

Neuropsychological Marketing: A Study on Building Trustworthy Consumers

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Abstract

This study explores the neuropsychological effect of how a customer becomes trustworthy for a brand. The study investigates human neuropsychology and various components of the brain and its chemicals that play a behaviour-generating and behaviour-driving role in making a brand successful or fail in the market. Digging into the psychological sphere, the study explores and finds out how the consumer's brain reacts when it experiences the right product and the right communication and service. The results establish how effective and creative marketing moves secrete favorable brain chemicals like serotonin and oxytocin and how these chemicals have a significant positive influence on the satisfaction of consumers' basic needs, and the perceived value of the products. The study further demonstrates how trust-building chemicals like serotonin and oxytocin contribute significantly to consumers' anticipation and excitement and how the surge of the chemicals results in positive emotion. The findings expand the literature by providing a better understanding of the core mechanisms of the brain. The study applies the conceptual framework and the mode of research is qualitative research, but it also takes into account quantitative data. It figures out the complex link between the secretions of brain chemicals and consumers' buying behaviour. I use and build hypotheses based on secondary data about perceived quality, brand awareness, brand association and brand loyalty.

Keyword: Neuropsychology, Psychology, Marketing, Trust, Consumer, Serotonin, Oxytocin

Introduction

Businesses are impervious to recession, rivalry, and strategic adjustments because of their loyal customers. Customer trust considerations provide a business with the flexibility to raise prices while leaving the competition perplexed. Additionally, it is the primary driver of every company's expansion. A great marketer works to cultivate brand trust among their consumers. It costs money to try to win over new clients; in a crowded market, it might even be impossible to do so. Smart marketers have redesigned business models to increase customer trust. They are fighting a battle in strategic marketing to make this a reality. Out of prevailing marketing wisdom, they add new value, improve the image, deliver it according to the whims of the customer, worship the customer, alter the strategy according to the customer's preferences, and restructure and reengineer the organisation all to strengthen the bonds between the people.

Customer service departments receive very high-level linguistic and psychological training to effectively engage with potential customers. In order to lessen their growls, they also receive emotional training. To their astonishment, marketers realise, that 20% of users account for 80% of consumption, they turn to sophisticated statistical algorithms to cull out committed customers. The power of customer trust is symbolized by the 20% proportion. Fast-food restaurants like McDonald's should use these statistics.

Purpose of the Study

The study offers a fresh perspective on what motivates loyalty. The study also includes neurological components in addition to psychological ones. The study is useful since it makes an effort to look at many factors that influence brand loyalty. The study is diverse and does not focus on a single component, which gives new information about the aspects influencing brand loyalty. The information will push the boundaries of what marketers and customers in general can comprehend.

Review of the literature

Getting people to behave loyally has never been simple. It requires implementing marketing strategies and using psychological insight in a way that alters customers' perceptions and behaviour. Understanding the intricate web of the human brain is the first step in sowing the seeds of customer trust. Great marketers must see inside people's heads and comprehend how the brain's functioning impacts consumers' moods. Our limited grasp of the human brain is responsible for a large portion of the market's failure. Making poor decisions and exhibiting marketing myopia are frequently caused by a lack of conceptual understanding and semi-ideas about how the human brain functions and how it affects the formation of customer trust. On the other side, profound psychological understanding aids marketers in fostering a feeling of customer trust and lowers the likelihood of brand failure.

The most fundamental issue with that research is the inability to arrive at a common definition of customer trust because, despite the fact that maintaining customers close by may be explained by customer loyalty (Wong and Zhou, 2006; Pritchard and Howard, 1997), whether loyalty is an attitude or a mix of attitude and behaviour has been debated in the past. According to the behaviour-based approach, loyalty is the decision-maker's behavioral response to prejudice when faced with one or more choices over the course of time (Jacoby and Keyner, 1973). This method takes into account client attitudes and value systems as well as prior purchase behaviour and trends (Sudharshan, 1995). Khan (2012) provided insight into customer trust's recurrent component in his study. That the pattern of behaviour gradually enters the emotional zone. Customer loyalty is the willingness of a customer to make the same purchase and maintain the same lucrative relationship with a specific business. In plain terms, it is a consumer's continued purchase of a specific brand and recommendations to friends and family. When a customer buys a product from a brand

for a while without switching to a rival brand, there must be something appealing about that brand. The aforementioned definition highlights the meaning and hedonic/emotional elements of customer trust and focus on cognitive processes to build customer trust. It also exposes psychological and anthropological/sociological points of view.

