Disney World Universe. Even the bird sounds are controlled. It's a whole environment designed to capture children's hearts and awaken the child within each adult<sup>50</sup>.
- **Coke Studio "Algeria":** Launched in 2017, in the presence of several ministers (minister of culture, sport, and youth), the ambassador of the United States, and the director of the national copyright and visitor's office. The principle of Coke Studio Algeria is appealing to the traditional side of the country in a modern way, by reinterpreting 24 songs in different style: chaabi, malouf, raï, Kabyle song, chaouie music, diwane-gnawa, and bedoui. These songs were performed as duos composed by two artists from the old and new generations: y and z. For instance, Yal Menfi by Amazigh Kateb and Samira Brahmia, Ghoumari by Aicha Lebgaia and DJAM. In the same Context, declares Coca-Cola director, "We are very proud as Algerians to lead such an initiative which aims to transmit our cultural heritage to the younger generations. We have worked hard for coke studio to achieve excellence in its

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<sup>48</sup> Roger Dooley Op.Cit.P.72

<sup>49</sup> Roger Dooley Op.Cit, P76

<sup>50</sup> Martin Lindström: "Brand Sens" Op.cit.74

Algerian version for a year. I sincerely thank all the artists who have joined this unique group, our partner Echorouk tv, and all the people involved in this project to make it a success”.

### 2.2.1.3 Pavlovian effect

78 percent of people who surveyed for The brand sense study, associated hearing the sound of a drink whooshing open and being poured in the glass. And also, the bubbling sound to a coke can-or bottle. The fact is that this distinct sound of Coca-Cola has similar strong associations across the world. It is an association not dissimilar to Pavlov's dog, who has to expect his meal each time the bell rang.<sup>51</sup>

▪ **Coca-Cola campaign: “Try Not to hear this”:** The Coca-Cola Company, via its Central & Eastern Europe Business Unit, leveraged its rich history of sensorial advertising to launch a unique campaign that invites viewers to “hear” the image of an ad in their heads. The series of photographs show macro imagery of classic Coca-Cola moments: the “fizzing” of the bubbles, the uncapping of a bottle, and the opening of a can. The headline then reads “Try Not To Hear This”, challenging viewers to avoid playing the sounds in their heads, but at the same time taunting them to do so.<sup>52</sup>

### 2.2.2 Sight:

Vision is the most powerful of our five senses. In fact, our brain updates image quicker than we see, and it accommodates every single move, color and picture. In describing the vision, Dr Diane Szaflarski says, "The efficiency and completeness of your eyes and brain is unparalleled in comparison with any piece of apparatus or instrumentation ever invented."<sup>53</sup> According to Geoff Crook, the head of sensory design research: "83 percent of the information people retain has been received visually".<sup>54</sup> This means that brands target our brains by appealing to what we consciously see from all the visual information that bombards us all day long. In other words, successful brands are visually smashable and distinctive by their design to the human eye. As this thesis embraces a new aspect of branding to not only, include companies but every item, person that lives with its reputation rather than deeds.

<sup>51</sup> Martin Linestorm : « *Brand Sens* » Op.Cit P 103

<sup>52</sup> <https://www.thedrum.com/creative-works/project/david-coca-cola-try-not-hear> Accessed 31/5/22 at 3 PM

<sup>53</sup> Martin Lindestorm: “*Brand Sens*” Opcit 92-93

<sup>54</sup> *ibid* 93

**2.2.2.1 Brand shaping:**

▪ **Buildings ( historical buildings and museums):** More than ever, museums are brands. In studying the shaping brands, appears the innovative architecture that leaves an impression, for instance: the architecture of “Museum of Architecture in Wroclaw”, in which the distinctive design catches the attention, similarly to the “Dancing House — Prague, Czech Republic». The level of architecture can influence museums: as neoclassical economic agents and even, old/ new buildings.

▪ **Liquor industry:** Coca Channel adored perfume bottles, and had a different vision that these bottles are the physical manifestation of the fragrances, she said, “*“Those bottles are my memories of surrender and conquest . . . my crown jewels of love.”* <sup>55</sup>In fact, she is not alone in this behavior; everybody treats the perfume bottle as the material part of the scent. Since all our senses are gathered and interconnected, we not only need to smell what we smell but to see it as well, even though it is impossible. Statistics show that 40 percent of all perfume purchase decisions are based on the design of the bottle.

▪ **Auto industry:** car manufactures are knowing another high level of brand shaping. The external appearance of cars is the ultimate factor in the decision-making. For instance, Lamborghini is one the few vehicles that closes its doors outward (this feature is trademarked to Lamborghini).

**2.2.2.2 Branding Colors Matter:**

Colors/shade colors create different humans. The fascinating trick is that they have the same psychological interpretation for every individual worldwide. In branding, colors become a part of the brand (logo, website, storefront, a store-design, staff uniforms, advertisements, business cards, and social media).

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<sup>55</sup> Martin Lindestorm: “*Brand Sens*” Op. citP96

**Table 04:** the significance of colors in the psychology of Marketing

<b>The color</b>	<b>Significance :</b>
Red	▪ Passion, excitement and anger. It can signify importance and command attention.
Orange	▪ Playfulness, vitality and friendliness. It is invigorating and evokes energy.
Yellow	▪ Happiness, youth and optimism, but can also seem attention grabbing or affordable.
Green	▪ Stability, prosperity, growth and a connection to nature.
Light Blue	▪ Exudes tranquility, trust, openness. It can also signify innocence.
Dark Blue	▪ Professionalism, security and formality. It is mature and trustworthy.
Purple	▪ Royalty, creativity and luxury.
Pink	▪ Femininity, youth and innocence. It ranges from modern to luxurious.
Brown	▪ Rugged, earthy, old-fashioned look or mood.
White	▪ Cleanliness, virtue, health or simplicity. It can range from affordable to high-end.
Grey	▪ Neutrality. It can look subdued, classic, serious, mysterious or mature.
Black	▪ Powerful, sophisticated, edgy, luxurious and modern feeling <sup>56</sup>

**The source:** developed by the student

<sup>56</sup> By Matt Ellis : « Branding colors: everything you need to choose your brand's color palette” , Website: 99 designs, <https://99designs.com/blog/tips/branding-colors/> . Accessed 8/5/2022. At 2 Am.

- **Coca-Cola and the red and white :**

Coca-Cola is easily recognized for its unique red color, a combination of three different shades. The red in psychology refers to passion and excitement and can even trigger impulse buys. This color subconsciously gave the brand loyalty from its audience, knowing that Coca-Cola is the second name universally known after Okay. Besides, and as reported by Charles Spence a professor of experimental psychology at the University of Oxford; the red Color is psychologically perceived to make food seems to taste sweeter.

The Red and White Coca-Cola colors did play a significant role in advertising for Santa Claus. People had different perceptions of Santa before 1931, as a tall man or maybe even as a scary Santa. Their perception has changed due to Coca-Cola for Christmas Advertisements, including today's version with the rosy cheeks, the white bread, and the happy face. These features of the kindly Santa Claus are inspired by Clement Clark Moore's 1822 poem "A Visit from St. Nicholas" (commonly called "Taws the Night before Christmas").<sup>57</sup>

**Figure 22: Santa Claus and Coca-Cola.**



The source: the Coca-cola Company : <https://www.coca-colacompany.com/faqs/did-coca-cola-invent-santa>. Accessed 8/5/22 5At 8PM

<sup>57</sup> The Coca-Cola Company web site : <https://www.coca-colacompany.com/company/history/five-things-you-never-knew-about-santa-claus-and-coca-cola> Accessed 8/5/22 5At 8PM .

**2.2.3 Touch:**

The most obvious feature of the product is the product itself. Everything in marketing is based on strategies, emotions, and techniques, but there is one thing that creates a direct interaction between the consumer and the brand it is the product. Thus, the most important rule in retail is "get the customer to hold the product." The more the customer holds the product, the more he is interested in it. The physical connection is only born from pure interest, for we like to hold what we want to have, even if for a few seconds. In a study published in consumerology, Researchers found that the more people held a product, the more they were prepared to pay for it. People were asked to bid on a coffee mug in an auction after inspecting it for either 10 or 30 seconds. On average, the people who had held it longer were prepared to pay 50% more for the mug, which shows how the unconscious mind reacts toward the conscious sensory senses, likely the touch. On the other side, medical research proved that the touching experiences cause the brain to release the so-called "love hormone," oxytocin, which leads to feelings of calmness and well-being. Similarly, Harvard Business review research showed how a physical human interaction with the customer pushes him to feel safe and spend more money.

▪ **The Disney World:** In counterbalancing the heat of Florida and using touch as a sensory technique, the brand sprinkled chilled water on people hanging outside its shops. Luring them into the air-conditioned world of merchandising<sup>58</sup>

**2.2.2.4 Smell:**

Just like everything is identified by its existence; smells can also give significant determinations. Lavender has a scent; an old book has a smell; a new magazine has a smell, and so on. Our olfactory system can recognize an endless list of smells surrounding our daily lives, for there are about 100.000 odors in the world, including the thousand primary odors. And just like music evokes involuntary memories, scents also throw us back to specific events and subconsciously arouse images, sentiments, and associations. Furthermore, smells are analogous to survival; they can inform us in case of a danger, namely a fire, or they can also be used for communication purposes by animals. In brief. Regardless of what people think, the most powerful sense is not

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<sup>58</sup>Martin Lindestorm "*Brand Sens*" Op.cit:87.

sighting as it is taught to be but smell as evidenced by Dr. Alan Hirsch, the neurological director of the Smell and Taste Treatment and Research Foundation, in a conducted study that revealed the large gap between generation and the reception of smells. To some extent, what seems to be pleasant to a generation can irritate another and vice versa. When it comes to smell, the most turned-on sensation is attention. We remember smelly things and quickly recognize them because eventually, they are unique, so that no item can smell like a pencil but a pencil or like a gas station but a gas station...

▪ **The Nike Experiment:** In an experiment conducted: two identical Nike pairs were placed in different rooms (different means separated but still the same architectural decoration etc.) The only difference that should be highlighted is the first room was infused with mixed floral scents while the other was kept ordinary. Consumers were over-whelming by a margin of 84 percent preferred the shoes displayed in the room with the fragrance. Additionally, the consumers estimated the value of the "scented" shoes on average to be \$10.33 higher than the pair in the unscented room.

▪ **Shampoo brands:** Shampoo brands concluded that changing a shampoo's fragrance will lead to another new perception of consumers toward the product; it may be even better: "testers found that it was foamed better, rinsed out more easily, and left their hair glossier."

#### 2.2.2.4 Taste and smell:

Are closely interlinked. Many studies indicate that we eat with our noses, which means that if the food passes the smell test, it will pass the taste test<sup>59</sup>. It is impossible to leverage taste without smell, wherein smell without taste is normally possible. This means that a smell is much more powerful than taste. Even though they can work together, a smell can easily trigger any kind of bygone under the Proust Phenomenon (named after Marcel Proust<sup>60</sup>), unlike taste, as described by the philosopher and the author Susan Sontag: "Taste has no system and no proofs."<sup>61</sup> In a study conducted by two psychologists, Pieter Aarts and J. Stephan Jellinek, who has studied how people's feelings, judgments, and behavior are subconsciously shaped by odor, their findings

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<sup>59</sup> Martin Lindestorm "*Brand Sens*" Op.cit 95-96

<sup>60</sup> : Dooley Roger Op.Cit P.57.

<sup>61</sup> Martin Lindestorm: "*Brand Sens*," Op.Cit .P69

Support the premise that fragrance is a factor when someone buys, collects, or uses a product.<sup>62</sup> We can therefore conclude that odor plays a very important role in consumers' acceptance of a brand.

▪ **Coca-Cola using smell and taste together:**

In the museum: The world of Coca-Cola, researchers examine how smell dictates the preferences of people, despite of their taste. The experiments were about learning the real anatomy of smell, by challenging people to identify a variety of sweet, spicy and fruity scents. World of Coca-Cola ambassadors lead visitors through a tour of aromas, meanwhile guests smell the scents one by one, share what each reminds them of and try to identify the fragrances. As evidenced by Joanna Hobday “As a brand whose people are passionate about creating and providing the best-tasting drinks in the world, scent is at the core of what we do. Through ‘Scent Discovery,’ we’re taking fans on an aromatic journey into the profiles they might find in some of their favorite beverages.” The following figure represent the world of Coca-Cola ambassador, Ashely Berry, revealing to the guests: Olivia Brown, Shirely Diaz and Emma Brown that the scent they smell is anise, which is the spicy profile.<sup>63</sup>

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<sup>62</sup> Martin Lindestorm: “*Brand Sens*,” Op.Cit .P 67

<sup>63</sup> By Everett Catts : « World of Coca-Cola’s ‘Scent Discovery’ exhibit examines how smell dictates taste” . **Website: the neighbor**, [https://www.mdjonline.com/neighbor\\_newspapers/world-of-coca-cola-s-scent-discovery-exhibit-examines-how-smell-dictates-taste/article\\_c103e0d0-0eed-11eb-95fb-678211968646.html](https://www.mdjonline.com/neighbor_newspapers/world-of-coca-cola-s-scent-discovery-exhibit-examines-how-smell-dictates-taste/article_c103e0d0-0eed-11eb-95fb-678211968646.html) accessed 8/4/22. At 8 PM.

**Conclusion of the 2<sup>nd</sup> chapter:**

In primal neuro-branding, what the company creates and evaluates about the product does not matter as much as what the audience says about it. Consumers trust brands they know, and therefore generate a positive reaction toward them, not just by using their products but also by keeping them for reassurance.

Neurosciences in branding changed the gap from a meaningless to a meaningful marketing that shifts the focus from the business to the brain of the consumer. And since consumers are motivated by their fast-thinking sys, their final responses are a bit relative, that is why the post-modern era does not depend a hundred percent on them , but rather on what motivates them such as: emotions, feelings which are quite similar but distinct at the same time. Also by bringing their conscious inputs namely senses together and creating a memorable experience with them through sensational transference, and vice versa.

These reactions have been measured through new tools and confirmed the importance of the emotional presence of the brand in creating strong bonds between consumers and the business world. In this event, the bonding is the equal of loyalty in branding, for some brands generate a quick response and catch attention, while others provoke nothing.



**Chapter 3: The  
psychology of  
persuasive Branding**

**Chapter3: the psychology of persuasive branding**

*“I am a scientific in art, trying to remove the art from persuasion.”*

-Patrick Renvoisé-

**Introduction of the 3rd chapter :**

Getting people to say yes, and persuading them to be more likely to agree is not only an art but a science studied carefully, whether with our body language , or with our proper words and voice, through the law of cause and effect : we influence and get influenced.

In this event, persuasion is about delivering the right mindset to whomever are your audience, it is the art of gifting who you are to the public so that they can see you as something that should be earned not just owned. And since good is never good enough, persuaders in all fields play always the only wining card “ the subconscious”, controlling the emotions, the desires, the instincts, the impulse and everything in between.

This chapter praises persuasion as a science, and at the same time highlights the factors that influence us to say: YES. By studying the shortcuts and the codes into the science of persuasion, from a branding perspective. While pointing to the strength of primal branding where both neurosciences and psychology guide marketing, and therefore bridge the gap between consumers and businesses.

## **Section 01: The psychology of persuasion:**

### **1 The process of pre-suasion:**

An effective persuasion does not have the same techniques applied for everybody all the times, it is much more rooted in a solid understanding of the human psychology from the correct ways to handle resistance, to imposing the right arguments, every step is relative yet granted when following the laws. In fact, the persuasive message itself should be customized to fit into demographics, interests and values of the targeted audience. In other words, it is a brain game. Battles are won in the mind, and so is persuasion whether for the persuader or the persuaded, all what matters is the brain's reaction toward the influence, and getting this weapon is like having the roadmap before unlocking the personal codes of anyone (beliefs and values, change, acceptance, and personality directions).

#### **1.1 Monitoring the mental game of persuasion: “Beliefs and values”**

While beliefs refer to sub-consciousness, values are the conscious part of our mindset. The first term lead to the transmitted judgments from the latte grandparents, to the parents, in mental generational heritage. Unlike the principals that are shaped with experience and commitment. In persuasion, it is well understood that values are harder to change then beliefs not even by wealth or pressure, given that commitments are the self-perception of the person toward himself (second part).At any circumstance where the audience feel like their values or beliefs are obligatory being changed, they resist and take it as an attack. In the same context declares Walt Disney in his strategy, “When the values are clear, decision are easy”. <sup>64</sup>What is more craved for the brain that an easy decision?

#### **1.2 Monitoring the ability to change: “Getting inside the close minded”**

Persuasion is change, switching the mindset from Dos to the don'ts, or vice versa. The difficulty lies in the primal brain that hates changes, and risks it prefers comfort zones and familiar situations so that it can jump directly to conclusions. However, change is the only thing that can lift us up from where we currently lie. Oliver Wendell Holmes said, ‘*Man's mind, stretched to a new idea, never goes back to its*

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<sup>64</sup> Kurt W. Mortensen: “*The maximum Influence: 12 Universal laws of persuasion*”, Amacom-Books. New York 2004. P.183

### Chapter3: the psychology of persuasive branding

*original dimensions.*” We all want to become a better person and to be “stretched” to accomplish more things, but we are stuck in our daily patterns.<sup>65</sup> Recent studies pointed out to the hardness of change, by proving that for us to change, our brain experiences the equivalent of torture, and that change happens for us through three ways:

**Table 5: the process of the pre-persuasion changes**

<b>The change:</b>	<b>The process</b>
Drastic Change:	<ul style="list-style-type: none"> <li>▪ the change that forces people to change their lives, without feeling the need to change, it was the threatening situation that occurred change</li> </ul>
Gradual Change:	<ul style="list-style-type: none"> <li>▪ This process evolves from events, it happens over time and it is unnoticeable.</li> </ul>
Internal Change	<ul style="list-style-type: none"> <li>▪ The change that comes from inspiration or desperation, in both ways the decision-making is conscious</li> </ul>

**The source:** developed by the student

**1.3 Monitoring the acceptance level:** “ Determine where the audience stands”: Understanding the audience: is understanding the laws to use, to get their attention which means every audience is shaped differently than the other, thus, each one has its own laws, and own techniques to fall for persuasion.

<sup>65</sup>Kurt W. Mortensen: Op.Cit: P.184.

