

A STUDY OF BANKING MARKETERS' PERCEPTION REGARDING THE USE OF NEUROMARKETING TECHNIQUES IN BANKING SERVICES

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Abstract:

In a context where consumers' satisfaction is a critical desideratum for any service business to thrive, traditional consumer research methods prove to be limited in decoding the consumers' minds. Neuromarketing, as a research method, together with traditional marketing research techniques create a synergy in increasing the quality of communication strategies in services fields such as banking, and not only. The first part of the present paper seeks to present an overview of traditional and neuromarketing techniques available, the second part encompassing the results of a study (survey) regarding banking marketers' perception about the utility of neuromarketing techniques in developing banking communication strategies. The results show that even if only a few of the respondents used neuromarketing techniques before, all the questioned marketers are opened to using it. Also, the consumer dimensions that seem to be in the center of banking marketers' attention are visual attention and consumer emotions, elements that can be successfully studied through neuromarketing.

Keywords: marketing research, neuromarketing, banking services

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