Research Gap

Numerous studies on the psychological factors influencing brand loyalty have been conducted, and all of the results have helped to better understand this complex psychological spectrum. The conclusions drawn from theories and guiding principles are pertinent and aid marketers in shaping consumer behaviour into loyalty. The emotional and psychological ramifications of human behaviour, however, are like a bottomless abyss and provide an incomprehensible depth to explore. The study that follows is another attempt to make a fresh discovery regarding what motivates customer trust.

The objective of the Study

Many businesses benefit from having strategically loyal customers as they get through challenging times. Numerous business failures demonstrate the fact that these businesses lack a sufficient customer base. However, only a small number of businesses are skilled at retaining customers, while these factors continue to elude many others. To channel and mould consumers into loyal ones, one must use profound psychological insight to the intricate and complex process of building customer trust. The following are the goals established against the backdrop of this psychological struggle for comprehending and converting people into loyal subjects:

- To draw attention to the difficulties in comprehending consumer behaviour.
- To clarify the intricate relationship between the brain and patron customer trust.
- To decipher social and emotional cues.

Research Methodology

The current paper is an aspect of a bigger investigation of the relationship between brain function and loyal behaviour. The study uses a conceptual framework, and its primary research method is qualitative. An exhaustive literature analysis was conducted utilising secondary data from journals, research papers, the internet, and journal sources to determine the complex relationship between customer trust, buying behaviour, and the emotional factors. For the purpose of verifying the validity of the study, a vast

amount of data from related sectors has been combed through. The psychological sources everything is fucked by Mark Manson and Atomic Habit by James Clear provide crucial material for the study.

Source of Data Collection

Secondary sources of data had been collected through various sources. These are books, journal, newspaper, Secondary sources are those that are available in public domain and comprise of journal articles, reports, books, publications, previously undertaken research papers, and case studies to be accessed from academic databases. Such materials may be reproduced in different formats and comprise of information that were original pieces of primary research.

Decoding Trust

Being loyal means a customer will only consider your product after they make a purchase. No matter how brilliant the substitute is or how frequently it is offered, the concept of second options or any substitute will not cross his head. And people go above and all to acquire a product to which they have their allegiance rather than abandoning trusted buying behaviour or attempting to find alternatives when the preferred product is not available at a specific location or time. To have their trusted product, they are willing to put up with discomfort. They become

Fournier's research has uncovered seven essential attributes of good brand relationship Table 1: Emotional Types of customer trust

Restless when they don't have it for a time and show patience and suffer pain to acquire it by

Hitting the same trusted brand.

Evolution of Loyal Behaviour

We have to travel back in time to the early stages of human existence in order to understand customer trust. The planet was relatively new and hostile to men during the early stages of evolution. Fantastic wildlife and flowers might be found there. Males were not burdened by regional and political restrictions. On this day, people were free to live their lives as they pleased, without much restraint other than the vague and unexpected threat posed by natural disasters and wild animals. Every movement and effort to find survival nourishment was dangerous. In addition, the ancient human lacked the physical fortitude and armour necessary to defend them against the stronger and bloodier predator.

Attributes of customer trust	Behavioral response	Emotion Types
Obsessive Loyalty	Passionate for the product	Experience separation and anxiety
Commitment	Sticks with the goods through good and bad times	High sense of buying obligation
Intimacy	Express a sense of deep attachment	Express deep feeling while using the product
Self- Concept Connection	Expecting brand to address customers life issue	Express deep sees of belonging and trust
Interdependence	Brand is inextricably woven with customers' daily life	Expresses Unobtrusive feeling for buying the product
Partner Quality	Consumer seeks certain positive traits in brands	Expect dependability and worthiness
Nostalgic Attachment	Brand has the power to bring back memories	Regressive feeling for the past

But they had one of the strongest social weapons to outsmart the wild threat: trust. Yes! It was trust, which breeds trust, which in turn intensified their cooperation. Trust is a very special human experience produced by the chemical oxytocin. True trust can only exist among people.



Figure 1: Factors of trust brought the people together with strong sense of cooperation making their survival a reality against the adverse odds

When we trust others, we know the people around us actively and consciously think and care about us. The feeling of caring amplifies reciprocation; trust begets trust. A sense of belonging develops. Trust is the foundation of loyalty. Loyalty is the culmination of trust.