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**Table 6: the audiences of the pre-persuasion**

The audience	Their reaction:
<b>The hostile audience:</b>	: For this group of non- believers who tend to disagree completely, the persuader must find common beliefs and values, Use humor to break the ice, increase the credibility with resources ( the use of authority), look for a win-win outcome to reassure them, the use of the law of linking ( Second part) and timing.
<b>The neutral audience</b>	This audience on the contrary to the previous one lacks information rather than motivation. The persuader in such case will have to: encourage them to ask questions during the presentation keep the facts simple and straightforward, make the message interesting to get their attention, and use the law of scarcity to inform them that the information will not be available the whole time.
<b>The unformed Audience</b>	This audience on the contrary to the previous one lacks information rather than motivation. The persuader in such case will have to: encourage them to ask questions during the presentation keep the facts simple and straightforward, make the message interesting to get their attention, and use the law of scarcity to inform them that the information will not be available the whole time.
<b>The supportive audience</b>	The supportive audience is already open to experiences, does not lack information, motivation, and is not attached to a certain doctrine; the persuader in dealing with such an audience will have to: use the law of commitment, increase energy and enthusiasm.

**The source:** Developed by the student

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### 1.4 Monitoring Personality Directions:

The Best-customized persuasive presentations, are the ones that aim the personality traits, a personality direction is the way we lean on most of the times when acting and reacting to most stimuli. We hate to be put in a box and categorized, but the reality is that (most of the time) we are predictable. Just as the audience categories dictates the laws, the personality directions influence the message of the presentation.

### 2. The Brain and attention:

Business decision-makers should understand their customers' brains, and how they think and interact. Is it a system one (primal brain) response, or does it require system two (rational brain)? In both cases, consumers do not choose how to react (unless they have already disciplined who they are) but will bear with the consequences. Knowing that rationality is only a myth, due to the control of the fast thinking process toward our behavior, from the memories, we have been through to the emotions in which are sunk. People don't know how to self-describe what they want; that's why menus exist in restaurants to help customers pick something to eat, because if not so, they would find "naming a dish" something very challenging as if they haven't already found it hard yet, even though the existence of menus. So, Patrick Renvoisé described the process of asking people what they want, he said:" When you ask people what do they want, you force the output to go through a funnel to go through a bottleneck", and what we perceive from them maybe only be a misperception toward themselves, as our misperception toward the world. The key to persuasion is to impress sys 1 and not sys2, given that influence happens at a subconscious level; besides, sys 2 is unimpressible. The question is how to get to turn on the subconscious part of the brain? The answer is by attention, so the typical brain processes about 11 million bits of information per second, coming from the five senses; unfortunately, consciousness cannot attend to this million information, it can only process 50 bits per second, and that's why our focus is limited. In these cases, anything that catches attention can shift the focus and change the equation. For instance, while driving in the darkness, all the five senses of the driver are well focused on the road. Even when sub-consciousness appears, it can steal the focus from the driver for a while; as mentioned in chapter one, now these are the only possibilities for the driver to experience. Both sys1 and sys2 are busy doing what they have to do. Meanwhile, a strong flashlight gets in the driver's way; in this case, all of his

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senses will focus on the new event, and similarly to this flashlight, that is what persuasion in marketing tries to do, catches the attention.

Attention can have many bounds that tie our absentmindedness, and the first one is thinking, As Daniel Kahneman describes the processes under "the focusing illusion". As he says, "*Nothing in life is as important as you think it is while you are thinking about it.*"<sup>66</sup>Therefore, by thinking of something, we give it power over us, because it has all our attention. Secondly comes communication, because a communicator who gets an audience to focus on a critical element of a message pre-loads it with importance. One of the famous forms of switching attention and imposing what to think about subconsciously is agenda-setting, represented as the indirect power of the media, to persuade and give selected issues and facts that changes the audience 's mindset toward anything. As the political scientist Bernard Cohen wrote, "*The press may not be successful most of the time in telling people what to think, but it is stunningly successful in telling them what to think about.*"<sup>67</sup>

### 3 **The laws of persuasion:**

The universe is governed by many laws that keep the harmony of our spiritual life on earth, namely the laws that shape the subconscious such as the law of harmony, the twelve laws of karma, the law of attraction, the law of cause and effect, law of polarity and others. All for understanding how does the mechanism of the subconscious work. This means that for any discipline, science, or even an art to be understood, the laws must exist. And the persuasion process doesn't make any exceptions, it is also drawn by specific codes that keep the control in the persuader's hands.

#### **3.1 Law of exchange and reciprocation:**

As human beings, we are built with this code of existing, the principle of exchange that is considered to be one of the potent weapons of influence designed by our ego. This law creates the obligation of doing something in return; for instance: during occasions and events, we rarely feel comfortable if we are being gifted but not gifting as well. It is as if we want to repay what another person has provided us.

The Reciprocity of exchange is not a new post-modern; it is a cultural and a spiritual behavior that our ancestors have well-practiced, as reassures the sociologist Alvin

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<sup>66</sup> Robert. B.Cialidini: "*Pre-suasion*", Published by: Simon & Schuster . NewYork,2016 P.34

<sup>67</sup> Ibid. P34

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Gouldner that no society ever has been an exception to this rule. In the same context, archaeologist Richard Leakey ascribes the essence of what makes us human to the reciprocity system: "*We are human because our ancestors learned to share their food and their skills in an honored network of obligation*»<sup>68</sup>. With such proof from the human cultural side, it is no longer surprising that the human reciprocation is well implanted in our behaviors by the processes of socialization we undergo.

The power of reciprocation goes beyond the emotional attachment or the traits of the primal brain, which means that the obligation of the repayment of the debt is stronger than the feelings toward the person, whether with a positive or a negative response (valence). In brief, its strength can overwhelm the factor: of emotions so quickly, which is known to influence decision-making significantly.

Benjamin Franklin has better emphasized this law as a cognitive dissonance phenomenon under the Ben Franklin Effect.

❖ **The Ben Franklin Effect:** A famous phenomenon that uses somebody's vulnerability to ask for a favor and then benefits from his obligation of returning the favor to the other person as a psychological technique to win and influence people. In other words, asking for something is not just asking for something; it is, deep down, an opportunity for building and creating an exchange and improving a relationship. The Ben Franklin Effect and the exchange law show how providing a small favor can switch the table and subconsciously increase persuasion chances.

The only thing that needs to be paid attention to is a considerable difference between the gifts associated with personal interest and the natural gift stemming from the heart. No one on earth cannot differentiate between the two aspects. Therefore applying this law must be mastered carefully to avoid conflicts and confusion.

### 3.1.1 Branding and the law of reciprocity:

❖ **Initiating to give something:** it is all about giving something attractive that catches the attention of the client without hoping for any repayment from him. This approach is generally applied at the beginning of the process of sales in order to trigger a quicker response, and at the end to reassure the client's loyalty. Businesses in this case can offer plenty of seductive gifts, maybe bonus points, discounts...

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<sup>68</sup> Robert.B. Cialdini : "*The psychology of persuasion*", Harper Collins e-book, New York Mars2009. P14

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- **Spotify premium trial:** By offering an ad-free music streaming, plus a one month free trial that can be canceled anytime. This offer makes it extremely hard for music lovers to stop engaging in the premium trial, especially when they can listen to music without interruption
  - ❖ **Keeping the relationship:** By introducing a specific messages that make costumers feel that the built relationship isn't delusional at all, moreover the company cares about them, and makes them feel as part of its family, by playing on their emotional side namely by thanking them in meaningful ways.
- **John's crazy Socks: (keeping the relationship).**

John's crazy socks are a "brand lover". It focuses on thanking customers and treating them as a part of the company. It builds connection through the personalized, handwritten notes inside the sock order.

**Figure 23:** Jogn's crazy socks.



The source: <https://www.shopify.com/blog/thank-your-customers>. Accessed 20/4/22. At 8AM

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❖ **Samples:** As a marketing technique, the free sample has a long and effective history. In most instances, a small amount of the relevant product is provided to potential customers for the stated purpose of allowing them to try it to see if they like it. Moreover, certainly, this is a legitimate desire of the manufacturer—to expose the public to the qualities of the product. The beauty of the free sample, however, is that it is also a gift and, as such, can engage the reciprocity rule<sup>69</sup>. Samples not only trigger the buy button inside the brain due to reciprocation but furthermore, they activate the zero effect.

### 3.2 The law of commitment and consistency:

This Code of persuasion directly connects with our mindset; it is therefore, fed with the thoughts we keep creating in our minds, which, in the end, shape our behavior. We will always align with what we say and match no matter how it takes our words and deeds to keep our self-image. And since we are governed by unconsciousness, this weapon can often lead us to say yes by using our own words against us. They need ours that pushes us to keep harmony between actions and sayings, lies deep down within us, and quietly directs our patterns, and knowing that we are predictably irrational, we will stand for what we choose even though deep down we know that the situation no longer suits us, we could resist. Still, it would be better if we did it at the beginning. So all we keep doing is justifying our earlier decisions and convincing ourselves that we had made the right choice. This type of self-delusion keeps us tied to our old patterns and fools us from time to time so that we align our thoughts and our beliefs with what we have already done or decided.

In this context, a pair of Canadian psychologists had carried out a study that targeted the track and uncovered fascinating facts about commitment and consistency: Just after placing a bet, they are much more confident of their horse's chances of winning than they are immediately before laying down that bet<sup>70</sup>. In this situation, nothing changes, the horse is the same, and similar to the circumstances everything is the same, what changes are the mindset, the movement of hormones inside the body, It is then the power of consistency.

Psychologists such as Leon Festinger, Fritz Heider, and Theodore Newcomb, with their woolgathering all, tried to understand the hidden capacity of consistency as the central

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<sup>69</sup>Ph.D.Robert Cialdini, *The psychology of persuasion* Op.cit P20

<sup>70</sup> Ibid. P43

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motivator of our behaviors. Moreover, they tried to comprehend the boundaries of such influence weapon, given that the drive to be and look consistent often causes us to act in ways contrary to our own best interests<sup>71</sup>. Only to protect our self-image, and since we identify ourselves with feedback, self-image is how we perceive ourselves. In such cases, it is our self-perception (chapter1). The reason behind the social fear of inconsistency is commonly thought to be an undesirable personality trait. Thus, the person whose beliefs, words, and deeds do not match may be indecisive, confused, two-faced, or even mentally ill. On the other side, a high degree of consistency is usually associated with personal and intellectual strength. It is at the heart of logic, rationality, stability, and honesty<sup>72</sup>. Nowadays, society has to understand that everything is relative, even the decisions we make, and if we do not know what we deep down want, how we can provide a continuous consistency, and that we will not always match our words and our actions, we may fall in the trap of our sayings that can be used against us.

### ❖ **Foot in the door technique:**

Social psychologists became more aware of foot-in-the-door effectiveness in the mid-1960s. It explains why allowing a small act subconsciously prepares us for what is more. «If this was accepted then why this is not too accepted, and so on.»

The first experiment that led to the "foot in the door technique" was by Jonathan Freedman and Scott Fraser. Describing the foot-in-the-door technique Dr. Robert Cialdini says,: You can use small commitments to manipulate a person's self-image; you can use them to turn citizens into "public servants," prospects into "customers," prisoners into "collaborators." And once you've got a man's self-image where you want it, he should naturally comply with a range of your requests consistent with this view of himself.

### 3.2.1 Branding and commitment law

❖ **The use of foot in the door technique (yes ladders) in marketing:** If I did it, I'll do it again...

This technique focuses on the small and tiniest of things as a start to the bigger ones. It's like if I can get the foot in, consequently I can get the whole body in, and here we are, doing something out of a very small unexpected thing. The trick with this tactic

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<sup>71</sup> Robert Cialdini, The psychology of persuasion 45

<sup>72</sup> Ibid P.45

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is that the consumer does not have to be forced to initiate the act, otherwise he will never be consistent because as mentioned above, consistency is keeping the thoughts, words, and deeds in harmony to have a good self-image and to be seen as an individual who is worthy of social attention. In the first chapter, “self-perception theory” requires the individuals to base their current attitudes according on their past behaviors, which means: “If I did it, it was worthy of time, and why not if I redo it again...”

- **The use of sidebar:**

One example would be a sidebar showing either a list or a tally of previous purchases. This feature could be designed to “help customers keep track of past purchases” or encourage them to rate products, but it would also reinforce their relationship with your website as a place where they go to buy things. “I’ve bought these things from here before, so I must trust the site enough to buy again.”

- **Amazon recommendations.**

Amazon recommendations by using expressions such as: "Recommended for you" or "Customers who bought this item also bought." sometimes, the brand evokes specific past purchases, for instance: "If you liked this, then you might like that."

### 3.3 Law of social Proof/ harmony with community:

Something about the crowd is irresistible and dangerous, yet so warm and secure. Regardless of what people refer to on their social media accounts about isolation and uniqueness, people have the same instinct as animals: they run in packs. It is safer for us to blend in, and nature the common touch. In some ways, experiments have found that using merriment causes an audience to laugh longer and more often when humorous material is presented and then to rate the material as funnier. In addition, some evidence indicates that canned laughter is more effective for poor jokes<sup>73</sup>. The paradox in these experiments' results is that most of the audience abhor the sounds of canned laughter and get easily irritated by them. Referring to the first chapter's result that people are not fully aware of what suits them and what does not, they are more driven explicitly into sub consciousness. Hence, the executives' decision to put canned laughers on many shows, such as the famous television site com friends; is that they

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<sup>73</sup> Robert. B. Cialdini. : “*The psychology of persuasion*”. Op.Cit . P88.

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know exactly what they are doing. They are acting logically in their interest. Our behaviors as an unaware large public seem to be strange. We have become so accustomed to taking the humorous reactions of others as evidence of what deserves laughter that we, too, can be made to respond to the sound and not to the substance of the real thing. According to the law of social proof, we tend to copy the crowd, and if the crowd laughs, then it is safe for us to laugh. If the public freezes, we freeze as well; since we do not know what to do or how to do it, we let the external environment factors determine what is correct and then act accordingly. And since we lack a value meter inside our head (chapter one), we depend on others' performance to finally decide how to act. What is fascinating about this rule is that it allows helping in the persuasion process by aiding in testing waters. By already knowing what should be done and what should be avoided, the persuader will have clear steps into influence without making any wrong decisions that may ruin his reputation. In most cases, people will declare their sincere devotion to uniqueness, while deep down, most of them get irritated by it, already explained as a cognitive dissonance explanation so-called: hypocrisy (chapter 1). The previous information can be a piece of serious evidence for what social proof is as dangerous as we cannot imagine. On the hand, seeking others' approval to behave in a certain way may cause an unconscious commitment to dogma and, unfortunately, makes other people live in a circled circle designed by the thinking of others: whether ancestors or the global environment. On the other hand, it punishes individual uniqueness. In this event, appearing a little bit different will get the person disliked by the pack as a reaction to making them feel inferior<sup>74</sup>. Harmony with the community is not only dangerous from a perspective of innovation and creation, but its consequences can also go beyond this to create a phenomenon called "pluralistic ignorance"<sup>75</sup>. The previous phenomenon has been well explained by the new York-based psychology professors Bibb Latané and John Darly. According to them, the crowd will depend on the crowd to help situations, and this dependency will cause more observers than actors. As a result, and by the principle of social proof, some urgencies will be roundly interpreted as nonemergency<sup>76</sup>. As a persuasive law: harmony with community divides people into two categories:

- ❖ **85%:** who are looking for fellowship with society.

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<sup>74</sup> Robert Green, "48 Laws Of power" Résumé Updated

<sup>75</sup> Robert. B. Cialdini. Ph. D.: The psychology of persuasion Op.cit p99

<sup>76</sup> Ibid.P102

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- ❖ **15%:** who don't care what others think.

In both, the persuader must be careful, testing waters first by appearing to the group's interests and then appealing to his interests.

### 3.3.1 Branding and social-proof :

- ❖ **Advertisers:**

Advertisers love to inform us when a product is the “fastest-growing” or “largest-selling” because they don't have to convince us directly that the product is good, they need only to say that many others think so, and since it is thought by others, it just the right thing to do. As evidenced by the sales and the motivation consultant Cavett Robert captures the principle nicely in his advice to sales trainees: “Since 95 percent of the people are imitators and only 5 percent initiators, people are persuaded more by the actions of others than by any proof we can offer.”<sup>77</sup>

- **Amazon:**

Amazon provides social proof: through Customer testimonials and recommendation. In their review sections, they publish the breakdown of the different ratings so visitors can easily see if the majority of purchasers were happy or unhappy with what they bought. Customers can also publish reviews with specific comments and photos of their purchases, which are more eye-catching forms, of social proof for visitors than testimonials alone.<sup>78</sup>

- ❖ **Social proof as an influence way:**

During the 2012 TedEx talk show, the feminist and the activist: Chimamanda Ngozi Adichie performed under: **we should all be feminists** public speech, to ensure our need for feminism as a civilized society, and that feminism can't be limited to a precise gender

- **Dior:** The same technique used by Christian Dior: "We Should All Be Feminists" T-shirt inspired by Chimamanda Ngozi Adichie's essay and TEDx talk of the same name.

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<sup>77</sup> .Robert Cialidini, The psychology of Persuasion Op.Cit, .P90

<sup>78</sup> <https://blog.hubspot.com/marketing/social-proof-examples>. Accessed 3/5/22. At 10 Am .

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One of the most-talked-about designs from Maria Grazia Chiuri's collection for Dior. For spring 2017. <sup>79</sup>

### 3.4 Law of liking: the friendly thief:

As already reported in the first chapter, feelings and emotions are another level of intelligence that we seek. Our mindset is as fed with a healthy nutrition as healthy relationships, such as our connection with our friends. According to Robert Green, friends can be both a blessing and a curse, on purpose or even accidentally, since there is no occasion that is an opportunity for artful spying better than friendship<sup>80</sup>. Closeness requires hard work for the subconscious to feel safe in its presence and therefore give it its attention.

❖ **The external appearance: “First impressions, last.”** Physical attractiveness is considered a visual stimulus that turns on the amygdala in the primal brain; our instinctive and unconscious mind, which gets the answer before the neocortex does, is affected by the external appearance. This response stimulated by the good-looking people such as those next to us is called by social scientists: “the halo effect”.

▪ **The Halo effect:** occurs when one positive characteristic of a person dominates the way that person is viewed by others<sup>81</sup>. The human unconsciousness assigns randomly good-looking individuals to positive emotions such as intelligence and kindness; these subliminal judgments are shaped in the limbic system (the primal brain). Inevitable consequences of this unconscious assumption that “good-looking equals good” can be severe. The following study will prove that beauty turns on people decision-making without being conscious of it. In one study, good grooming of applicants in a simulated employment interview accounted for more favorable hiring decisions than did job qualifications—this, even though the interviewers claimed that appearance played a small role in their choices<sup>82</sup>. Other experiments have demonstrated that attractive people are more likely to obtain help when in need and are more persuasive in changing the

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<sup>79</sup> Kristina Rodulfo, “Dior's “We Should All Be Feminist” Shirts Will Benefit Rihanna's Charity” web article, published Feb 28, 2017, checked 20/4/22

<sup>80</sup> Robert Green, “48 laws of power”; Law14/48 Résumé updated

<sup>81</sup> Robert. B. Cialdini. Ph. D.: “*The psychology of persuasion*” Op.cit, P129.

<sup>82</sup> Ibid. P129

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opinions of an audience<sup>83</sup>. A study made by the Canadian federal elections demonstrated that attractive candidates received more than two and a half times as many votes as unattractive candidates. What seems astonishing is that 73 of the Canadian voters denied that appearance changed their decision-making ultimately. At the same time, only 14 agreed and assumed that the external: good-looking factor made them choose what they chose.<sup>84</sup>

❖ **Similarity:** People fear what is different and generally tend to punish it for its difference even though it is unique and pretty; this element of similarity points out the other side that pushes us to like what looks like us.

The similarity is not just about looks or race. It is deep down a cultural element and a survival one that programmed us to feel safe in the presence of those who share the same roots as ours. It is also about the physical movements; hence, people are more likely to be friends with those who exhibit the same body language as theirs, which can lead us to persuasion under the so-called: mirroring effect: law 44: *Disarm and infuriate with the mirror effect*. FBI agents also use this tool in cases of investigations.

❖ **Compliments and kind words:** Adulation and allurements demand a high level of emotional intelligence, enough to the other person's primal brain to create an abashment and be attached, but carefully not to train the persuader's neocortex to please. This means that this step is the scariest in the persuasion because it may have consequences for both sides. What is underestimated but so used in influence is the power of words and the emotional bond they create. People can be traumatized by a misplaced word just as if they can fall entirely through a bombastic talk; it depends on their level of sensitiveness and the culture in which they grew up, for some are used to compliments, while others are not. In most cases, to master the art of allurements is to know what to say, whom, and when to say it, since the circumstances are always the game-changers unless we know how to react to them.

With the pressure that people are exposed to nowadays, everybody is feeling tired of who they are, having low self-esteem, comparing who they are to everyone they meet, without knowing the real story, people subconsciously cry out for kindness, and without even being aware of it they lack it. Thus, to be anybody's friend is to know how to sink

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<sup>83</sup> Robert. B. Cialdini. Ph. D.: "*The psychology of persuasion*" Op.cit , P130

<sup>84</sup> Ibid P129

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Them in flattery, something they deserve and need. That is how the emotional attachment is created, and as pointed out in the first chapter, the amygdala has more impact on the cortex than the cortex has on the amygdala, which means the limbic will receive the red flag if ever the situations go otherwise. Still, the emotional system will take so much time to get detached, and that is how powerful the linking law is.

### 3.4.1 Branding and the liking law:

#### ❖ **Physical attractiveness:**

The principle of physical attractiveness can be illustrated in marketing through the audience's reaction toward models for instance in the advertisement. Many researchers have studied this subject and have found that, when in an appropriate context, the use of attractive models can have a positive effect on an advert's effectiveness. If we find a model physically attractive, this somehow increases their credibility (Kamins, 1990), our desire to buy, and our positive attitude towards the product (Kahle & Homer, 1985), as well as the attention we give to the advert and potential purchase (Caballero & Pride, 1984).<sup>85</sup>

#### ❖ **Similarity:**

Car salespersons, for example, are trained to look for evidence of such things while examining the customer's trade-in. If there is camping gear in the trunk, the salesperson might mention, later on, how he loves to get away from the city whenever he can. If there are golf balls on the back seat, he might remark that he hopes the rain will hold off until he can play the eighteen holes he has scheduled for later in the day, if he notices that the car was purchased out of state. He might ask where the customer is from and report—with surprise—that he (or his wife) was born there, too.

One researcher who examined the sales records of insurance companies found that customers were more likely to buy insurance when the salesperson was like them in such areas as age, religion, politics, and cigarette-smoking habits.

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<sup>85</sup> Convertize smart persuasion, physical attractiveness <https://tactics.convertize.com/definitions/physical-attractiveness> . Accessed 10/5/22. At 11 AM

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- **Always and the power of compliments :**

The “#LikeAGirl” campaign was launched in 2013, by Procter and Gamble. Written scenario by the award-winning filmmaker: Lauren Greenfield. That won several awards such as the PR Grand Prix Award at the Cannes Lions international festival of creativity 2015, followed by the creative Arts 2015 Emmy award. “The purpose of the campaign was to empower females and address what *is always* called a self-esteem crisis. Among young girls “declared Goldberg 2014. The idea was based on the American psychological association research results that showed how lower girls' self-esteem during puberty drops twice as much as boys.

As part of a larger complaint, a series of further videos were released with the ambition to “rewrite rules and keep girls in sports” *Always* 2017. So, the advertisement video starts by asking participants the following question: **What does it mean to do something like a girl?”** by clarifying the concept, the producer asks participants to do some things girls would do, based on what she tells them and it went like: show me what is like to run like a girl? Show me what it looks like to fight like a girl? Now throw like a girl. The same question is then posed to young girls: Run like a girl, throw like a girl; fight like a girl and unlike the others. Little women did it well, threw as it was supposed to throw, run as it was supposed to run, quickly, correctly and strongly, furthermore, they fought like soldiers, like warriors... these little women knew exactly what a female gender is before the society turned it into something sensitive that can break at any time. Marvelous was the situation when one of them responded to the question of what it is like to run like a girl, with the following answer: **“it means to run as fastest as you can”**, unlike the others, after realizing their own hypercritical unconscious judgmental response was incorrect. The: always like a girl: advertisement went through phases in which the first one was a little bit of an insult to the female gender, but as the video progresses the scenario states changing and women start being complimented instead of insulted and showing girls that: “do it like a girl is an awesome thing” *Always* 2017.

Moreover, the last phase of the ad was the realization when one of the participants was re-asked about how I run, as a girl seems, and the answer: I would run like myself. As if she was not even running like herself in beginning, she was pretending to be somebody else that she is not. The power of kind words and compliments has more effect on us than we could have ever imagined. As Davis continued, while the commercial “didn’t

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just speak to girls..., it hit a chord with everyone: women, mothers, fathers, and it spoke to every single culture [and told] a cultural truth that transcends boundaries” by addressing the individuals’ “self-esteem issues”.<sup>86</sup>

### 3.5 Law of authority/power:

So astonishing is power; we seek it, dream of it, work for it, and in the end, blame it. People generally blame power from its lack of power and get easily intimidated by its presence. Eventually, we are not looking for a nice company to amuse us but a dangerous one to get our back. The human brain is designed to allow it to remember danger more than kindness; it easily recognizes threats as an instinctive reaction from the reptilian brain to survival. For this reason, persuasion uses power to create attention, enough ability to control yet not enough to be noticed by the crowd in the room.

In a launched research, by the Psychology department of nearby university, under the surveillance of Professor Stanley Milgram, to supposedly study how punishment affects learning and memory. The experiment had to welcome two participants, a learner and a teacher, each one has his position in the investigation: for the learner answers questions and the teacher tests his memory, by asking questions. Each mistake gets an electric shock as a response. At the beginning of the study, the learner starts answering questions. For each mistake, he gets 15 volts annoying but tolerable chock, mistake after mistake, the chocks start getting more robust, which leads to more errors 50 volts, 75 volts, 90 volts, 105 volts, and at 120 volts, the learner quits, but the experiment does not end at all. Why? Because the teacher does not stop. Which each “I can’t get me out of here.” The teacher adds more levels to the electric shocks, not caring about the heart problems of the learner or the pain he was experiencing. The pain was at its highest levels, making the learner shrink. How nightmarish it is, the victim rapidly cried out from agony in mercy. The experiment was just a lab experiment. Nothing could have pushed the teacher to continue, yet he never stopped, considering wrong answers and silence as a response that deserves an increased level of shock. The teacher, according to Milgram, was willing to deliver as much pain as was available to give. In these weird circumstances, the researcher ended the experiment and declared the real purpose of it

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<sup>86</sup> Extracted from the third sample of the MEd., Ph.D. Mgr. Dagmar Sieglöva, at Skoda auto university The power of compliments: A socio-linguistic view into social advertisement. Marketing Science & Inspirations extracted from the web site article : <https://msijournal.com/the-power-of-compliments/> , accessed April 2022. 25/5/22. At 8AM

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that has nothing to do with memory and so much to do with authority and how people seek; it was about: When it is their job, how much suffering will ordinary people be willing to inflict on an entirely innocent another person?

❖ **Average people’s reactions toward titles:** Presented as the most challenging and most manageable symbols of authority to acquire. In one experiment conducted on five classes of Australian college students, a man was introduced as a visitor from Cambridge University in England. However, the witness represented his status at Cambridge differently in each class. To one class, he was presented as a student; to a second class, a demonstrator; to another, a lecturer; to yet another, a senior lecturer; to a fifth, a professor. After leaving the room, the experimenters asked each class to estimate his height. It was found that with each increase in status, the same man grew in perceived size by an average of a half-inch so that as the “professor,” he was seen as two and a half inches taller than the “student.” was<sup>87</sup>

### 3.5.1 Branding and the authority law:

#### ▪ **Monopoly:**

Monopoly is a company that has "monopoly power" in the market for a particular good or service.<sup>88</sup> This means that it has so much power in the market that it is effectively impossible for any competing businesses to enter the market.<sup>89</sup>

#### ▪ **Meta:**

The group Meta is composed of Facebook, Instagram, Messenger, and what's up is having a monopoly on the communication platforms. For this reason, the U.S Congress is improving self-regulation On Mark Zuckerberg, who always denies the monopoly imposed by his company. In this context, and as reported by the NBC News by a video posted on YouTube April 2018, Senator Lindsey Graham asks Meta's CEO for any competitors of his company providing the same service as Meta. In some ways,

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<sup>87</sup> Robert B. Cialdini Ph.D : “ *the psychology of persuasion*” Op.Cit . P106

<sup>88</sup> Federal Trade Commission. Monopolization defined <https://www.ftc.gov/advice-guidance/competition-guidance/guide-antitrust-laws/single-firm-conduct/monopolization-defined> . Accessed 20/5/2022 at 8 PM

<sup>89</sup> By Kimberly Amadeo ,Reviewed by Eric Estevez : What is Monopoly : <https://www.thebalance.com/monopoly-4-reasons-it-s-bad-and-its-history-3305945#citation-14> , Updated October 2021, accessed 20/5/2022 at 8PM

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there were no significant answers. This leads to a huge monopoly from the company toward the audience for that no other platform that looks like Instagram but Instagram or no another Facebook like Facebook. In a nutshell, the only service provider is Meta, or else no service at all.

#### ❖ **The use of titles:**

Before that, scientists and medical studies have found the link between cancer and tobacco, and during the 40s, Cigarette companies applied for doctor's authority to market their products. The medical community recruited for the smoking ads made it seem more legitimate. To the postmodern consumer, the concept of cigarettes as healthy or even used by young people and pregnant women may appear horrifying. Yet before 1950, there was no scientific evidence showing that cigarette smoking was terrible.

▪ **American tobacco:** In 1930, American Tobacco was the first cigarette company to use a physician in their ads by publishing an ad claiming "20,679 Physicians say 'LUCKIES: (which are: American tobacco cigarettes) are less irritating'" to the throat.

▪ **Philip Morris Company:** In 1937, the Philip Morris Company took that one-step forward with a *Saturday Evening Post* ad claiming doctors had conducted a study showing "when smokers changed to Philip Morris, every case of irritation cleared completely and improved." What it did not mention was that Philip Morris had sponsored those doctors<sup>90</sup>.

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<sup>90</sup> Becky Little <https://www.history.com/news/cigarette-ads-doctors-smoking-endorsement>: updated September 2019, original September 13, 2018, Accessed 25/42/022. At 8 PM

**Figure 24: Philip Morris Cigarettes.**

The source: <https://www.history.com/news/cigarette-ads-doctors-smoking-endorsement>.

Accessed 29/5/22. At 7 Am

### 3.6 The law of timing:

This Code is the most powerful because it appeals "to time," the only factor familiar to everyone yet hard to define and analyze. Knowing that our time as human beings is defined by our life. We cannot have more or less than what we live. When we give attention, we don't not only give it from our time but also from the life we have. Thus, the concept of time has consistently been underestimated, yet it has the most potent effects on our journey on earth. People subconsciously relate the depth of loss and the peak of happiness to time, for comfort gets measured in seconds and melancholy in decades. Despite the real-time, we create our own because, in the end, time is an artificial concept that we did not only construct but also molded to some degree to play tricks with it. In the 48 laws of power, Robert Green explains how alarming this law "Master the art of timing" is. Law35/48. He believes such a robust code of authority has no reversal: *"There is no power to be gained in letting go of the reins and adapting to whatever time brings. To some degree, you must guide time, or you will be its merciless victim. There is accordingly no reversal to this law"*.<sup>91</sup>

<sup>91</sup> Robert Green : « **48 laws of power** » reversal law25/48 , Published by the Viking Press 1998, United States, P395.

### 3.6.1 Branding and the code of time:

In marketing as in casual life, people can live in the past, the present, or the future, the tiniest difference is that in marketing their decision-making reveals who they are to the public.

#### ❖ **Those living in the past:**

- From which they derive most of their decisions in the present and the future.
- Slow in making a decision, they are thus always attentive and their mistakes are less than others are.
- Missing many opportunities because of their previous bad experiences and fear of making the wrong decision again

#### ❖ **Those living in the present:**

- Making decisions now in the present.
- Drowned with debts and credit cards seeking to capture a moment of joy and fun.
- Unorganized when it comes to preparing for the future.

#### ❖ **Those living in the future:**

- Making results based on what they will receive in the future.
- Sacrificing the present moment for a better life in the future.
- Paying any premiums, they have on schedule without any delay.

Each category has a different thing to say, starting with people who are living in the past: “I’ve tried this before; I didn’t like the experience and won’t give it a second chance”. Unlike those who in the present day: “I know it is right, I feel it in my guts: “the word guts refer to the reptilian as the instinctive part of the brain”, while those who are living in the future say: “I will wait more before I spend my money” “I was thinking of saving money...” In the three previous cases, no one is right and no one is wrong. Since old bad experiences do not always deserve a second chance, and guts after all lead to the right destinations in many cases, they are still a part of the brain; also saving money is not equal to fortune for it is the investment; that creates wealth and not saving. Each category has a loophole for persuasion to Target.

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❖ **Time Gain:** In marketing, the company, or the freelancer or whoever is offering the audience a product or a service, must make sure he differentiates from any person the public already have seen. The consumer's subconscious is full of data, which means that he already has a list for everything, and being idiosyncratic in these cases, is creating a new list for the costumer's subconscious where there is no one on it but him. It can be a new category in which providers are blind to.

❖ **Shifting the focus:** Instead of revealing the business to the costumers, it would be much better to reveal the costumer for himself... Businesses will talk about their accolades and how they think differently, but frame in terms of expressing who they are. Smart businesses on the other side, gain the costumer's time by revealing for him who he is.

▪ **Airbnb: ( shifting the focus)**

People in this worldly journey struggle looking for themselves, they travel, leave their homes, their friends, their old self and patterns to look for new experiences in the hope of finding who they are in one these adventures. This journey of recovery and self-healing and amusement costs both energy and time, people may find who they but how long does it take? Airbnb shifts the focus from the company to the costumer. By: **Belong everywhere**; their journey of belonging is assured so their time can be preserved.

❖ **Changing the reality:** Astitue businesses reframe what people take for granted, so that consumers adapt a new lifestyle based on what once was not noticed, and since there is a difference between what is there and what we do, notice... After all one of our favorite stories as society: is "oh we've doing wrong the whole time".

▪ **Viome: (changing the reality).**

While others use their marketing to link gut health to wellness and tell the story "there's a connection here," Viome takes a different track.

For Viome, the purpose is not about what to do to have a healthy lifestyle, but rather about what not to do in order to be healthy: "Everything we knew about food and diets was wrong. This is how to do it right. <In other words, Viome points out to the audience what they have been doing wrong the whole time. And puts every competitor outside of

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his or her target consumer's consideration set. Indirectly, the consumer's time won't be wasted and the offer will be seen as new experience who deserves to be given the consumer's precious time.

### 3.7 Law of Scarcity: The rule of the few

Emotions are the primary motivators for our actions, and fear is one of them. It is more potent than any other emotion we witness. Panic, anxiety, horror, all these negative emotions are so much used in marketing as persuasion techniques and as a code of influence under the law of scarcity. Since we are sunk in our sub-consciousness, we undervalue the power of fear over us that not only ties us but can mastermind us as well. And As emotional creatures, we tend to value the last minutes as the worthiest, the final moments as the most remembered, the last items as most desirable, as if our irrational brain that doesn't have a value meter tries every time to use absence to create honor.

By nature, opportunities seem more valuable for us when our ability is limited. For instance, face-to-face conversations are easily interrupted by unknown phone calls. With each unanswered ring, the phone interaction becomes less retrievable. For that reason, it is desirable more than anything is. In addition, since negativity is stronger than positivity, the average person becomes more motivated in case of a loss than a gain. As a rule, if it is rare or becoming rare, it is more valuable, and that's something surely recognized by collectors of antiques, cards, etc. It is the urge to keep something old that other people could have, but it is over for them as if the inner voice represented by ego governs the rule of scarcity. When our freedom to own something is less, the item becomes less available, and we experience an increased desire for it. The scientific term for this phenomenon is "the forbidden fruit effect". It was extracted from the bible, for Adam and Eve did what they were not allowed to do: "ate the forbidden fruit". Their desire of scarcity was leading them to do so. However, we rarely recognize that psychological reactance has caused us to want the thing more; all we know is that we want it. We need to make sense of our desire for the item, so we begin to assign it positive qualities to justify the desire. After all, it is natural to suppose that if one feels drawn to something, it is because of the merit of the thing<sup>92</sup>.

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<sup>92</sup> Robert B. Cialdini Ph.D.: "the psychology of persuasion. Op.Cit . P.189

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### 3.7.1 Branding and the law of scarcity:

#### ❖ “Limited-Number” Tactic: “Only X left”

The customer in this situation, is informed that a certain product is short supply, and is not guaranteed for too long. Many of salespersons repeated sentences like: there aren't more than five items, and when they are gone, that's it." This information whether true or false, increases the excitement inside the customer, and excitement in most of times pushes people in the wrong direction, it is a sort of undisciplined needs, in the scarcity case, it about wanting something we think we won't have, and every single moment that passes the item or the article gets more and more precious. "The limited number" tactic can be used together with the commitment law to well band the customer to the product, and as mentioned previously the commitment Code changes prospects into customers. For this reason the salesperson bombasts the customer with great words, and compliment the product, as much as possible. This will create a craving for at list wanting to check the product. This is the moment where the salesperson announces the unavailability of the product, and creates an excitement inside the customer to immediately want to have the product. Thus, subconsciously the prospect leveled from checking to craving and wanting the product. The tactic lies in tying him with a commitment to buy the product if ever found, and in this moment the consumer is vulnerable, he isn't taking a rational decision which means he is controlled by undisciplined thoughts and a set of unclear emotions, but eventually the customer makes the deal in a way, where going back coasts his self-image.