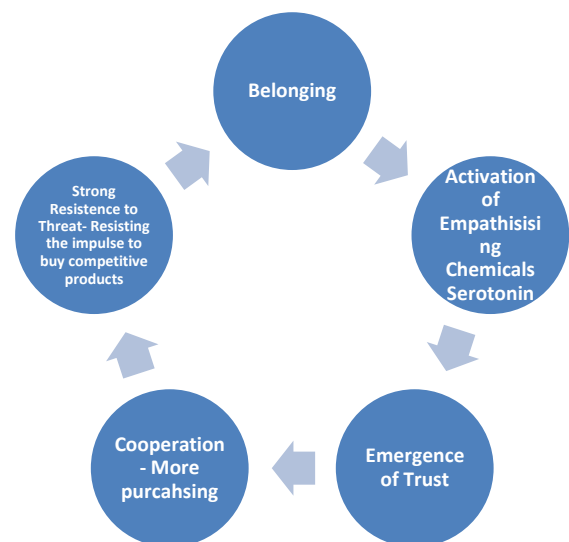
The emotion of loyalty bonded rugged and primitive people into a single thread. With their commitment to the survival of the group, they became stronger and more confident.

The act of group trust symbiotically wards off a much stronger enemy and sudden adversity. The cohesiveness caused by the layer of trust and its subsequent effect, loyalty, fortified them against the menacing environment as they cuddled together to warm up their naked bodies.

In the early days, everybody understood its essence. It became the constitution of every family, tribe, and society. It means people have doubtless faith in each member of the group.

Life without cooperation would have been endangered, and our ancestors might not have survived amidst the unusual odds and challenges of life. Trust sparked an impromptu conversation.

They used to hush talk, infer through the eyes, signal, and imply through other motions while they were out hunting. As a result, they managed to live despite their daily communication challenges.



Trust seed the foundation more commercial cooperation between seller and buyer and keep the competitive threat at bay.

Early men's lifestyles gradually began to incorporate trust-related elements, which were then unintentionally passed down from one generation to the next, from millennia to the latest generations. It emerged as the clear victor in every generation, becoming a remarkable propeller for every civilization and becoming ingrained in human DNA. We still secretly yearn to believe in something or someone who genuinely cares for us for this reason. When we buy Apple products, we feel a tremendous sense of belonging because it represents our values. Apple mobile, in our opinion, will let us project a more high-tech persona.

Trust and Anticipation

Hope for the future is extrapolated from the experience. The responsibility of giving people's hopes a physical form

is taken seriously by great businesses. Customers who are hopeful have confidence in a trusted brand. Customers have such tangible hope and faith in the seasoned brand that they begin to anticipate their interaction with it before making a purchase.

Before utilizing the selected product, there are a lot of expectations. Prior to having a brand, people sense and perceive it. They have vicarious experience to would be product. They forecast themselves that owning the brand will pay well. Dopamine levels increased as they anticipated something. Consumer behaviour is influenced more by the anticipation than its actual fulfilment. "Interestingly, the reward system that is activated in the brain when you receive a reward is the same that is activated when you anticipate rewards." (Clear, 2019,)

Our physiological and psychological responses to anticipation vary. Additionally, studies have demonstrated the potent influence positive anticipation can have on perception. Building enthusiastic anticipation for a good or service entails, for businesses and brands: Customers will experience a greater sense of wellbeing and excitement as they wait for it. Customers are more likely to love it when they receive it.

The Apple MIX Mac Book Pro is at the top of the excitement list, per an online survey. This is "the product that is probably going to change the most," according to the insider. The reason being high level of anticipation assisted with the product.

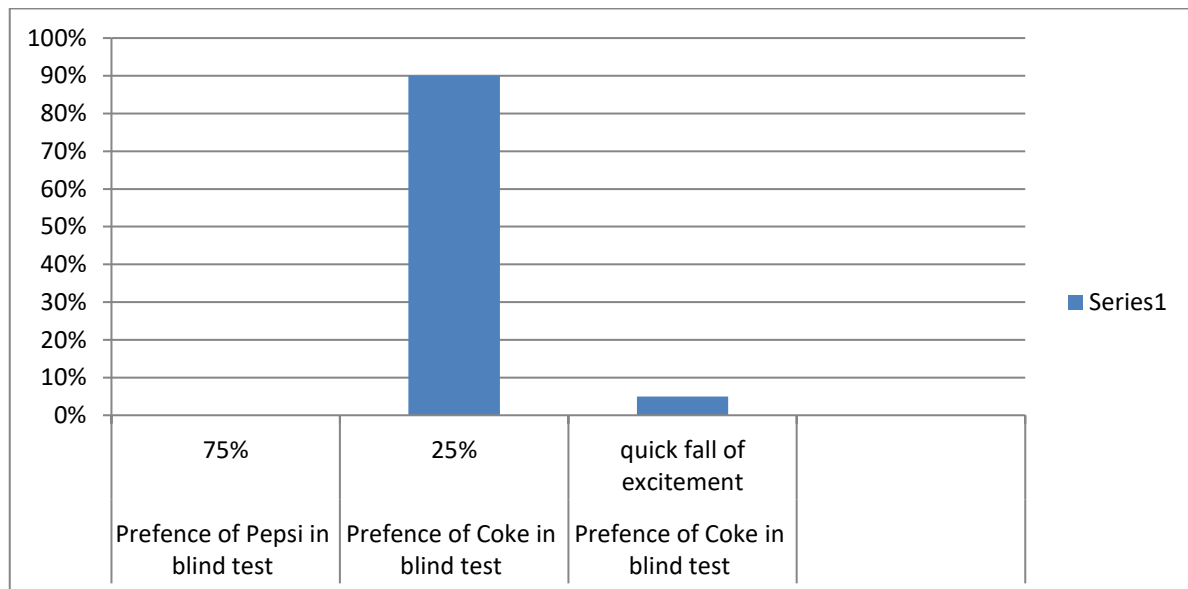
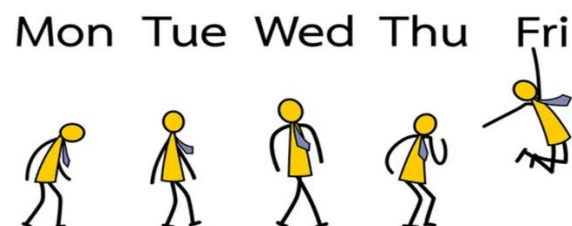


Figure -2 How the emotional element helped Coca Cola tilted the preferences of the consumers in its favour

People have little to no anticipation for the new product, even though it may offer better value. Additionally, individuals have a tendency to form their own opinions when their brains are unconditioned. Contrarily, the behaviour of devoted clients is characterized by confirmation bias, or seeing what they anticipate. They may dismiss the beneficial aspects of the new product in favour of noticing the flaws that their preferred products have. Preventing the possibility of switching to the new zone

The anticipation of our favorite brands fuels our creativity and appetite. Additionally, it blocks out other stimuli and pictures of unanticipated brands. The brain's desire center and the aspect of anticipation are related. We

need to learn more about the functioning of the brain in order to comprehend why devoted clients have an innate tendency towards their chosen brand.



The effect of anticipation magnify expectation, hope and excitement.

Emotional qualities of yearning and desire define the customer trust factors. The desired parameters have more room in our brains. The brain's desire centers are substantial. The ventral tegmental region, nucleus acumens, dorsal striatum, amygdala, and a part of the prefrontal cortex. Because it has a larger market share, wanting and desire have a strong and enduring impact on consumer purchasing decisions. Therefore, when he is eager to make a planned purchase, loyal behaviour tends to go smoothly.

The liking region of the brain, which is not the emotional center of the brain, is considerably smaller in comparison. They are referred to as "hedonic hot spots" and are dispersed across the brain like little islands. On the other hand, liking is calculative. Most of our actions are not motivated by our preferences. The liking mechanism may be sparked when we look at shiny or new things, but the anticipating emotion is not produced. Instead, we enter the calculative phase. Calculation slows us down and makes us skeptical. For instance, if we have brand trust in 'A' products, we will reject the new 'B' brands. In any case, the actions taken to make purchases based on trust may or may not produce trust. "The structure is activated during liking." (Clear, 2019,). These revelations demonstrate how an emotional issue like trust can give rise to another emotion- desire.

Sample Survey Analysis

There is no significant agreement among the consumers on the alignment of brand logo and value delivered. The strong alignment also results in higher satisfaction.