#### ▪ **Booking.com/ Limited Rooms:**

Since most people have already faced the situation, where the hotel they already packed was fully booked. The limited number tactic used by travel sites, Booking.com displays how many rooms there are left for some hotels, so the urge of scarcity will push customers' decision-making. In addition, they also indicate how many people are currently viewing the same hotel, so customers will have to act even faster<sup>93</sup>.

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<sup>93</sup> Examples of the Scarcity Principle Used in Marketing: <https://www.referralcandy.com/blog/scarcity-marketing-examples..> Accessed 29/5/22 at 8 PM

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### ❖ **Deadline tactic: “limited time”:**

People frequently find themselves doing what they would not particularly care to do simply because the time may unexpectedly end. In the same context, consumers who are told that their buying decision is already limited, under any circumstance the price may get higher. Or elsewhere the product may not be available. This trick is mostly used by salespersons to push the buying-decision of the customer, and creates excitement. As evidenced by, Orestes J. Mihaly, the New York assistant attorney general in charge of the bureau of investor protection and securities: *“The idea is to dangle a carrot in front of the buyer’s face and then take it away,” she continues . “The aim is to get someone to want to buy quickly, without thinking too much about it.”*<sup>94</sup> and that’s how sys1 is always the targeted.

### ▪ **The new Yorker magazine:**

While revamping its website, The New Yorker has released all of its archives since 2007 for public reading for three months. This technique allows them to collect user data and determines how they would charge for their metered paywall after the three-month window.

## **Section02: the power of Neuromarketing**

### 1. **The power of bonding:**

#### 1.1 **The religious branding:**

Overall, branding is the brightest persuasion technique that gathers all laws, all codes and appeals to of both consciousness and sub-consciousness. According to Feud: “neurons that fire together, wire together”, which means “the more you run a neural-circuit in your brain, the stronger that circuit becomes” It’s like the brain is a garden, and instead of growing flowers, fruits, and vegetables, successful brands grow synaptic connections between neurons, and therefore tie the primal brain to the brand.

For some of us, branding is much more like religion by creating a bond that follows the consumer from the cradle to the grave. According to Wire (December 2003) the religious fervor is based on faith and belief. At the risk of sounding crass, these days it is sometimes hard to divorce faith and belief from big business. As mentioned in the

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<sup>94</sup> Robert B. Cialdini Ph.D.: “the psychology of persuasion. Op.Cit . P. 182.

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beginning of this chapter, values and beliefs are the first steps in the pre-persuasion process. Once the brain gets used to persuasion, they do not only become a part that should be monitored before influence, but instead of that, they become a part from the process itself.

How can a tagged physical output be it a museum, a product, or even a service conquer an intangible phenomenon that is difficult to describe as religion? It must be stressed that fewer brands could succeed in creating devotional fervors in unexpected ways.

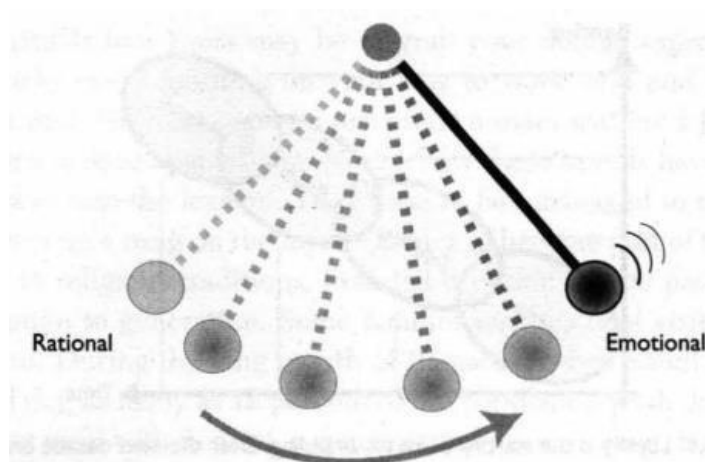
### 1.1.1 Superstitions bonding:

By achieving the superstitious bonding, brands do not remain as they are, on the other side they level up to become a way of life.

DAVID LEVINE, CHRISTOF KOCH, AND Mark Tappert are three men who tattooed their right arms in apples, not any kind of apples, but the bitten one, which is universally the recognized symbol of Apple Computers. This sign is a tremendous signal of these people's faith in the brand that is no longer a label but an addiction. In the same event, recent experimentations have shown that when you put Apple “true believers” in an fMRI machine, their brains light up in the same areas normally triggered by religion.

Religion tells stories and so does marketing. Brand builders should learn from the way religion has communicated its message through icons, and symbols, over the millennia that touches us at an emotional level, which precludes any rational discussion, but at the same time, satisfy their emotional fulfillment.

**Figure 25: from rational to emotional bonding**



The source: Martin Lindestorm “brand sense”. Op.Cit

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#### • Coca-Cola and the power of bonding:

After the results of a survey of nearly 200,000 consumers, Coke decided to change the Coca-Cola taste in 1984, the consumers panicked and filled their basements with original coke bottles. The results were catastrophic, as consumers felt that a part of America was discarded. Calls flooded in, on the 800-GET-COKE phone line, as well as to Coca-Cola offices across the United States. By June 1985, the Coca-Cola Company was receiving 1,500 calls a day on its consumer hotline, compared with the average of 400 before the taste change. Protest groups such as the Society for the Preservation of the Real Thing, and Old Cola Drinkers of America popped up around the country. Songs were written to honor the old taste. Protesters at a Coca-Cola event in downtown Atlanta in May 1985 carried signs proclaiming "We want the real thing" and "Our children will never know refreshment." The transformed Coca-Cola Company stands today as a testimony to the power of brands that are more than just brands, Coke had taken on the trappings of a minireligion.<sup>95</sup>

**Figure 26:** Coca-Cola: we want the real thing.



The source: [https://twitter.com/joe\\_portsmouth/status/1450825384367312898](https://twitter.com/joe_portsmouth/status/1450825384367312898) Accessed

30/5/22. At 1AM.

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<sup>95</sup> Martin Lindestrom: "Brand Sens". Op. Cit P174-175

### 2. The art of selling:

#### 2.1 They do not know what they want:

People themselves do not know what they want, they tend to compare, they hate choosing, and they are not honest in what they desire. When pressed, they assume that everybody is actually like them, but only in uniforms. Everyone thinks it is about other people to suit him, while this is the exact it thing, they also think. Which makes it so hard to marketers to satisfy them. How to satisfy someone who is unconsciously driven but claims to be conscious all the times?

Well, there are somethings we know which are “known knowns”, similarly, to what we do not know, we all know that there are many things; we do not have any past-Information about them “known unknowns”. What is surprisingly difficult to accept are the things we do not know they exist, so, we, ourselves deny their existence “unknown unknowns”. And these are tremendous, in terms of interacting with us during the daily life. It is very difficult to convince someone of something he does not see, or never heard of. Actually, It takes a real longtime to persuade him, and even longer time to change his mind.

Ego and unhealed past experiences are not the only things that make people unaware of what they want. The brain itself keeps tricking people all the time, by over-using the irrational brain, and underusing consciousness. The real purpose of thinking is to stop thinking, thus, whenever we think, we try to think as short as possible by mostly using sys1, and getting in the trap of mental myopia. However, the dilemma is that real world requires discipline that is why, “reasons are not necessarily the causes of actions, and good moves are not always successful”.

There are so many forms of brain tricks toward us, Such as:

❖ **Hallucination:** sensation without a specific stimulus that leads the brains to misinterpretations. It occurs when strong beliefs create an unbalance with sensory inputs. What is fascinating about this phenomenon is that it has a lot in common with perceptions; both of them are more like a guess of what does surround us. While the first is an uncontrolled reality inputs that people could not agree on, the other is what everybody agreed on them.

❖ **Illusions:** there are visual illusions, where people believe they are wrong but just cannot figure it out. And cognitive illusions, which have dangerous impacts on the

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human-decision-making. In this context, the brain trick continues to feel right, even when there is an error. For instance, the interactions with wrong people, everybody knows they should avoid them, they have been warned against them, and deep down they know the red-flags and that something is being wrong. Yet most of people fall in the trap of their charming appearance, and persuasive speech. Briefly, the feeling was stronger than the warning. In other words, sys 1 was the main character, sys 2 was absent in the decision-making.

### 2.2 It is not about irritating the buttons but about pointing to them:

We cannot pretend that what exists does not exist, and the only reason for something to have a proper existence is by being useful. The areas of the brain, that provide emotions, produce impulse, create and stock memories, do already exist. The only way to prove that these brain parts are healthy is by using them, or at least pointing to them.

• **Brain imaging:** which is a new useful tool in Neuromarketing, provides such an advantage, it helps emphasizing the principle areas that drives the consumer's behavior, without getting them irritated. Namely, functional magnetic resonance imaging (fMRI) brain scans and Electroencephalogram (EEG) technology. These tools never change the facts, but most importantly highlights them. The use of such developed tools may have some unethical concerns shared with psychiatry when using medical imaging. The best answer that can be given is, "how do you know unless, you look?" How could marketers and psychiatrists know what is happening inside the brain unless they look at it. There is no logical way to deal with an organ without measuring the changes in it. Without imaging, marketers would absolutely do the same work they did 30 to 40 years ago, by spamming and bothering the costumers instead of taking them to a higher level. Without imaging, businesses will create average products to people whom themselves know nothing about they want. Questioning the credibility of imaging is a step back not forward. Psychiatrists and Neuromarketers are the only professionals who are not allowed to look at the organ they deal with. Cardiologists look, Orthopedic doctors look, Architects look, Pharmacists look, and Artists look. Every professional looks, but when it comes to the brain no one should look. How useful would the neurosciences be if the only thing they are based on is assumptions based on surveys that are based on people's perceptions that are shaped by their ego, their self-perception, their cognitive dissonance, and by everything rather than truth. This is actually the main

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reasons focus, groups and surveys are not taken seriously for. There is so much risk in leaving the market between people's hands.

### 2.3 It is strategic communication

In strategic communication, what you say is equal to how you say it. That is why, neuromarketing is based on strategic communication, to help others, due to the value of the offer, by giving the audience a stimulus and then waiting for the response, "give a person a stimulus, and you will get a response". In this case, it aims to develop mutual interests and beneficial solution; again, it is a win-win deal.

Appealing to the desires, and creating a response before getting one, has already been practiced in many fields, through the history, people back in the days, with no developed technologies could know what trigger their target and what hits them by body language and observation. In other words, not only neuromarketing interacts with people's behavior through their brain, so many other things do, by communicating right. According to Keisha brewer, a strategic communication is the skill of communicating with a purpose while showing the value to achieve goals. Through the understanding of the audience, communicating the value, and expressing the need.

### 2.4 Modern Problems require modern solutions:

In 1942 while Albert Einstein was teaching in the Oxford University, one day he just gave the exact last year exam to the exact senior class of physics student, the thing that discombobulated his assistant owing to the fact that this is irrational to be done by him. Albert Einstein answered by: "The answers have changed". Which means that what was available and acceptable as an answer for 1941 isn't at all acceptable for 1942, due to the changing environment and so the changing the facts. In other words, what got people from A to B won't be available to re-get them from A to B in another time, and absolutely will not help them to make it to the C, if possible. If people really crave for a different results then a different ways should be taken, despite of how risky it is, the only real risk remains the one we never take.

Adjusting this on marketing using neurosciences, the science of behavior and of persuasion. Old ways of making profit are no longer useful. Therefore, neuromarketing is literally the adjustment of these concepts so that marketing can live longer and be more beneficial. It is all about a smarter marketing, not at all a frightening concept. Since, selling became more difficult in a way that 9 out of 10 products failed. Unfortunately, about hundred billion dollars spent on traditional mindless marketing

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have been wasted, and considered as the wrong mindset to the wrong method. Marketing was dying and the only solution for it to survive is to jump from traditional old ways to neuromarketing. Many find this new approach controversial and debatable, given that it focuses on studying human behavior and the stimulus that motivate the buy button.

Neuromarketing is neither a battle, nor a war. On the contrary it is the generous act of helping someone solve their problems, by seeing what others see, building tension, aligning with tribes, and creating ideas that spread. It helps people to become whom they seek when no one is around, it is about aiding them dream, decide, and act while becoming the best version of themselves. In other words, neuromarketing is not about selfishness, it is about generosity and a win-win deal that seeks volunteers not victims. It is the era where everybody gains in the end, businesses gain consumers and consumers themselves, gain irreplaceable experiences.

Boring old ways of catching attention, no longer catch attention, but create disgust by spamming and pretending the business is welcome. Such techniques are not at all made for our century. Modern problems require modern solutions, Science is leveling up, people change and time moves fast, marketing in this context does not make any exceptions; it is a science that must fit into the science. And people cannot behave as victims facing science, and owning their brain. Having such a blessing, does not allow people to be victims. Complaining about A.I, and how brand apps are so hacking our privacy, is so easy, similarly to pointing a finger to Facebook, and saying: “you’re abusing my data”. The trick is that consumers always forget about the three left fingers back pointing to them. It is not about manipulation, it is about self-discipline. In such cases, it is so ironic to know who owns Facebook or what is the secret recipe of Coca-Cola and knowing less about where the data goes to when connecting to a Wi-Fi. It is so, about what we choose to give attention to. Blaming brands and businesses is easier than working on ourselves and trying to understand the concept of self-knowledge and then self-discipline. Everything is a brand: people are brands, due to the reputation they build. Buildings are brands, just like the little home where everybody of us has grown up in; it is then a nostalgic brand. Everything when well treated can become a brand. We cannot just face globalization of the world by being the victims we choose to be. No one can oblige people to do something they secretly do not want to do. In this context, if someone is really serious about their diet, no brand on earth can break their healthy

### **Chapter3: the psychology of persuasive branding**

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program. Same for apps, no social app on earth can give validation when connecting with others if you satisfy yourself, but if you lack confidence, you will just buy whatever links you to society because you not only look to fit in, but to belong somewhere where you can be something that is less riskier.

Neuromarketing instead, changes the games as the new way of making the art of selling; it is suitable to sys1 since it hates thinking. Brands in neuromarketing think for people, they do for them the hard job and act accordingly to what motivates them. Applying this new approach of combining neurosciences and marketing, requires many changes in the market positions. Given that, it spreads awareness and gives more power to both the consumer and the business. Thus, instated of Kiperman's drama triangle, it would be much better, if behaving according to the empowerment triangle, where persecutors become Challengers, Rescuers becomes coaches. And victim become Creators.

**Conclusion of the 3<sup>rd</sup> chapter:**

This chapter praises persuasion as a science that is why it is linked to neuromarketing by focusing on branding, as the main persuasion technique.

Branding as the main persuasive technique studied in this chapter, Subjects also to psychology by appealing to both of attention and the famous codes of influence. For that, persuasion starts before persuading and that is how the bond is created.

The strong impact of psychology in the primal branding can have powerful impacts and some concerns discussed carefully in the second section. That is how neuromarketing responds to this suspicious by being the new way of making the art of selling.

**Chapter 4: Measuring  
the buying-decision and  
emotional-attachment**

## **Introduction:**

This chapter represents the practical part that allows the research study to measure:

- ✚ The nature of the buying decision in the consumer behavior (whether rational or irrational).
- ✚ The strength of the emotional attachment of branding: Study Case: Coca-Cola and the reaction of the Algerian consumer toward the brand.

In this context, the fourth chapter is a descriptive quantitative research that uses indirect questions, which do not reveal their purpose. All to interact directly with the respondent's sub-conscious mind.

## Chapter 4: Measuring the buying-decision and emotional-attachment

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### **Section01: Fruital Coca-Cola Algeria (Algiers) presentation:**

#### **1 Introducing the Coca-Cola Company<sup>96</sup>:**

Since its inception 129 years ago, Coca Cola Produces markets and distributes refreshing non-alcoholic drinks, adapted to everyone's desires. The most famous brand in the world and the most inventive is now present in more than 200 countries under 400 different brands. It employs nearly 139,600 people and spends more than 2.7 billion dollars on communications each year.

In 2013 Coca-Cola is recognized as the third food company in the world with more than 42% of the market share of non-alcoholic beverages and thus achieving a turnover exceeding 29 billion dollars the previous year.

#### **1.1 History and evolution of Coca-Cola:<sup>97</sup>**

The Coca-Cola Company owes its name to two Ingredients used for its original composition: coca leaf and kola nut. Every day, The Coca Cola Company sells 1.5 billion beverages worldwide. We thus propose to discover the history and the evolutions of this brand.

- **1885** : Atlanta becomes a dry city, where the sale of alcohol is prohibited;
- **1886** : after several formulas and numerous tests with the population, the Pharmacist John Pemberton then sees in this ban and opportunity to develop a new drink that meets the needs of the time. At the end of this year the Coca-Cola drink began to be marketed;
- **1887** : coupons for a free glass of Coca-Cola are distributed to the population To encourage the latter to try this new product;
- **1891** : Coca-Cola outdoor calendars and posters are used for the First time ;
- **1893** : Coca-Cola's participation in the Chicago World's Fair for theFirst time ;
- **1894** : Coca-Cola is bottled for the first time, facilitating its Transportation ;
- **1896** : first objects derived from Coca-Cola offered and sold with the drink (Watches);
- **1904** : use of advertisements in magazines for the first time;
- **1920** : creation of a first factory in Europe and more particularly in France;

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<sup>96</sup> [www.coca-colacompany.com](http://www.coca-colacompany.com) (published on 06/26/2015 consulted on 06/29/2015 at 00:32).

<sup>97</sup> Fruital Compagny Algeirs.

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- **1923** : marketing of the packaging of 6 bottles of Coca-Cola encouraging people to bring this drink home;
- **1925** : first Coca-Cola billboard placed for the first time;
- **1928** : first participations in the Olympic Games accompanying the team American at the Amsterdam Games;
- **1931** : Coca-Cola's Santa Claus character, created by Haddon Sunblom, First appears in an advertisement;
- **1935** : creation of the first Coca-Cola vending machine;
- **1950** : Coca-Cola becomes the very first product to appear on the cover of the Time magazine, a prestigious American publication;
- **1955** : the first large formats (300 ml and 355 ml) and family formats (768 ml) Are placed on the market;
- **1960** : Coca-Cola launches Fanta in the United States and buys the fruit juice company in Minute Maid Powder;
- **1961** : Coca-Cola launches Sprite;
- **1978** : Coca-Cola becomes official sponsor of the FIFA World Cup;
- **1982** : Coca-Cola launches the world's first low-sugar drink, Coca-Cola Light, which is marketed in the United States under the “Diet coke” brand. Nearly 10,450 Coca-Cola branded sodas are consumed every second around the world, including Diet Coke, Fanta and Sprite Coca-Cola is arguably one of the most widely understood terms in the world.
- **1983** : the drink “Diet Coke” is available in Diet Coke without caffeine;
- **1985** : Coca-Cola launches a new formula and calls it New Coke, but the public did not accept this change. Coca-Cola Classic is relaunched with the old formula (except cane sugar replaced by corn sugar). It will then turn out that the operation was mainly aimed at freeing the firm from binding price commitments with its customers on the wholesale market: the product no longer existing, the firm regained its freedom; the change also replaced vanilla (Coca-Cola bought 50% of Madagascar's vanilla production) with cheaper vanillin;
- **1986** : Diet Cherry Coke is launched.
- **1988** : Diet Coke arrives in Europe, identical to Diet Coke;
- **1991** : Coca-Cola launches the first bottles made from recycled materials;
- **1996** : Coca-Cola supports the Atlanta Olympics;
- **1999** : attempted takeover of Orangina;

#### **Chapter 4: Measuring the buying-decision and emotional-attachment**

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- **2000** : Traditional advertising gives way to viral marketing, text messages, Emails and social networks that are widely used by young people. These new strategies make it possible to reach as many young people as possible at a lower cost. By adopting a “cool” and “trendy” attitude and image. Thus, the Coca-Cola Facebook page now has around 7,500,000 fans. Cherry Coke is also launched the same year;
- **2001** : Diet Coke with Lemon appears in the United States;
- **2002** : Vanilla Coke and Diet Vanilla Coke are launched. The lite version will be Renamed Diet Coke with Vanilla in 2003 for more consistency in the US lineup;
- **2004** : Coca-Cola C2 or Coke 2 is first launched in Japan and then in the United States From June 7. Diet Coke with Lime is launched in the United States.
- **2005** : Coca-Cola extends its support for the Olympic Games until 2020 and its Partnership with the International Football Federation until 2022.
- **2005** : in June, Coca-Cola Zero is launched in the United States, in order to reach a
- More masculine clientele than Diet Coke/Light Coke. The same year, Rosebery Coke was launched in New Zealand to test the market. The Coca-Cola Citra is launched in Mexico and New Zealand.
- **2005** : In July, Coca-Cola Lemon is launched in a 1.5 liter format;
- **2006** : Coca-Cola Black Cherry Vanilla and Diet Coke Black Cherry Vanilla are Launched in the United States;
- **2007** : Diet Coke Plus (Coca-Cola Light Plus) is launched and available in April at United States ;
- **2007** : Coca-Cola Vanilla Zero and Coca-Cola Cherry Zero are available in the United States in February. Diet Coke Splenda (Light Coke Splenda) was released the same year.
- **2007** : The limited edition Coca-Cola With Orange is released in Great Britain;
- **2007** : Launch of Coca-Cola Light Plus in July in Belgium then in September In Great Britain.
- **2013**: Launch of Coca-Cola Life in June in Argentina.

## Chapter 4: Measuring the buying-decision and emotional-attachment

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### 12 The Key dates in the history of Coca-Cola:

- ✚ Invented in May 1886 by Dr. John Pemberton in Atlanta (USA). First glass sold at 05 cents at the Jacobs Pharmacy in Atlanta.
- ✚ May 29, 1886 1st advertisement in a newspaper under the theme “Delicious and Refreshing”.
- ✚ April 1888, Dr. Pemberton died, having sold two days before these actions.
- ✚ April 1888, Asa Candler started buying shares of Coca-Cola, in 1892 became the sole owner of Coca-Cola with a total investment of \$2,300.
- ✚ 1894, opening of the first factory outside Atlanta in Dallas.
- ✚ During the same year, Joseph Biedenharn became the first bottler of Coca-Cola.

### 13 Coca-Cola Missions and Values:

The famous brand has given itself the mission principals to become a responsible company, by making a public commitment to contribute concretely to preventing obesity by reducing the level of sugar and calories in its drinks. But also to offer a wide variety of products by offering with them complete, simple and useful information to make the right choice. When it comes to Coca-Cola's values, all staff follow six core values, along with the behaviors that support them and shape their daily work. It all starts with values; they are the DNA of the company and essential to future success.

- ✚ **Authenticity:** acting with integrity and doing the right thing without taking the easy way out.
- ✚ **Excellence:** striving to surprise and surpass oneself, with passion and speed.
- ✚ **Winning with customers:** customers are at the heart of every action and decision.
- ✚ **Learning:** always listening, while having a curiosity to learn.
- ✚ **Interest in people:** believing in the capacity of each employee, and investing in them and empower them.
- ✚ **Collaboration:** be convinced of the power of collaboration, which is applied to

## Chapter 4: Measuring the buying-decision and emotional-attachment

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Every opportunity.

### 14 Coca-Cola brands:

There are three main families of Coca-Cola and

Many varieties. The company began to decline its product since 1980, we can present in the classic order of appearance these drinks:

- **Coca-Cola (Classic):** which comes in Coca-Cola without caffeine, Coca-Cola Cherry,
- Coca-Cola Black Cherry Vanilla, Coca-Cola Vanilla, Coca-Cola Citra, Coca-Cola Lemon Raspberry Coke, Coca-Cola with Orange, Coca-Cola Life.
- **Coca-Cola (Light):** which is available in Caffeine-free Light Coca-Cola, Light Coca-Cola Lemon, Coke Light Lime, Coke Light Vanilla, Coke Black Cherry Vanilla, Coke Light Sango, Coke Light Plus, Coke Splenda, Coke Light Citrus Zest.
- **Coca-Cola (Zero):** which is assigned several lines, Coca-Cola Zero Cherry. Coca-Cola Zero without caffeine.
- **Coca-Cola Plus,**
- **Green Tea,**
- **Coca-Cola Life.**

In recent years, this firm has produced not only the Coca-Cola brand but also a multitude of brands acquired and marketed throughout the world with different functions:

- **Sports drinks:** Aquarius (lemon, orange, grapefruit, blue ice, red blast or gresplash) and Powerade;
- **Fruit juice:** Minute Maid (orange, pink grapefruit with tomato pulp, pineapple, apple, cherry apple, tropical, multivitamin, 7 fruits of the world).
- **Refreshing drinks:** Fanta (Lemon, orange, citrus still tropicana, still orange, red fruits), Nordic (tonic mist, citrus mist), capri-son (tropical orange Acearol, orange, multivitamin), sprite (Zero, light, Iced).
- **Iced Teas:** Nestea,.
- **Energy drinks:** Burn, Nalu, Burn energy shot.
- We specify, however, that the composition of each brand varies according to the
- applicable regulations and countries.

## Chapter 4: Measuring the buying-decision and emotional-attachment

### 15 Diagnoses of Coca-Cola:

we prefer to summarize the main axes in a table grouping on one side the strengths and weaknesses and on the other the opportunities and threats, however it is important to emphasize that this analysis is not static and that some changes can be made at this level.

**Table 7: Coca-Cola SWOT**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✚ Largest market share in the world in the non-alcoholic beverage sector.</li> <li>✚ Huge marketing and advertising campaigns.</li> <li>✚ Largest beverage distribution chain.</li> <li>✚ Loyal customers.</li> <li>✚ Price negotiation power with suppliers.</li> <li>✚ Strong corporate social Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>✚ Focus on the production of carbonated beverages.</li> <li>✚ Undiversified product portfolio.</li> <li>✚ High debts due to acquisitions.</li> <li>✚ Negative publicity (dangerous ingredients, waste).</li> <li>✚ Failure to introduce new brands and owning brands that do not bring in enough revenue.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>✚ Growth in bottled water consumption.</li> <li>✚ Growing demand for healthy food and drink.</li> <li>✚ Growth in soft drink consumption in emerging markets.</li> <li>✚ Expansion through acquisitions. Changing consumer habits</li> </ul>	<ul style="list-style-type: none"> <li>✚ Regulations to include compromising information on labels.</li> <li>✚ Decrease in gross and net profits.</li> <li>✚ Competition from the PepsiCo brand.</li> <li>✚ Saturated carbonated drinks market.</li> </ul>

**The Source:** [www.coca-colacompany.com](http://www.coca-colacompany.com) (published on 06/26/2015 consulted on 06/29/2015 at 00:32).

✚ **Main competitor:** it is important to specify that Coca-Cola is the world leader From the drinks market and thus becomes Pepsi's only real competitor on a global level. Pepsi has always had a challenger position against Coca-Cola. Moreover, the 2 cola giants are waging an unparalleled industrial war that has lasted for more than a century.

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However, it is difficult to understand the reason, since the 2 companies are very different.

As for Coca-Cola, it markets more than 160 different drinks. Pepsi, for its part, plays the card of diversity; half of its turnover comes from its activity of snack biscuits under the Frito-Lay brand. The firm is the world leader in this sector, which is very profitable to it.

Indeed, Pepsi has largely diversified into the food industry, unlike Coca-Cola, which remains attached to its specialization in beverages. As a result, its turnover (\$29 billion) is much lower than that of Pepsi (\$39 billion, half of which excluding drinks). Nevertheless, it remains number one in colas, with half of the market, and it is now also in the top three worldwide in bottled water (Dasani), fruit juices (MinuteMaid), energy drinks (Poweraid), and even iced teas and coffees (Nestea).

### **2 Presentation of Coca-Cola Algeria:**

The large multinational firm has been present in Algeria since 1949 and has continued to develop. The objective was to face competition by creating a huge distribution network between the parent Coca-Cola Company and the main bottlers of the country, thanks to a franchise agreement.

#### **2.1 Objectives and Coca-Cola strategy (In Algeria):**

One of Coca-Cola's first objectives in setting up in Algeria was to cover the whole country on a permanent basis by distributing its drinks from large cities to the smallest, while maintaining transparency at all levels, with clear and simple nutritional information. These objectives are based on a child protection policy, which consists of not communicating directly with children under 12 years of age. Through these specific objectives, there is a general and more global objective, which is offering pleasure to Algerian consumers by adapting to each of their desires.

To achieve these different objectives, it is interesting to see how Coca-Cola adopts its strategy by breaking it down into several axes:

- **Social commitment:** Coca-Cola is a responsible and corporate citizen. It thus ensures that recruitment is done in a fair and humane manner. It has therefore set up a diversity charter in order to avoid discrimination in hiring and to allow professional advancement for all its Algerian employees;

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- **Life at work:** Coca-Cola takes great interest in the well-being of its employees, and for this provides premises offering a range of services;
  
- **An active lifestyle:** Coca-Cola encourages physical activity, and to this end takes initiatives such as the “le sport ça me dit” program set up in 2012 and which allows young people to take part in various sporting activities.
  
- **The environment:** Coca-Cola is committed to reducing greenhouse gas emissions Greenhouse, thereby reducing emissions by 15% by 2020. Coca-Cola is also committed to recycling and plans to have 100% of packaging recycled by 2020. We have also found that Coca-Cola s is also committed to reducing water consumption, by reducing its consumption by 14% over the past 6 years.

### **2.2 Internal organization of Coca-Cola Algeria:**

The main functions of the food industry perfectly reflect the diversity of the sector. To fully understand, we choose to focus on the departments responsible for the distribution of a quality and internationally renowned product. We are therefore going to focus on the marketing departments to keep the coherence of the study.

**221 The Commercial Marketing department:** preserves the brand image of the Coca-Cola product. It ensures that Fruitall’s standards match international standards. He also ensures the establishment and monitoring of a commercial sales force by carrying out market studies and establishing promotional programs with advertising actions using different media (television, radio, billboards, shows and fairs, advertising on the place of sale, etc.) and finally this service participates in the control of merchandising actions.

We would point out that Trade Marketing is closely linked to the sales department. For this, it would be very useful to present the Trade Marketing Department.

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### 222 Trade marketing department:

Which brings together four essential departments; The Customer Complaint and Consumer Response Dpt, the POS Execution Dpt the cold department and the RED “Right Execution Daily” Dpt.

The refrigeration department is in charge of setting up “Coca-Cola fridges” and monitors their maintenance as well as their placement in the multiple points of sale.

As for the Role of the POS Dpt , it is to guarantee excellence in the execution of Coca-Cola standards in a universe of points of sale on the POS, fridges and consumer activations, in accordance with the marketing plans drawn up, with the aim of contributing the achievement of the qualitative and quantitative performances of the brands.

**223 The Customer Complaints and Consumer Responses Department:** is responsible for managing all customer and consumer complaints whether on the distribution, refrigeration or quality aspects, it is the interface between Fruital and the outside world.

“RED” takes care of the execution and follow-up of the targeted points of sale in order to ensure the availability of the product for the customer; to ensure the application of its strategy with its distributors, Coca-Cola has developed a program called the RED. This program has been specially designed to improve the distribution of its products in the points of sale, we will try to understand what this concept consists of and what are the objectives that the company hopes to achieve with it.<sup>98</sup>

### 2.3 The main bottlers of Coca-Cola Company in Algeria:

Coca-Cola Company develops markets and distributes its products through three bottlers. Each of them has a specific area and is intended for a geographically delimited market (Centre, East, and West). In addition, we have the Fruital Company responsible for the Center region and which covers 13 Wilayas. <sup>99</sup>We also have the SBC Company covering the Eastern region with 12 wilayas, and finally we have the SBOA <sup>100</sup>firm for the West region responsible for 11 wilayas.

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<sup>98</sup>**R**ight **E**xecution \_ **D**aily , **R**eality **E** posed \_ **D**aily , Execution **R** outines **D**aily .

<sup>99</sup>Skikda Bottling Company

<sup>100</sup> Western Algerian Beverage Company

### 3. **Fruital Coca-Cola in Algeria:**

#### **3.1 Presentation of Fruital Coca-Cola:**

FRUITAL SPA (joint-stock company) was created in 1993, it then had a factory in Khemis El Khechna specializes in the production of cans and PET bottles.

Endowed with a prodigious production capacity and means at the cutting edge of technology, this earned it the rank of the most important manufacturing unit in North Africa.

It was then that the giant of the agri-food sector, the Coca Cola Company, a soft drink manufacturer, granted it a license for the production and marketing of its production range in Algeria.

#### **3.2 History:**

In September 1993, Coca-Cola, the most consumed soft drink in the world, was produced and sold for the first time in Algeria.

This is the first step of "Coca-Cola Company" towards its objective of becoming the leader in soft drinks in this important market which is North Africa.

With this growing success, a second factory starts its activity in June 1997, is today the factory that everyone knows.

On March 15 , 2006, the Spanish group ECCBC (Equatorial Coca-Cola Bottling Company ) becomes a shareholder of Fruital Coca-Cola. The main objective being to develop the activity of the factory located only 35 km from the capital, Algiers, in the Rouïba industrial zone, this factory covers an area of 55,000 m<sup>2</sup> and employs nearly 1,200 employees.

Today it is one of the most important factories in the region.

Fruital Coca-cola, a leader serving the Algerian consumer. Leader of the soft drink market in Algeria.

One of the largest distribution networks in the soft drink segment. A very diversified range of products, meeting consumer expectations. Products made locally with international quality standards , a sales force attentive to its customers (pre-salesmen, salespeople, supervisors, etc.). Interesting promotions throughout the year for customers and consumers.

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Its network covers the entire central part of the national territory. The East and West regions are covered by other groups. Thus, Fruital operates in 13 wilayas including: Algiers, Blida, Boumerdès, Tizi Ouzou, Tipaza, Médéa, Ain Defla, Bouira, BBA, Laghouat, Djelfa, Ghardaïa, Tamanrasset figure

### 3.3 The objectives of Fruital:

The main objectives of Fruital SPA are quite distinct called “the three A’s”:

- **Availability:** availability.
- **Affordability:** quality.
- **Acceptability:** ratio: price / quality, consistent

**Section 02: The descriptive survey design:****1. The survey methodology: (descriptive research design)****1.1 Identifying the problematic:**

This academic research study aims to understand the real motivations behind the decision-making of the consumer, in an era full of clever persuasion techniques that connect directly to the sub-consciousness.

**1.2 Sampling:**

Sampling is a statistical method that allows the construction of a specific group of people or objects, which is supposed to represent the population that is the target of the launched study.

In this event, it is necessary to determine a plan for the sample, before conducting the investigation

**1.2.1 Identifying the population:**

“Survey universe”: In economics, a population to be measured is described as a "universe", and the measures which are generated are intended to reflect the behavior of that population. This population represents all the objects that have the information we need to respond to our study.<sup>102</sup>

In our case, this research study is dedicated to all Algerian internet users above eighteen. (Those who claim to be mature enough to spend their own money, in order to measure their satisfaction and consumption behavior).

**1.2.2 Sample size:**

In our case, 103 people were enough for the hypothesis to be approved; they were from different generations, which is an important factor in the decision-making.

**1.2.3 The choice of sampling method:**

Given that this research highlights consumer decision-making, in this case, we opted for a random sampling, no specific professional criteria, or any precise age. On the

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<sup>102</sup> [https://en.wikipedia.org/wiki/Universe\\_\(economics\)](https://en.wikipedia.org/wiki/Universe_(economics)) Accessed 28/5/22 At 4PM

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Contrary, the more the population is miscellaneous, the better we emphasize the hidden stimulus of the buying brain.

### 1.3 The research survey:

“Survey is defined as the act of examining a process or questioning a selected sample of individuals to obtain data about a service, product, or process. Data collection surveys collect information from a targeted group of people about their opinions, behavior, or knowledge.”<sup>103</sup>

#### 1.3.1 Type of the Survey:

“The choice of the survey design”:

The quantitative online survey is a descriptive questionnaire that aims to understand, the research problem that has been developed carefully through the documentary research, and by dividing the main topic into two central questions. The survey helps comprehending the presence of consciousness and sub-consciousness in the science of the human decision following the commercial field, plus the emotional attachment provoked by an alpha-brand, namely Coca-Cola.

Since the target of the descriptive survey is very delicate compared to consumer’s behavior toward questionnaires, (previously revealed in the literature part: from dishonesty to no-brainer options), the questions of the survey are indirect, and do not reveal themselves unless the purpose is known. That is why the quantitative research contains; brain games, several indirect questions, and past-experienced facts: such as: sensations provoked by external stimulus.