Table: 2

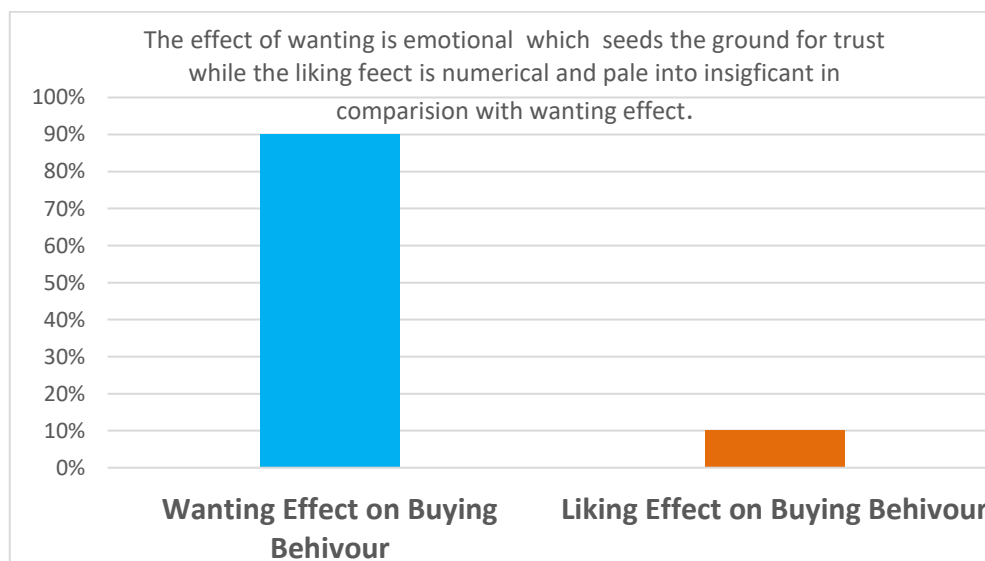
Name of the Company	Total Respondents	Number of Respondent	Percentage
McDonald's product aligned with its Brand Logo	78	56	71.80%
Satisfaction level of with McDonald	78	62	79.48%
Satisfaction level with MacDonald	78	55	70.51%

Interpretation

The survey conducted as to whether the product delivered by McDonald mess up with the brand logo and the image it contains implies higher satisfaction. It further infers the fact that higher matching between product and product logo instill higher faith and expectation.

Because the anticipation that comes before it provides a strong backup and strengthen our wanting spectrum that propels behaviour. As a result, when we arrive at McDonald's in large numbers, our desiring elements become active, a sense of anticipation develops, and as a result, our behaviour get a shot for buying.

People also don't feel compelled to buy a particular brand or keep buying the same thing because buying is a calculative process that takes up less brain space and comprises fewer mental mechanisms. "According to research, 90% nucleus accumbens get activated when someone is wanting and at the liking spectrum only 10% of the nucleus accumbens get activated.



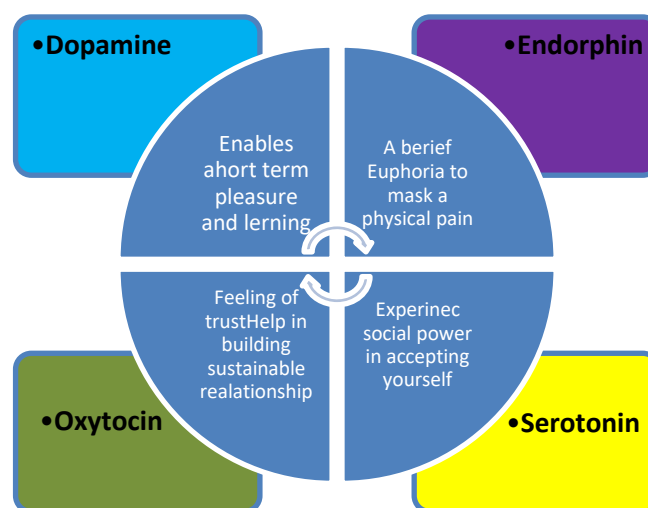
Findings-The compelling effect associated with wanting is emotional which generate powerful driving force for the buyer to hit the purchase without much evaluation while liking force may bring the buyer closer to the product but the excitement generally wane out during the product evaluation.

Although facts and product features may make it simple to win clients' heads, how can you win their hearts? And how can you turn that into a devoted consumer base? It takes a lot of skill to be able to influence people's hearts before their minds. Customers are forced to base their decisions only on logical, empirical data by businesses that fail to bridge relational gap between product and consumer through building trust. However, the words that come out of employees' mouths are genuine if they genuinely believe in their goods and services. These kinds of people ooze passion. The foundation for loyal customers, authentic relationships, and the development of trust and loyalty is found in this bridge of trust which secretes oxytocin the chemical of bonding. This is why it's crucial to build the feeling element in the product. While features and novelty is vital and necessary, but making it the primary indicator will not generate the driving force sustainable buying behaviour.

Feeling of Trust and Its Space in the Brain

Marketing experts are aware that the actual battle is being waged in consumers' minds, not their own. If marketers do not comprehend the structure and operation of the brain, as well as how each chemical affects people's mood and emotions, they will be unable to win the war of the brain. And how a thorough knowledge of its workings will encourage obedient behaviour. Numerous chemicals in our brains each produce a particular mood and behaviour. We receive temporary benefits from brain chemicals like endorphins and dopamine, to which we can develop an addiction in the correct circumstances. Myopic marketers create businesses and brands to satiate the thirst caused by their lack of understanding of the human mind.

Dopamine tends to make us more impulsive and pleasure-seeking in our actions; it lacks tolerance. Dopamine can be released by myopic marketers by selling average or shiny things. However, the pleasure brought on by dopamine-induced behaviour quickly fades, causing consumers to feel guilty and succumb to post-purchase dissonance. On the other hand, the hormones of love and trust, serotonin and oxytocine, are unselfish and need time to build up in our bodies before we can fully benefit from them.



Effect of chemicals on behaviour

Although we might enjoy the rush of accomplishing a task or triumphing in a competition, that sensation won't last. We must win another race and accomplish a more challenging objective if we want to experience that feeling again. Great marketers that work with serotonin and oxytocine molecules have a human perspective and the

patience to comprehend customer behaviour. These marketers' lives are not marked by smugness. Their "there is always a better possibility" guiding principle ensures that their customers' spirits are never allowed to sag. By providing implicit value, they are able to successfully maintain a high level of excitement. Customers also develop

the motivation and feelings to identify with the values of these marketers.



Figure – 3. Self-Created: Correlation of external and internal factors in building Trustworthy Customer

Any drive we have is a result of our desire to keep doing things that make us feel good or that relieve stress or pain. By fostering frictionless communication, marketers may take advantage of customers' motivation in one of the most efficient ways possible. It's like cutting the umbilical cord when the unspoken need is communicated in a direct, concise manner. The goal is to make a customer's issues public. Additionally, they show greater interest the more we address their issues. It is an epiphany experience that a business can provide. If marketers provide a solution to their customers' problems, it will free up their stifled desires, lay the foundation for long-lasting relationships and trust, and eventually pave the way for loyalty.

Finding balance is the aim of every marketer in every firm. When dopamine is the main motivator, we may accomplish a lot, but the buyer will feel unfulfilled regardless of how attractive and inexpensive the product they purchase is. Customers seek out the next surge constantly because they live in a world of rapid hits. In a hurried life, dopamine (a surging urge for instant gratification) takes the wheel instead of oxytocine. However, dopamine-induced products lack the durability to maintain consumers' interest over time, thereby preventing the development of devoted customers.

Myopic businesses focus more on dopamine. They specialise in providing rapid solutions that are rewarding. They prioritise immediate profit above a long-term partnership. These short-term marketing solutions don't assist them in developing devoted customer behaviour. Great marketing insight and successful implementation lead to loyalty. The marketer must comprehend the two functions of consumer behaviour: one that is driven by serotonin and oxytocine (the chemicals of trust and love), which take time to develop before a company enjoys full benefits, and the

other that is driven by dopamine and endorphin (selfish chemicals that give us short-term rewards).

Customers' oxytocine levels soar when they reside in a hippy setting without having any clear objectives or aspirations. Oxytocine bursts indicate that people aren't aware of them. Their purchase pattern is characterized by unfulfilled dreams or something else. Great marketers who have a keen understanding of people can hear the roiling, unspoken murmur of consumer sentiment. They are aware of the mutual benefits of identifying unspoken issues and forging enduring bonds. It's comparable to turning customers' disorganized purchasing habits—which frequently generate dissonance—into really trustworthy. This aids them in creating the ideal alignment and acquiring loyal clients.