The specificities of our research study allowed us to understand the descriptive research by:

- **Descriptive Survey research:** by gathering vast DATA from heterogeneous audience, in the purpose of:-
  - Examining audiences’ opinion on Coca+ their perceptions of themselves.
  - Understanding the psychological of the market/ the population.
- **Observational research:** the brain games and nature of questions helped in launching the observational side of the study, by measuring the body language of the respondents, the facial experiences and the ton of the voice ( in the telephonic calls) especially in indirect questions: such as the two controversial first questions.

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<sup>103</sup> <https://asq.org/quality-resources/survey>

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- **Study case:** namely the Coca-Cola case.

Our descriptive research has encountered many fields:

- ✚ **Psychology:** Gather preference, behavioral, and personality traits of people
- ✚ **Market:** Marketing research: Gather customer opinion about a brand's product, services, and the brand itself
- ✚ **Social:** investigating different social groups about their experience.<sup>104</sup>

### 1.3.2 The structure of the questionnaire:

- ❖ **An introduction:** every respondent is a client whom trust should be gained through the introduction. They have the right to know what the study aims to, as well as their data safety and reciprocation thanking to keep the relationship.
- ❖ **The body of the questionnaire:** Consists of all the asked questions relating to our theme, about a total of 27 questions (brain games, affirmations, etc.) Devised into 6 sections, in which, each section treats a different side of the research, from sensory inputs, sensory branding, the emotional attachment, and also the fast-thinking branding, etc.
- ❖ **Conclusion:** The questionnaire ends with a data sheet containing information (gender, age, CPS) to determine the status of the respondents, and a thank you for their participation.

### 1.3.3 Types and purposes of questions:

#### ❖ Types of questions:

Several types of questions were used in our questionnaire to ensure a certain dynamic in its sequence, thus making it possible to arrive at answers to the objectives set for the survey.

▪ **Closed questions (aka the 'Polar' questions):** a question is said to be closed when the respondent answers by choosing, from the list of answers offered to him, the one that suits him best. Among this type of question we used:

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<sup>104</sup> VOXCO: descriptive survey design, <https://www.voxco.com/blog/descriptive-survey-design/#:~:text=A%20Descriptive%20Survey%20Research%20is,center%20of%20the%20research%20objective>. Accessed 1/6/22 at 2Am

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✚ **Dichotomous questions;** which only offer two possible choices. Such is the case for question N° (01, 02, 04, 06, 07, 08, 13, 14, and 20).

✚ **Multiple-choice questions:** offer several possible answers, from a list of choices greater than two. Either a choice allowed. Such is the case for question N° (03, 09, 10, 11, 15, 16, 19, 22 and 23).

▪ **Open questions:** these are questions for which, no answer is formulated, and the respondent is free to express himself or herself as they wish. This is the case for question N° (17, 18, and 20).

▪ **Questions in the form of a scale:** These type of questions asses attitudes or opinions on graduated scales, there are several types of questions in form of scales such as digital scale, verbal scale, Likert scale, Osgood scale, etc. Wherein this study opted for the digital scale.

❖ **Digital Scale:** (12, 24).

### 1.4 Objectives of the questions:

Defining a very precise and clear objective is an essential and unavailability step for the realization of any research work.

### 1.5 The pre-test:

Pre-testing questionnaires is an essential step before the start of the field. Our goal with pretesting is to increase the validity and reliability of our testimonial survey evidence. Even though it is too often neglected, it is nevertheless recommended and should not be carried out lightly.

In practice, this test allowed us to:

- ❖ Delete some questions or change the formulation.
- ❖ Try to link many aspects in one question : example: Question 22, 23
- ❖ Check the acceptability of the content of the form through the level of understanding of the questions, and the “impressions” of the people tested.

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In this study's case, we tested our questionnaire before validating it on a small sample of 10 people (family and close people).

### 1.6 Data collection

The choice of the data collection method is an important phase because the analysis cannot draw correct conclusions on information whose credibility is not certain.

In the case of our study, we used the online survey method to collect information from the consumers concerned.

- **The internet survey:** our questionnaire was created via Google Forms and distributed for 16 days (5 May to 20 May) on the Facebook social network/ Instagram

- **Processing of results**

To process the data, we used Statistical package for the Social Sciences, Version 22. The quality of our research has been evaluated by two factors: the validity (the accuracy of the measure) and the reliability (the consistency of the measure) factor.

**Table8: Validity and Reliability factors.**

	What does it tell?	How is it assessed?	How do they relate?
Reliability:	The extent to which the results can be reproduced when the research is repeated under the same conditions.	By checking the consistency of results across time, across different observers, and across parts of the test itself.	A reliable measurement is not always valid: the results might be reproducible, but they're not necessarily correct.
Validity	The extent to which the results really measure what they are supposed to	By checking how well the results correspond to established theories and other measures	A valid measurement is generally reliable: if a test produces accurate results,

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	measure.	of the same concept.	they should be reproducible.
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The source: [https://www.scribbr.com/methodology/reliability-vs-validity/..](https://www.scribbr.com/methodology/reliability-vs-validity/) Accessed 2/6/22. At 5PM

### ❖ validity:

Internal construct validity is used to describe how accurately instrument scale constructs can be distinguished from one another and to what degree the constructs account for the variance found in the sample.

**Table 9: Internal Validity factor**

internal validity of the Tool	Correlation	Significance
	<b>0.720</b>	<b>0.01**</b>

**\*\*Significant at the  $p = 0.01$  level**

The source: developed by the student using SPSS V.22

### ❖ The Comment:

It is clear from the table that the correlation coefficient of the study tool is statistically significant at the significance level (0.01), where the value of the validity coefficient of the tool is 0.720, and accordingly, the validity coefficient is high and the tool is honest.

### ❖ Reliability:

The study found the stability coefficient using Cronbach's Alpha coefficient, and the result was the following:

**Table 10: Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
<b>0.702</b>	20

The source: Developed By the student using SPSS V. 22

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### ❖ The comment:

It is clear from the above table related to Reliability that the reliability coefficient was high as its value reached (0.702), which is a high coefficient and suitable for the purposes of the study.

### 1.7 The survey limits, and encountered difficulties:

- The language: People had a hard time answering in English, wherein those who passed the face-to face questionnaire answered a little bit more easily.
- People are dishonest sometimes when it comes to their age.
- People answer irrationally: two people gave 5/5 to the Algerian ads because they generated a pathetic feeling toward the level of the Algerian marketing, claiming that the country should be a number no matter what.
- Some of the people who answered the brain games correctly, checked the real answers through the net (some of them contacted me) and treated the survey as an examination for their intellectual level which was not the purpose. In this context, their answers were not honest.
- The survey was not supposed to make people feel challenged.
- The survey was too long, some people just decided to stop answering in the middle (their words).
- The nature of our survey limited our screening processes by only choosing: the flat sorting and not tending to the cross sorting. Since each question is fully different from the other and does not lead to each other but only to measure the human decision.

### 1.8 The bright side of the survey:

- We had several positive feedbacks about the games.
- Unlike the limits that were asked from most of the respondents, the bright side was answered without any demand. In other words, people really felt positive toward the survey, and decided to share it (the reaction was genuine).

## 2 The survey analysis

Characteristics of the survey: Since the theme is about Neuro-Marketing, many sides of the survey were calculated such as:

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- ❖ The survey is self-centered: using I am and asking by “you’
- ❖ The shade of color was suitable to reduce anxiety and make the responder relax.
- ❖ There was no tables, only clear direct questions, to make the answers a little bit easier.
- ❖ The choice of answers was limited, no opening answers only if necessary.

**N.B:** the analysis and processing of the results of our questionnaire is done through the: Flat Sorting method”. Only.

### 2.1 Flat Sorting method:

**Question number 1:** «I am fully aware, of what drives my buying behavior”

**Table11: Honesty and consumer behavior.**

	Frequency	Percent
<b>yes, I agree</b>	89	86.4
<b>No, I disagree</b>	14	13.6
Total	103	100

**The source:** developed by the student using SPSS.V.22

❖ **The purpose:**

This question aims to measure Self-knowledge and self-criticism of the consumer toward himself. Through the Documentary research, the study proves that we are all unconscious when it comes to our buying behavior. The answer was already found, the question only highlights how much do consumers know about themselves.

❖ **The observation:**

It is clear from the above table related to question (1) that the largest percentage was in favor of (yes, I agree) with a percentage of 86.4%, then followed by (No, I disagree) with a percentage of 13.6%.

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### ❖ The comment:

Most of people are unaware of their unconscious behavior (unknown unknowns); according to self-perception, they see themselves capable of making a conscious decision.

**Question number 2:** "Most of the times, I feel unsatisfied after purchasing an item"

**Table 12: self-knowledge and consumer behavior.**

	Frequency	Percent
yes, I agree	56	54.4
No, I disagree	47	45.6
Total	103	100

**The source:** developed by the student using SPSS.V.22

### ❖ The purpose:

- This question evidences the previous one. In other words, people who claim to be conscious when buying something, feel unsatisfied after the process of buying is over. It explains that they have been unconsciously driven from the beginning, without knowing about it.

- Secondly, this question reveals (dis)honesty, because most of the respondents feel irritated or unsecure if saying that they are not aware of their behavior as mature adults, but their final reaction uncovers the real situation.

### ❖ The observation:

It is clear from the above table related to question (2) that the largest percentage was in favor of (yes, I agree) with a percentage of 54.4%, then followed by (No, I disagree) with a percentage of 45.6%.

### ❖ The comment:

Contrary to what consumers refer to in the first question, that they are fully aware of their behavior; Question 2 on the other hand, highlights their (un)satisfaction toward the

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buying process. Which proves that they are not fully aware, and at the same time, do not explicitly declare it.

**Question number 3:** “Choosing an item, in a large range of similar items”:

**Table13: brainer options perception : hard-choice.**

	Frequency	Percent
<b>Makes me anxious</b>	<b>44</b>	<b>32.6</b>
<b>I hardly find what I am looking for.</b>	<b>47</b>	<b>34.8</b>
<b>I feel guilty because I don't find what I am looking for.</b>	<b>24</b>	<b>17.8</b>
<b>I easily find what I am looking for.</b>	<b>20</b>	<b>14.8</b>
Total	<b>135</b>	<b>100</b>

**The source:** developed by the student using SPSS.V.22

❖ **The purpose:**

Through the documentary research, the study proved that people in general hate thinking that is why sys1 is in charge, and tends always to the no-brainer options ( choosing in a similar rang is an extreme brainer option that sub-consciousness tries to avoid).

❖ **The observation:**

It is clear from the above table that the largest percentage was in favor of the Option (I hardly find what I am looking for) with a percentage of 34.

❖ **The comment:**

According to the third question, consumers hate thinking, their brain looks always for a different item, to avoid the unpleasant slow thinking, since most of them feel anxious, or guilty in front of such hard brainer-option.

**Question number 4:** I like being seen nicely in what I purchase. (My image matters)

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**Table 14: social-proof and honesty**

	Frequency	Percent
yes, I do	89	86.4
No, I don't like .	14	13.6
Total	103	100

**The source:** developed By the student using SPSS V.22

❖ **The purpose:**

- This Question appeals the social-proof law ( law of the crowd)
- This question measures, honesty in consumer behavior. Knowing that all of us are connected to each other, and look not just to fit in but also to be noticed by the crowd.

❖ **The observation:**

It is clear from the above table related to question (4) that the largest percentage was in favor of (yes, I do) with a percentage of 86.4%, then followed by (No, I don't like) with a percentage of 13.6%.

❖ **The comment:**

Self-perception matters in social behavior, which means deep down; everybody cares what other people think of him or her. This is a social-proof factor that sometimes pushes individuals to “unpleasant influence” (by doing things they hate, just to be noticed; in our study we focus on the buying behavior so that is why we justify the post-modern influence).

**Question number 5:** “I bought an article, promoted by an influencer”:

**Table 15: attention and the liking law**

	Frequency	Percent
Yes, I did once	25	24.3
Yes, I did several times	12	11.7

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No, I did not but I got interested	44	42.7
No, I did never get even interested.	22	21.4
Total	103	100

The source: developed by the student using SPSS.V.22

### ❖ The purpose:

The previous questions links the Liking law to attention: By studying the impact of influencers promoting on internet and the amount of consideration, people give to the product promoted.

In neuromarketing, Attention matters that is why, an interested client is as important as someone who already bought the article.

### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (No, I did not but I got interested) with a percentage of 42.7%.

### ❖ The comment:

Attention matters in persuasion. In fact, the whole process of influence is based on what people (in general) pay attention to, in order to focus at it, and develop it. Thus, using influencers is appealing to the friendly thief code, in order to build a relationship with costumers.

**N.B:** Even though they did not commit “the buying” action, they got interested in the product, and they may be turning into consumers really soon.

## Section 2: If I were you, I would...

**Question number 6:** Choose the suitable bet! If you were chosen between a guaranteed win (100% win), or flipping a coin where you can double (\*2) win or win nothing (zero) at all. What would you choose?

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**Table 16: Loss Aversion bias part I**

	Frequency	Percent
<b>I want to win 100%</b>	<b>82</b>	<b>79.6</b>
<b>I want to flip a coin and try my luck (50% zero win, 50% double win).</b>	<b>21</b>	<b>20.4</b>
Total	<b>103</b>	<b>100</b>

**The Source:** developed by the student using SPSSV.22

❖ **The comment:**

It is clear from the above table related to question (6) that the largest percentage was in favor of (I want to win 100%) at a rate of 79.6%, followed by (I want to flip a coin and try my luck). by 20.4%.

**Question number 7:** Choose the suitable bet! Part II: If you were chosen between a guaranteed loss, or flipping a coin where you can double lose or lose nothing at all. What would you choose?

**Table 17: Loss Aversion Bias Part II:**

	Frequency	Percent
<b>I will choose (100% loss)</b>	<b>30</b>	<b>29.1</b>
<b>I will choose flipping a coin ( 50% lose nothing, 50% lose the double)</b>	<b>73</b>	<b>70.9</b>
Total	<b>103</b>	<b>100</b>

**The source;** developed by the student using SPSS.V.22

❖ **The purpose:**

The previous questions measure the loss aversion bias, of consumer behavior. And supports the conclusion of the literature review: that negativity is stronger than positivity. For that, people will logically choose a guaranteed win, over a possibility of unsure double win, due to the pain of loss. Same thing for choosing a risky game where they can double lose, all to lose nothing. That is why fear sells, in economics

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### ❖ The observation:

It is clear from the above table related to question (8) that the largest percentage was in favor of (I will choose flipping a coin) at a rate of 70.9%, followed by (I will choose (100% loss)) at a rate of 29.1%.

### ❖ The comment:

Consumers in general experience loss-aversion bias before every buying-decision-making. Which means that what motivates them to every deal is the fear of making a bad-decision. And this is typically how fear sells.

**Question number 8:** Between a free 1000 DA gift and a 2000DA, where you pay only 700DA gift. What would you choose?

**Table 18: the zero effect impacts.**

	Frequency	Percent
<b>I will go for the free gift</b>	<b>62</b>	<b>60.2</b>
<b>I will buy the reduced gift.</b>	<b>41</b>	<b>39.8</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS.V.22

### ❖ The purpose:

This question reinforces the loss aversion bias, by proving that fear sells. When seeing “free offers” people turn on sys1 to run from the consequences of a possible loss when exhibiting the decision-making. The rational choice would be the reduced gift that will help them gain a free 1300DA gift. Wherein, the first possibility will only offer them 1000 Da gift. The difference is saving 300 DA benefit.

### ❖ The comment:

It is clear from the above table related to question (71) that the largest percentage was in favor of (I will go for the free gift) with a percentage of 60.2%, followed by (I will buy the gift.) reduced by 39.8%.

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The previous question reinforces the loss-aversion bias, or the negative bias behind the decision-making. When faced with a free-offer, consumers shut their rational thinking, and only use their sys1, as fast-thinking response tied to the fear of a mismatched decision.

### Section 3: Brain Games: let's play few games shall we?

❖ **The purpose of the section:** is to prove that our brain tricks us in the first place. It is not about how it is, but rather about how our brain sees it. In other words we never analyze things the way they are, but the way we are.

The fascinating fact about these three questions is that people will not answer them right only under two circumstances:

- They have already seen the game before, and now it's no longer a sys2 response but a sys 1, given that it will be decoded by memory ( emotional sys)
- Alternatively, they take a long time observing, and that is how they move from sys1 to sys2 response, which means that they do not immediately jump into conclusion

**Question number 9:** The following picture, represent two different sided shapes of a combination of black centered circles, surrounded by grey ones. I see the black circles as:

**Table 19 Brain Games: Decoy effect**

	Frequency	Percent
<b>Bigger in the left side, smaller in the right side</b>	<b>49</b>	<b>47.6</b>
<b>Smaller in the left side, bigger in the right side</b>	<b>13</b>	<b>12.6</b>
<b>The black circles are an illusion</b>	<b>28</b>	<b>27.2</b>
<b>Others referring to the same sized black circles :</b>	<b>13</b>	<b>12.6</b>
Total	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS V.22

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### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (bigger in the left side, smaller in the right side) with a percentage of 47.6%

**Question number 10:** I perceive this figure of unremarkable, two horizontal lines as following:

**Table 20: « Brain game 2: lines lengths ».**

	Frequency	Percent
<b>The upper line is taller than the Lower</b>	<b>12</b>	<b>11.7</b>
<b>The upper line is smaller than the lower</b>	<b>40</b>	<b>38.8</b>
<b>The lines are the same length</b>	<b>29</b>	<b>28.2</b>
<b>The wings are mistaking the picture for an illusion</b>	<b>15</b>	<b>14.6</b>
<b>The figure is a normal two lines .</b>	<b>7</b>	<b>6.8</b>
<b>Total</b>	<b>103</b>	<b>100</b>

The source: developed by the student using SPSS.V.22

### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (The upper line is smaller than the lower) with a percentage of 38.8%

**Question number 11:** -I perceive this GIF as following:

**Table 21: « brain game 3: The boxes »**

	Frequency	Percent
<b>The two boxes are rotating in different Directions</b>	<b>57</b>	<b>55.3</b>
<b>The two different boxes are rotating in the same direction</b>	<b>27</b>	<b>26.2</b>

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<b>The two boxes are upside down</b>	<b>10</b>	<b>9.7</b>
<b>Others referring to the box not rotating</b>	<b>9</b>	<b>8.7</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS v.22

❖ **The observation:**

It is clear from the above table that the largest percentage was in favor of the option (the two boxes are rotating in different directions) with a percentage of 55.3%.

❖ **The comment on the section:**

People are unconsciously driven, whether in their consumption, or any other daily-activity. The brain in the first place exerts illusions on the decision-making,

Due to the environmental factors, such as: the size of the grey circles , the wings of the two lines and the lights on the two boxes.

This section proves that until we do not process the information before, some decisions remains unconscious. (That is how to prove that we do not know what happens around us, but only what we are able to decode).

#### Section 4: I am connected to my senses

**Question number 12:** "Music reminds me of some past experiences and gets me emotional. » Rate the following expression.

**Table22: Music « sensation transference »**

	Frequency	Percent
<b>1</b>	<b>43</b>	<b>41.7</b>
<b>2</b>	<b>23</b>	<b>22.3</b>
<b>3</b>	<b>17</b>	<b>16.5</b>
<b>4</b>	<b>9</b>	<b>8.7</b>
<b>5</b>	<b>11</b>	<b>10.7</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS. V.22

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### ❖ The observation:

It is clear from the above table related to question (12) that the largest percentage was in favor of (1) with a rate of 41.7%, and then followed by (2) with a rate of 22.3%.

**Question 13:** “I associate some fragrances of mine with some specific memories”

**Table23:** fragrances « sensation transference »

	Frequency	Percent
<b>Yes, I do</b>	<b>84</b>	<b>81.6</b>
<b>No; I do not</b>	<b>19</b>	<b>18.4</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS.V.22

### ❖ The purpose of the past –questions (12, 13):

These questions highlight the link between consciousness and sub-consciousness, by proving that sensory inputs such as music and fragrances irritate emotional reactions. (Scientifically called: the sensational transference).

### ❖ The observation:

It is clear from the above table related to question (13) that the largest percentage was in favor of (yes, I do) with a percentage of 81.6%, then followed by (No; I do not) with a percentage of 18.4%.

### ❖ The comment:

Music and smells tie the final-responses emotionally and therefore create a strong bound toward the stimulus.

**Question 14:** “Despite of my gender, I associate this picture with”:

**Table24:** sensory synesthesia and branding

	Frequency	Percent
<b>The music of the opening scene.</b>	<b>58</b>	<b>56.3</b>

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<b>The beautiful princesses</b>	<b>45</b>	<b>43.7</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS v.22

❖ **The purpose:**

In some ways, this question is directed to the late millennials and early gen z. It proves that the five senses are connected, even in terms of branding, which means that an image perceived as a visual stimulus, can trigger another sensory reaction such as hearing. (The so-called sensory synesthesia).

❖ **The observation:**

It is clear from the above table related to question (14) that the largest percentage was in favor of (The music of the opening scene.) with a percentage of 56.3%, followed by (The beautiful princesses) with a percentage of 43.7%

❖ **The comment:**

Indeed, the five senses are connected to each other, in a way that a picture (sight) can provoke sounds (hearing). And this is the biggest flex a brand can achieve: to leave an impression that not only be treated as sys1 response but also interconnects conscious inputs to each other.

**Question number 15:** If you have ever been into the woods, ( Seraidi for instance or chreaa ) in a rainy day, what would you feel the most?

**Table 25: sensory comparaison.**

	Frequency	Percent
<b>The smell of slime and mud</b>	<b>75</b>	<b>72.8</b>
<b>The feeling of coldness</b>	<b>15</b>	<b>14.6</b>
<b>the sound of the wind</b>	<b>12</b>	<b>11.7</b>
<b>No emotional response.</b>	<b>1</b>	<b>1</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS V.22

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### ❖ The purpose:

This question measures the strongest sense that is unlikely to what has been thought for long time, not vision but smell. Smell has stronger emotional connections than vision. (evidencing the documentary research)

### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (the smell of slime and mud) with a percentage of 72.8%.

### ❖ The comment:

Indeed, the most powerful sensation, contrary to all what is referred to is smell.

## Section 4: Branded Me.

**Question number 16:** It happened to me that some movies/ television series I've seen were annoying in the middle, while had a surprising ending.

**Table 26: Movies marketers and the (beginning–end) stimulus.**

	Frequency	Percent
<b>Yes, It happens all the times.</b>	15	14.6
<b>Sometimes I face this Situation</b>	78	75.7
<b>I am not a movie fan.</b>	10	9.7
Total	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS

### ❖ The purpose:

This question proves that movies as brands are using “the beginning-end” stimulus against the old brain, which means that no matter what happens in middle, the brain governed by sys1 will not pay attention to it, but on the contrary will always focus on the end. That is why we remember special events by their beginnings and more importantly by their ends.

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### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (sometimes I face this situation) with a percentage of 75.7%

### ❖ The comment:

Indeed, movie marketers use the (beginning end end) stimulus in their marketing strategy.

**Question number 17:** Tokyo's museum is the first digital art museum, according to the video. If even you were given the chance to visit one, would you go there despite of the fact that you are not into museums.

**Table 27: sensory elements and the perception of the product.**

	Frequency	Percent
<b>I am interested in museums and I would Go</b>	<b>45</b>	<b>43.7</b>
<b>I am not interested in museums but I like the concept</b>	<b>37</b>	<b>35.9</b>
<b>I would go there to take pictures and share them.</b>	<b>21</b>	<b>20.4</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS V.22

### ❖ The purpose:

This question highlights:

- The power of sensory inputs in decoding information, and changing the perception of the product. In other words, even people who are not interested in museums would choose visiting them if they were connected to their senses.( to approve or to deny).
- Measuring the power of halo effect in persuading and changing the decision-making.

### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (I am interested in museums and I would go) with a rate of 43.7%

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### ❖ The Comment:

The connection and the presence of the 5-D approach change the perception of the product, in this reason people who are not interested in museums would still go and visit them.

**Question 18 and 19:** were to initiate interaction.

**Question number 20:** -Can you identify the brand of the smashed Can?

**Table 28: Smashed can and sub-consciousness.**

	Frequency	Percent
<b>Yes, Coca cola</b>	<b>96</b>	<b>93.2</b>
<b>No</b>	<b>2</b>	<b>1.9</b>
<b>I don't know</b>	<b>1</b>	<b>1</b>
<b>Others</b>	<b>4</b>	<b>3.9</b>
Total	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS.V.22

### ❖ The purpose:

The can was smashed for a reason, and this reason is to measure the power of the presence of the brand in the respondent's brain, by answering the following question: "Will consumers recognize the brand, only from the color which is the only visual input that is present, or there could be a different reaction?"

### ❖ The observation:

It is clear from the above table that the largest percentage was in favor of the option (Yes, Coca-Cola), with a percentage of 93.2%.

### ❖ The comment:

- There was neither name nor a logo for the can, yet most of the respondents assume that the smashed can is a coke can.
- The brand provoked a sys1 response, which means that people do not need to check the whole product, in order to recognize the brand. And this is biggest flex a brand can achieve.

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**Question number 21:** In 2015, Coca Cola has launched its first green packaging. Would you change the current DNA red color coke for the green one?

**Table 29: Coca-Cola and the color negotiability**

	Frequency	Percent
<b>No, I would not</b>	<b>89</b>	<b>86.4</b>
<b>Yes, I prefer the green bottle.</b>	<b>14</b>	<b>13.6</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS V.22

❖ **The purpose:**

According to the documentary research, Coke consumers refused the change in the taste, they, themselves pointed to through focus groups as a reaction toward the blinded (Coke Pepsi) test.

Since the limited abilities of an online survey, we only tested their attachment toward the visual input “color”. “Do they treat the color as an irreplaceable part of the brand, the same way they were attached to the taste 30 years before, or there could be a different reaction on it?”

❖ **The observation:**

It is clear from the above table related to question (19) that the largest percentage was in favor of (No, I would not) with a percentage of 86.4%, followed by (Yes I prefer the green bottle.) with a rate of 13.6%.

❖ **The comment:**

Coca-Cola does not only own the red DNA color, but the responses and the bonding as well. Coke’s consumers refuse any another change, and therefore assume that any packaging-change can affect the emotional presence of the brand.

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**Question 22:** Which picture reminds you the most of Coca Cola?

**Table 30:** Coca-Cola and attention

	Frequency	Percent
<b>Number 1</b>	<b>55</b>	<b>53.4</b>
<b>Number 2</b>	<b>6</b>	<b>5.8</b>
<b>Number 3</b>	<b>42</b>	<b>40.8</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS.V.22

❖ **The purpose:**

The purpose behind this question is figure out if Coca-Cola really holds attention, toward:

- Positivity: ( Both pic number 1 and 3 are positive)
- The social-proof concept: (Both pic number 1 and 2 represent the north-African side of the familial attachment by being gathered around the table.).

Only one picture, which is the number one, holds the real concept of Coca-Cola in Algeria, will the audience recognize it?

❖ **The observation:**

It is clear from the above table that the largest percentage was in favor of the option (Number 1), with a percentage of 53.4%.

❖ **The comment:**

Option number 1 and 3 are quite similar, because each one of them refers to Coca-Cola. The only difference is that the first one is the most suitable for the Algerian cultural side that is why the brand uses always the social-proof code in its north-African persuasion, focusing on the concept of the table (we are all around the table, having dinner or lunch or any other meal).

The concept of the table is also found in the picture number 2, even though its existence, only 6 people referred to it as a Coca-Cola concept. Which means that coke's positivity beats any other strategic concept, and therefore Coca-Cola is happy brand. Not just from the strategic perspective but that's what consumers refer to.

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**Question number 23:** Knowing that the three different options represent three different drinking products. Which one of the following aspects represents Coca-Cola the most?

**Table 31: Coca-Cola and the recognizable aspects.**

	Frequency	Percent
<b>Number 1</b>	<b>43</b>	<b>41.7</b>
<b>Number 2</b>	<b>57</b>	<b>55.3</b>
<b>Number 3</b>	<b>3</b>	<b>2.9</b>
Total	<b>103</b>	<b>100</b>

**The source:** Developed by the student using SPSS V.22

❖ **The purpose:**

The purpose of this question is to approve, or deny the following statement

“*Low attention does not mean not attention.*” By studying, the tiniest details Coca-Cola focus on developing in its communication strategy. Whether they hold attention or not?

- Coca-Cola sponsors: “football games”, the most important event according to Algerian people.
- Coca-Cola as reported in the theoretical part uses music to communicate with its audience.
- Coca-Cola appeals to another aspect of the social-proof code by praising the “touch”.

❖ **The observation:**

It is clear from the above table that the largest percentage was in favor of the option (Number 2) with a percentage of 55.3%

❖ **The comment:**

Attention is a subconscious reaction toward the daily stimulus, that is why sponsoring affect long-term memory, in this context, people always remember the brands that sponsor their favorite events, the same thing for Coca-Cola with picture number 2, that also refers to the coke-studio Algeria concept (throwback to 2017) and social-proof code of persuasion.

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- The first picture refers to sprite, which is also a Coca-Cola company product, in which music is used to communicate it in the market. That maybe justifies the similar degree of answers. (The only difference in Coke and sprite musical strategy by the Coca-Cola company is that in sprite the firm focuses more on the hip.hop music. And that may be something which is not explicitly knows by Coca-Cola audience, but must be well understood by their subconscious and that explains why maybe most of the respondents refer to pic numb 2 and not number 1.)

**Question number 24:** Rate the Algerian ads from a level of {0 to 5}

**Table 32:** Algerian ads acceptability

	Frequency	Percent
<b>0</b>	<b>30</b>	<b>29.1</b>
<b>1</b>	<b>33</b>	<b>32</b>
<b>2</b>	<b>21</b>	<b>20.4</b>
<b>3</b>	<b>15</b>	<b>14.6</b>
<b>4</b>	<b>2</b>	<b>1.9</b>
<b>5</b>	<b>2</b>	<b>1.9</b>
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS V.22

❖ **The purpose:**

Besides of Coca-Cola. Most of the local Algerian brands, appeal to the old ways of the traditional marketing, this question tries to understand the Algerian people's reaction toward the traditional marketing. So that we can identify if neuromarketing is an unpleasant influence or the new way of making the art of selling.

❖ **The observation:**

It is clear from the above table related to question (22) that the largest percentage was in favor of (1) with a percentage of 32%, then followed by (0) with a percentage of 29.1%.

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### ❖ The comment:

Besides, of Coca-Cola, which is a multinational brand, the Algerian ads do use neither any developed sensory concept nor any emotional bonding. The Algerian level of communication still uses the traditional old ways of catching attention, that is why people gave a one or a 0 when rating the Algerian ads.

## Section 5: My Data Sheet

Question number 25: My gender is:

**Table 33: distribution to the sample according to the gender.**

	Frequency	Percent
<b>Male</b>	31	30.1
<b>Female</b>	72	69.9
<b>Total</b>	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS.V.22

### ❖ The observation:

It is evident from the above table that the largest percentage was in favor of the option (Female), with a percentage of 69.9%

### ❖ The comment:

Most of the respondents were females.

Question number 26: My age is:

**Table 34: Distribution to the sample according to age.**

	Frequency	Percent
<b>18-28Y.O</b>	<b>78</b>	<b>75.7</b>
<b>28-38 Y.O</b>	<b>7</b>	<b>6.8</b>
<b>38-48 Y.O</b>	<b>8</b>	<b>7.8</b>
<b>More than 48 Y.O</b>	<b>10</b>	<b>9.7</b>

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<b>Total</b>	<b>103</b>	<b>100</b>
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**The source:** developed by the student using SPSS V.22

❖ **The observation:**

It is clear from the above table that the largest percentage was in favor of the option (18-28Y.O), with a percentage of 75.7%

❖ **The comments:**

Generations matter in each study. According to the documentary, research the sensory inputs: namely, smells can have different perceptions, in different generation. (This study is mostly answered by 90's respondents; namely gen z and late gen y.

**Question number 27:** My professional life:

**Table 35: Distribution by the sample according to the profession**

	Frequency	Percent
<b>A student</b>	<b>61</b>	<b>59.2</b>
<b>An employee</b>	<b>21</b>	<b>20.4</b>
<b>An employer</b>	<b>1</b>	<b>1</b>
<b>Free-lancer</b>	<b>11</b>	<b>10.7</b>
<b>Others</b>	<b>9</b>	<b>8.7</b>
Total	<b>103</b>	<b>100</b>

**The source:** developed by the student using SPSS V.22

❖ **The observation:**

It is clear from the above table that the largest percentage was in favor of the (A student) option, with a percentage of 59.2%.

❖ **The comment:**

Students processed most of the answers.

The study covered many categories: Doctors, professors, teachers, unemployed, free-lancers, employed etc. All to prove that we all think alike, nobody thinks different very much, since the answers were predictable and indirect.

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### 2.2 Face-to-face observations:

- The loss aversion bias provoked a fast-thinking response (the audience did not take a long time or even thought of the answers).
- Most of people who answered the zero effect question , by choosing the reduced gift, based their analysis on the value of the gift by assuming that 2000DA gift must be worthier than 1000DA, and that was irrational since the value depends on the frequency of the use, the personal preferences etc. No one based their response on the +300Da added value.
- Brain games took the longest time. In answering, people were aware of a visual illusion, but most of them did not figure out where it was exactly.
- Music and fragrances questions provoked an emotional reaction in people before even answering the question, it threw them back to past souvenirs, and that was obvious from their facial expressions.
- When comparing 2 or more (less or equal than five) sensory reactions, the strongest one is smell. People who answered on the rainy day question immediately mentioned the smell of mud before even checking the suggestions.
- Time plays an important role in behavior, proved by The Disney picture associated with the opening scene, something only late millennials and early gen z could decode. In the same context, we can conclude that brands can be associated to time.
- 5-Dimensional branding using the whole senses and connecting them together can change the perception of the product, namely a museum, and therefore add a value to the offer.

### 2.3 Synthesis: (Flat starting)

#### ❖ Sample Profile and predictability:

- Since the survey was answered by different categories from doctors, professors, students to unemployed and since the answers were similar: People despite of who they are, all think alike. In other words, our brain work the same way, and that is how we are predictable. (Brands predict us).

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### ❖ **The myth behind the rationality:**

- People are not only unaware of their motivations, but also have no clue about their unconscious behavior.( proved by Q1 and Q2).
- Fear sells, and that is how the “free sticker” creates a fast irrational response.
- Our decision-making can easily be fooled or tricked by the factors of the external environment.
- People would not know the right answers unless they have been put in front of them.
- Sensation transference is powerful, and that is how people link sensory inputs to emotional reactions.
- The Brain hates slow thinking that is why most of the responses were from sys1, and that is why the brain only remembers beginnings and endings such as in movies marketing strategies.
- Sensory inputs change the perception of the product that is why brands that use senses the most are brands that have the most emotional impact.
- Brands such as Disney can link two sensory information, namely: sight and hearing.

### ❖ **Unemotional marketing:**

- Unemotional marketing that does not communicate with deepest desires and emotions of the consumers is the least wanted by the audience.

### ❖ **Brand Attachement “Coca-Cola”:**

The Coca-Cola case has two objectives:

- Comparing the emotional attachment of the Algerian Coca-Cola consumer to the foreign consumer (Americans following the theoretical part).
- Identifying what is a brand. Is it a logo? A color? A symbol? Or an experience?

First and foremost, The Algerian consumer links the red cans to coke.

And refuses to negotiate the color.

To some extent, the color is not the only external factor that ties coke to its audience (Algerian audience, in our case); the brand holds attention, which means that consumers can identify Coca-Cola from its aspects and by its communication strategy. Coca-Cola is a happy brand, and its positivity beats any other concept. Proved by question (22) and question (23) by pointing to music in both possibilities number 1

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and 2, in which both of them refer to the Coca-Cola Company, but each one a specific product.

Coca-Cola audience is fully aware that coke is not only a happy brand but also a friendly brand (which is the second most remarkable positive emotion about Coca-Cola: That is why people link the gentle touch to the brand).

The gathering is not the only factor that points to the social-proof. Coca-Cola uses also the human touch to refer to the acts of generosity and selflessness.

The presence of the red color does not always refer to Coca-Cola and that is something coke consumers know very well (highlighted by question23).

- 1) Coca-Cola is a logo, a name a symbol: answers denied by question
- 2) Coca-Cola is a color: answer denied by question

To sum up, the study proves that:

- The Algerian consumers are linked to coke, the same way foreign consumers are.
- Building a brand is bigger than creating a name, a logo, or just by identifying the communicative elements. That is why Coca-Cola consumers are aware of their brand, and do unconsciously link each element of the brand to a specific emotional response.

### **2.4 Suggestions:**

#### **2.4.1 B2C:**

- Since consumer are unconsciously driven, they would rather turn into self-discipline. In order to well manage their financial resources.

#### **2.4.2 B2B:**

- Brands should inspire from the Coca-Cola company's strategy, and therefore build an attachment that is not only limited to the external elements.