Trust is an Emotional Game

Trust is an emotional issue; it is not a game of numbers. Numbers and other advantages hardly matter in the face of passion. People don't purchase things because they are more valuable or more affordable. Since they can be calculated, there are equations for the product that satisfy the functional requirements of the customer. For instance, a car that transports you from one location to another has a functional demand that may be calculated in terms of mileage and efficacy. However, there are no equations that account for emotional purchasing behaviour. What mathematical formula would describe, for instance, the sensation you get while driving a BMW with an open hood through a dense jungle? Products that carry emotional baggage consistently prevail because they temper customers' propensity for evaluation.

The emotionally charged message becomes ingrained in the limbic brain and takes the form of a belief. An appropriate illustration of how devoted customers express their outpouring of emotion for a straightforward and

unremarkable product like Coke is the extraordinary outcry of consumers in America against the departure of the old Coke.

In order to test the public's reaction to the Pepsi threat, Coke distributed Pepsi Sweet Cola and Coke Cola without displaying the logo on the glass. Most people lean towards sweet Pepsi in terms of preference. However, in the second test, which was conducted with both Pepsi and Coke, people's preferences went in the opposite direction this time, and 75% of the participants indicated that they preferred Coke.

The Human Neuron Marketing Lab is run by Dr. Read Montague at Baylor College of Medicine in Houston. He made the choice to further explore the findings. He picked a few individuals to participate in the study. The outcome was the same as in the renowned Pepsi-Coke study done 35 years ago, when the volunteers were given the beverage in an unbranded glass. Pepsi was chosen by more than half of the subjects. "While taking a sip out of Pepsi, the entire new set of volunteer's registered a flurry of activity in the ventral putamen, a region of the brain that's stimulated when we find taste appealing." Buy ology, How Everything We Believe About Why We Buy Is Wong, (Martin, Lindstrom.18.)

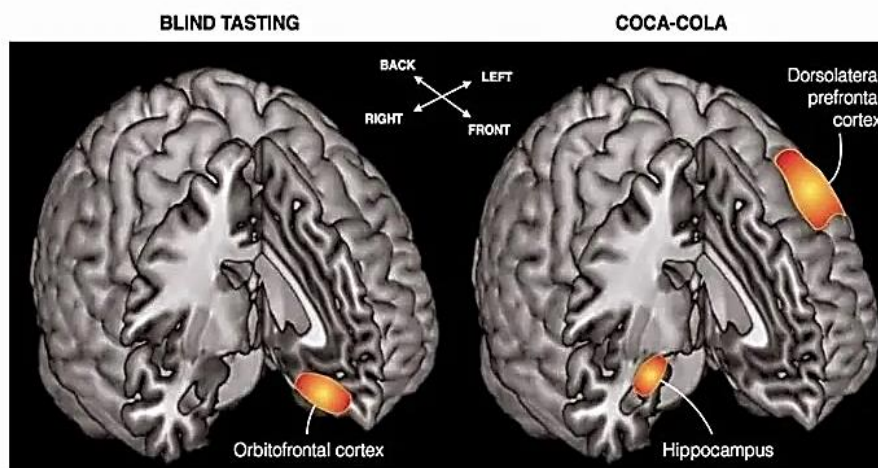


Figure- 4.Barbara. (2020) Neuro-marketing: What it is, how it works

It's interesting to note that in the second trial, Dr. Montague chose to reveal the sip's brand name to the participants. As a result, 75% of those surveyed stated that they preferred Coke. Has a change in the pattern of brain activity been seen, too? The medial prefrontal cortex, a region of the brain involved in higher thinking and judgement, as well as the ventral putamen, showed signs of blood flow. Further evidence of a silent tug-of-war between rational and emotional thinking between the two areas of the brain is provided by this. It was at that point—Coke—that the respondents' rational choice for Pepsi was overpowered by their emotions, which sprang up like rebel soldiers during the brief period of deliberation and indecision.

Their rational, innate preferences for Pepsi's flavor were defeated by all the positive associations they had with Coke—including its heritage design, logo, and fragrances—as well as childhood memories, old Coke TV and print advertisements, and the brand's sheer emotional cockiness. Why? Our brain stores valuable objects and brands that

appeal to our emotions in emotional terms. "Emotion inspires action, and action inspires emotion," as the saying goes, "since branding is an emotional issue. "Emotions are irrational, meaning they cannot be reasoned with." (Manson, Mark. 36)

A customer whose feelings are firmly rooted in his favorite brand does not become bogged down in the face of ephemeral information. In contrast, his emotional brain becomes more protective and defends his choice using his prior knowledge. His feeling brain behaves like a verbally abusive boyfriend who despises being given directions and won't stop and ask for them.\

As it has been done under the brand name Coca-Cola, the Montague experiment for Coke shows that the same individuals who threw away the naked bottle of Coke slip subtly into the Coke brand's zone. The once-dominant sweet Pepsi beverage was ultimately defeated.