## **Chapter 4: Measuring the buying-decision and emotional-attachment**

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### **Conclusion of the 4<sup>th</sup> chapter:**

Indeed, Consumers are unaware of what drives their external behavior. That is how most of the times people cannot tell what they are up to, or how they got to such point.

Such a phenomenon can have impacts on both consumers and businesses. For consumers need to develop a self-discipline, in order to better control their final decision.

In such cases of uncontrolled behaviors based on the unconscious sys, consumers themselves draw the boundaries of neuromarketing and every communication technique, by allowing it to understand what they do not understand.

Brands on the other hand, should understand consumer's deepest desires and communicate with their inner brain, in order to create a powerful goodwill that lasts so long. Moreover, businesses should have the ability to leave a recognizable impression, before marking a conscious presence, likely the Coca-Cola Company.



**General  
Conclusion**

## General Conclusion:

This research study is about a smarter marketing, where consumers do not feel used and businesses do not feel useless. In fact, the ideas of neurosciences and psychological marketing are hardly new. The 21th century, on the other hand has strengthen this approach by bringing new tools dedicated to understanding consumer behavior and therefore serving him what he deserves.

Given that; people are 95% unconsciously driven, and that the conscious mind is not in charge of the final response, as many psychologists have proved from Freud to Kahneman. And that was the dilemma that ended the era of traditional marketing.

In all seriousness, a new way should have saved the situation, and that is neuromarketing. Which means the neuro-adjustment of marketing that puts the consumer's brain above all interests in the market, by studying the hidden stimulus of his buying button.

When talking about the buying button, neuroscientists precise the primal brain or unconsciousness, referred to as sys1, the system that activates fast thinking. As the research reports, people hate slow thinking, they work their best to avoid conflicts and unpleasant hard situations, where they have to use the conscious control on their behavior. That is why marketing techniques are all gathered to turn on the fast-thinking system, from impulse, to emotions, memory, and everything in between. Even when targeting the sensory inputs, marketers make sure that these sensations are linked to the primal brain by leaving an emotional print.

✚ **H1:** Our buying decision is made consciously and rationally through Logic.  
(Denied).

✚ **H2:** Our buying decision is made unconsciously through emotions, impulse and intuitions. (Approved).

Coca-Cola study case helps in evidencing the old existence of psychology in marketing. In this context, marketing has always been about not just creating the bond but strengthening it as well. That is how this approach has existed from the beginning, without being dressed as neuromarketing by the presence of the developed tools.

In some ways, Coca-Cola consumers have not only developed a relationship toward the brand, but also a loyalty toward its elements. The audience welcomes this bonding, since it motivates them to buy, and to feel as a part of the product.

## General Conclusion

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Surprisingly, the connection that Coca-Cola has built does not depend on certain consumers; it involves every coke client, whether in Algeria, in USA or another place. And this is the power of the emotional attachment created toward a brand.

Some ethical concerns may be discussed on neuromarketing since it uses the deepest motivations, and plays on the emotional side to persuade, while using the newest technologies to describe what words couldn't describe. The persuasive techniques are also feared to open the door to new forms of consumer deception and further erosion of privacy rights.

Neuromarketing react to these suspicious as the art of selling. We, as consumers, as students and more specifically as human beings, interact with many things during the daily life, and if we treat every interaction as a manipulation, we will not face science the way we should. People, consumers they were or, even professionals are not only unaware of their desires but tricked by their own brain, in many forms, whether by illusions optical they were or cognitive, also by hallucination. Their answers are relative because they always tend to the subjective analysis, by measuring behaviors according to past-experiences namely the self-perception, or by the dissonance where they always have to adjust the idea to suit their behavior. In other words, people are the reflection of themselves, but only in a little dishonest way, shaped by different factors. These are the reasons markets cannot depend on consumer's opinions to build successful business.

Besides, neuromarketing is a win-win deal, where each agent gains something. For consumers benefit from irreplaceable experiences, and avoid slow thinking. Brands, on the other hand, level up the market and therefore, and no one should feel low about anything.

- ✚ **H1'**: Appealing to the neurosciences so that companies generate more profit have some unethical concerns.( denied)
- ✚ **H2'**: Neuromarketing is the new way of making the art of selling, and interacting with the brain. ( approved)

Overall, Neuromarketing is both: the new way of making art of selling, and the science of the human decision, by interacting deeply with the consumer sub-consciousness, and

Desires. The consumer's brain matters as much as his pocket in the discipline. All to level up the business world and model the future.

☞ **Limits and difficulties of the study:**

- 1) Lack of prior research studies on the Master thesis theme: Neuromarketing is hardly a new topic. Its roots are going back to more than 20 years before, as the study reports. This approach has been dressed with a specific name and specific tools in the beginning 21<sup>st</sup> century. Time moves fast and that is how neuromarketing is developing each day. Today it is no longer just an adjustment of neurosciences on marketing, but rather than that a whole study field of the human decision, which a deep topic. In this context, our research study is the result of the gathering of different, books, ideas and theories. All to link different aspects, and gather them, under one master thesis.
  
- 2) Appealing to the neurosciences: Since we are treating neuro-marketing. We need to highlight to the reader the areas that are responsible for each external reaction. So that we can identify on one hand, the level of the depth of the decision-making, and on the other hand, make the journey of the understanding clearer to the reader. In this event, we had to read several books/ to watch many lectures about neurosciences, all to extract a little ideas in which we based some sections on. That is why, we do not find these books in the references part, such as:
  - Affective neuroscience: the foundations of animal and human emotions by JAAK PANKSEPE.
  - The neocortex, edited by Singer, Wolf, Terrence, J. Sejnowski and Pasko Rakik.
  - Brain Facts: Primer on the brain and the nervous system by: the society of neurosciences.

This research field is out of the average marketer's league. That is why we had to read many books and attend several lecturers.

  - Anil Seth: TedEx talk Show: You brain hallucinate your conscious reality.
  
- 3) Besides, the neurosciences difficulty, the research itself was intense. In some ways: some sections are based on whole books, for each one: namely the codes of persuasion: based on Robert Cialidini's book. The sensory impact together with the

## **General Conclusion**

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power of branding were based on Martin windstorms' book. Sys 1 and 2 based on fast-slow thinking Daniel Hahnemann's books and many interviews he did etc.

- 4) Most of the proved facts through the documentary research were evidence by a descriptive survey. (Self-reported data: proved to be independently verified).The survey as proved through the literature review can mistake the outcome.
- 5) The face-to face observations were through a tiny sample of the descriptive design survey, compared to the 103 respondents.
- 6) The lack of availability of some resources compared to the financial statue of the student, for so many books and articles were expensive, and not at all free, such as, Codes of influence by Patrick Renvoisé.
- 7) Somehow the research was so unpredicted even though, there was planning. In such circumstances, the planning was redone many times, that is why we can observe such incoherency in the timing of the websites. For each information was extracted aside, and then collected to the rest of the research.

### **Acquired knowledge from the research:**

- 1) The Coca-Cola study case, helped in measuring the emotional attachment, due to the goodwill of Coca-Cola.
- 2) Respondents on questions immediately pointed to what the study aimed to emphasize.
- 3) The study was full of worthy information that are not limited to the commercial field, in other words the reader can benefit from the research beyond the highlighted theme.
- 4) Knowing the brain is: knowing how to react correctly, that is why this thesis might benefit consumers and businesses in the both acting and reacting toward the emotional attachment.

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# **Annexes**

**Annex 1: Some useful Information Fruital (Coca-Cola ) Algeria : Algiers.**

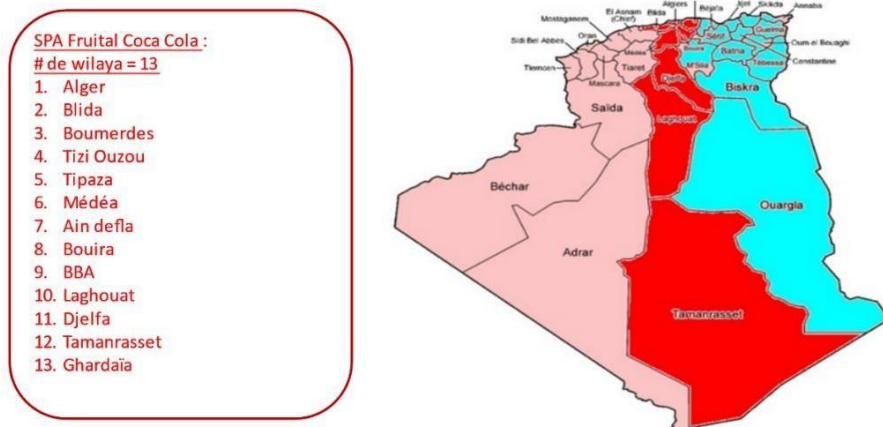
**Picture: Evolution of the visual identity of Fruital Coca-Cola**



**The source: Fruital Coca-Cola Algiers.**

**Annex 2: Fruital Coca-Cola implantation in Algeria.**

**IMPLENTATION FRUITAL COCA-COLA ECCBC EN ALGERIE**



**The source: Fruital Coca-Cola Algeria (Algiers).**

## Annex 3: Values of the Groupe ECCBC

### VALEURS GROUPE ECCBC



#### **PASSION**

Nous partageons les espoirs et les aspirations de nos communautés africaines et croyons en ce que nous faisons. Nous prenons plaisir à travailler et sommes animés par une réelle passion pour les rafraîchissements, mais aussi pour nos clients et nos collaborateurs.



#### **EXCELLENCE**

Même si l'excellence du niveau de production, de qualité et d'exécution est constamment garantie, nous sommes capables de nous adapter aux défis de nos marchés avec rapidité et souplesse.



#### **RESPONSABILITÉ**

Nous sommes responsables et transparents dans tout ce que nous faisons. En tant que membres responsables de nos communautés, nous pensons globalement et agissons localement.



#### **UNE ÉQUIPE GAGNANTE**

Grâce à la confiance, à la collaboration et au dévouement, nous sommes plus que la simple somme de nos parties. Non seulement nous travaillons dur, mais nous travaillons intelligemment.



#### **DIVERSITÉ**

En tant que groupe leader en Afrique qui puise ses racines dans une entreprise familiale, nous comprenons les dures réalités des pays dans lesquels nous opérons et respectons leur diversité ainsi que leur patrimoine.

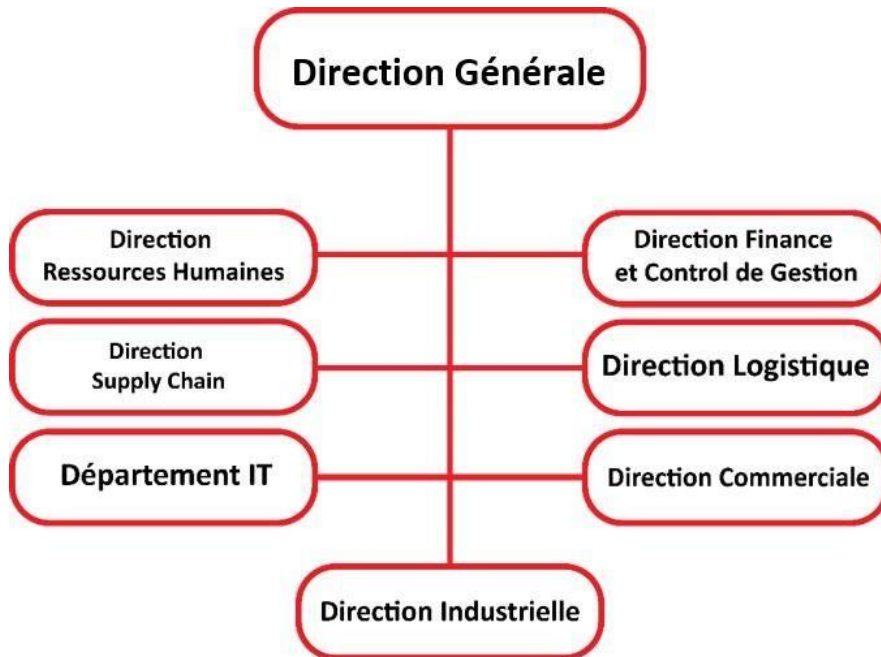


#### **DÉVELOPPEMENT DURABLE**

Nous travaillons en harmonie avec nos communautés afin de préserver l'environnement naturel pour les générations à venir.

The source: Fruital Coca-Cola Algeria ( Algiers)

**Annex 4: Organization chart of Fruital Coca Cola**



**The source: Fruital Coca-Cola Algeria (Algiers).**



### **Annex 3: Questionnaire: "Behavioral Economic" Survey**

#### **Part I: Introduction:**

As a part of my master thesis at EHEC Business School, I am conducting this survey on Neuromarketing. The research study highlights consumer behavior toward the persuasion techniques as a part of the daily transactions between awareness and absentmindedness.

Your participation is absolutely anonymous, in which the datasheet will only be used for academic and scientific purposes and treated with strict confidence. Many thanks in advance for your support and participation in the online survey.

#### **Part II: Development:**

##### **Section I: Consumer Behavior and self-knowledge.**

1. " I am fullyaware, of what drives my buying behavior"

- Yes; I agree
- No; I disagree

2. "Most of the times, I feel unsatisfied after purchasing an item"

- Yes, I agree
- No, I disagree

3. Choosing an item, in a large range of similar items

- Makes me anxious
- I hardlyfind what I am looking for
- I feel guilty because I don't find what I am looking for
- I easily find what I am looking for.

4. I like being seen nicely in what I purchase. (My image matters)

- Yes, I do
- No, I don't like

5. I bought an article, promoted by an influencer

- Yes, I did once
- Yes, I did several times

- No, I did not but I got interested
- No, I didn't even get interested.

**Section II: If I were you, I would**

6. Choose the suitable bet! If you were chosen between a guaranteed win( 100% win) , or flipping a coin where you can double(\*2) win or win nothing(zero) at all. What would you choose?

- I want to win 100%
- I want to flip a coin and try myluck (50% zero win, 50% double win).

7. Choose the suitable bet! Part II: If you were chosen between a guaranteed loss, or flipping a coin where you can double lose or lose nothing at all. What would you choose?

- I will choose (100% loss)
- I will choose flipping a coin ( 50% lose nothing, 50% lose the double)

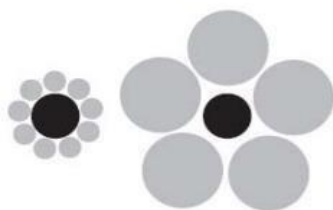
8. Between a free 1000 DA gift and a 2000dA, where you pay only 700DA gift. What would you choose?

- I will go for the free gift
- I will buy the reduced gift.

**Section III: Brain Games**

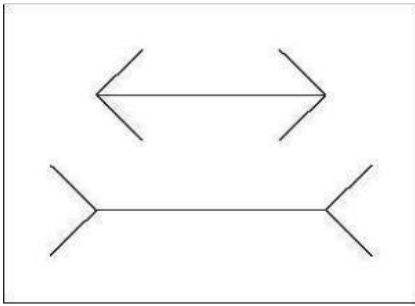
9. The following picture, represent two different sided shapes of a combination of black centered circles, surrounded by grey ones.

*I see the black circles:*



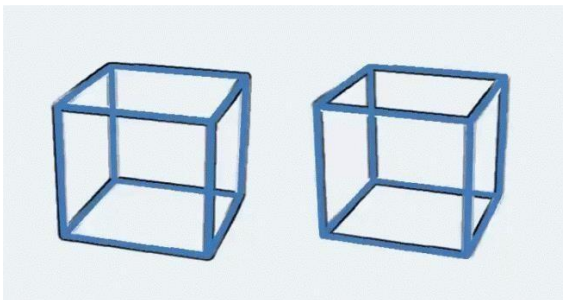
- bigger in the left side, smaller in the right side
- smaller in the left side, bigger in the right side
- The black circles are an illusion.

10. I perceive this figure of unremarkable, two horizontal lines as following



- The upper line is taller than the lower
- The upper line is smaller than the lower
- The lines are the same length
- The wings are mistaking the picture for an illusion
- The figure is a normal two lines.
- Others

11. I perceive this GIF as following:



- The two boxes are rotating in different directions
- The two different boxes are rotating in the same direction
- The two boxes are upside down.
- Others.

### **Section III: I am connected to my senses**

12. "Music reminds me of some past experiences and gets me emotional." Rate the following expression.

On a digital scale from 1 to 5.

- 1 is: Music throws me back to past experiences.

- 5: No, music does not affect me.

13. I associate some fragrances of mine with some specific memories

- Yes, I do.
- No, I do not.

14. Despite of mygender, I associate this picture with:



- The music of the opening scene.
- The beautiful princesses.

15. If you have ever been into the woods, ( Seraidi for instance or chreea ) in a rainy day, what would you feel the most?



- The smell of the mud.
- The feeling of Coldness.
- The sound of the wind.
- No emotional reaction.

## **Section VI: Branded Me.**

16. It happened to me that some movies/ television series I've seen were annoying in the middle, while had a surprising ending.

- Yes, it happens all the time.
- Sometimes I face this situation
- I am not a movie fan.

17. If it did happen to you, name a serie or a movie in which you've faced the same situation.

.....

18. Which museum did you recognize the most?



 A video of Tokyo's first Digital Museum: Link:  
<https://www.youtube.com/watch?v=s6WwGzcVTnw>

19. Tokyo's museum is the first digital art museum, according to the video. If even you were given the chance to visit one, would you go there despite of the fact that you are not into museums.

- I am not interested in museums and I would go.
- I am not interested in museums but I like the concept.
- I would go there to take pictures and share them.

20. Can you identify the brand of the smashed Can?



• Open Question

21. In 2015, Coca Cola has launched its first green packaging. Would you change the current DNA red color coke for the green one?

*Coca-Cola was originally green. Herbal, has been used as a medicine for nausea. It has been said that even Santa Claus changed its color due to an advertisement for Coca Company.*



- No, I would not.
- Yes, I prefer the green Bottle.

22. Which picture reminds you the most of Coca Cola?



- Number 1:

- Number 2:

- Number3:

23. Knowing that the three different options represent three different drinking products. Which one of the following aspects represent Coca-Cola the most

• **Number 1**



• **Number 2:**



24. Rate the Algerian adds from a level of {0 to 5} Digital Scale

- 0: not at all.
- 5: I am so satisfied.

**Part III: Section VI: My Data Sheet**

25. My gender is:

- Female
- Male

26. My age is:

- 18-28 .Y.O
- 28-38 .Y.O
- 38-48. Y.O
- Older than 48.

27. My professional life :

- Student
- An employee
- An employer
- Free-lancer
- Others.

**Thank you for your time.**

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