The American public's reaction after the old Coke was discontinued also suggests that branding is driven more by emotion than by logic. If Code had done more research into the extent to which the Coke brand reflects American heritage, history, and culture, the corporation would have recognized the emotional and actual worth of it and put more emphasis on the taste of Coke's classiness and Americanisms.

When faced with flying information, brilliant communication, and competitive and/or better products, a consumer who has a strong emotional attachment to the product they have committed to the feeling brain, however, becomes more defensive in response. Its brain behaves as if it were a verbally abusive boyfriend who despises being given directives. Because it is impersonal to receive knowledge about a competing or superior product from the outside while they are committed to the product, their feelings towards it are private. As a result, the newly launched product's information sparkle fall short of capturing and winning the customer's heart. Customers' emotional connections to products make any quality issues irrelevant. Because of this, more valuable products stutter and ultimately fail to win over consumers' hearts and minds.

Emotion has the effect of gluing together the image and memories of the product in the mind. Our actions are also influenced by our emotional conditioning. Behaviour is driven by emotion. It serves as the womb through which anticipation, hopes, and trust are birthed; as a result, it drives consumer behaviour. It is also the cause of unfavorable behaviour, which leads to repulsive purchasing habits. Products are scorned, rejected, and mocked by people.

External stimuli will eventually disappear if they penetrate our brains without leaving an emotional impression. Because of this, effective marketers create their advertisements using the feeling factor at its highest level. To capture people's ephemeral attention, they add emotive effects and symbols to brand words to give them colour. The use of emotive phrases like "safest car in the world" and "we cherish your friendship" also creates an imaginary assumption in the minds of buyers. These endearing expressions or remarks may not immediately turn clients into loyal supporters, but they do pave the way for it.

Customers are more likely to have self-serving biases because of emotional reasons. The customer becomes prejudiced and narrow-minded as a result. Customers begin to believe that the product they use is correct. This causes a consumer to quickly appraise a product with which he is

emotionally connected and stop considering other options. He has consequently overstated his affection for the item. This prompted him to define products and examine them up close. His eye shines and his heart expands as a result when he walks down the aisle and spots his favorite item on a shelf among many others; his sight captures it without even the slightest hint of detachment. Nothing of this type can detach his lens from its laser focus.

The overblown feelings of allegiance displayed towards Apple mobile devices are not the result of reason. It also doesn't represent a high-quality item. In fact, research indicated that while HP and Dell laptops have more programmes and faster appliances, they still pale in comparison to Apple's emotionally charged silvery logo—a bite cut off of an apple. This demonstrates unequivocally that the customer trust criteria are founded on unfair competition or are even mildly racist. A customer cannot perceive and reconsider the quality problem with another good because of the issue of customer trust.

Conclusion

The struggle for trust takes place internally in the brain. Understanding the human brain and how it directly affects forming devoted clients are concepts that astute marketers are aware of. Building a devoted following of customers takes time. It calls for both endurance and a deeper comprehension of the human condition. Great businesses are aware of how to cultivate devoted clients. They are aware that creating oxytocine and serotonin, which are released as a result of constant marketing insight, is the key to building customer trust.

Suggestion

The study of brand trust offers a great opportunity for marketers, as loyal customers are the real custodians who help companies navigate through rough times. Despite all the limitations, neuro-marketing and deep psychological research have facilitated an understanding of the unexpressed aspirations of consumers. The easy age of Fording has gone. The success of any company should not be based on supposition. People are getting much more sophisticated and savvy, so making them loyal needs to be predicated on their deep psychological insight. Marketers must understand that the real arsenal lies in peeking into the brains of consumers. A deep understanding of customers' brains will help marketers strike a genuine chord with consumers' hearts and minds. The game of building customer trust must start from the inside and should not be based on dopamine-driven bonanzas, discounts, or various

marketing quick fixes. However, nothing is farther from the truth; understanding human psychology is still challenging. The area of the human brain is unfathomable and offers a sea of opportunities for many researchers and marketers to dive into.

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