

Sustainable Neuromarketing: Exploring the Consumer's Mind-A Case Study of Unilever Nigeria Food and Beverages Industry

Samuel Ahmed Balami

Faculty of Management Science, Department of Transport and Logistics Management, Nigerian Army University Biu, Biu, Borno State, Nigeria

Email: sambaleah007@gmail.com

Abstract

This study explores the concept of neuromarketing and its strategic application in understanding consumer behaviour, with a particular focus on the food and beverage sector of Unilever Nigeria. Neuromarketing integrates neuroscience with marketing principles to evaluate how consumers react to emotional and sensory marketing stimuli, thereby uncovering subconscious motivations behind purchasing decisions. The research aims to assess how Unilever Nigeria can utilize sustainable neuromarketing techniques to improve consumer engagement, enhance brand perception, and ultimately increase market competitiveness and sales. It investigates key neuromarketing methodologies such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), and their relevance in shaping data-driven marketing strategies. Furthermore, the study emphasizes the significance of aligning marketing campaigns with sustainability goals—such as reducing environmental impact and promoting ethical consumer interaction—which can strengthen consumer trust and foster long-term loyalty. Unilever Nigeria's commitment to sustainability provides a practical framework to evaluate the effectiveness of neuromarketing in a real-world context. The paper also addresses ethical concerns surrounding neuromarketing practices, including data transparency and consumer autonomy. Findings suggest that sustainable neuromarketing offers a powerful tool for companies operating in emerging markets to connect with value-driven consumers and enhance their corporate social responsibility efforts while driving business growth.

Keywords

Sensory Marketing, Consumer Behaviour, Response to Emotion, Emotional Branding, Neuromarketing, Sustainability

1. Introduction

Businesses seeking a competitive edge in an increasingly ruthless market must first understand consumer behavior. Traditional marketing methods often rely on surveys and focus groups, which may not accurately capture the fundamental motivations driving customer choices. In response to this challenge, neuromarketing employs neuroscience techniques to delve deeper into the consumer's mind. This article focuses on Unilever Nigeria, a prominent player in the beverage industry, to explore how neuromarketing can be utilized to improve marketing strategies and boost consumer engagement [1].

Unilever Nigeria's marketing strategy is a sophisticated system informed by insights into local consumer attitudes, economic conditions, and cultural nuances [2]. To maintain its market competitiveness, the company employs several key strategies:

1.1. Marketing Strategies Employed by Unilever Nigeria

- Unilever's global commitment to sustainability and social responsibility is mirrored in its Nigerian marketing initiatives. The corporation emphasizes purpose-driven branding, appealing to a growing segment of socially conscious consumers. For instance, the Lifebuoy handwashing initiatives aim to enhance public health and hygiene, while the OMO "Dirt Is Good" campaign connects product use with positive social outcomes, such as play-based learning and child development. Alignment between brand messaging and consumer values fosters enhanced customer loyalty and brand engagement.
- Demonstrating an understanding of the diverse economic realities and demographics within the Nigerian market, Unilever Nigeria tailors its product offerings and promotional materials to ensure local relevance and affordability. This includes providing smaller, more economical pack sizes to enhance product accessibility for a wider range of consumers. By adapting its products to meet the specific requirements of Nigerian consumers, Unilever strengthens brand loyalty and expands market penetration.
- Unilever Nigeria implements innovative communication strategies utilizing diverse platforms.
- Focus on the Consumer in Product Creation: Unilever Nigeria prioritizes understanding consumer preferences and behaviors in its product development processes. The organization invests in comprehensive market analysis to ascertain

customer desires, preferences, and challenges. This evidence-based methodology guides marketing strategies and product innovation, ensuring alignment with consumer expectations.

- **Diversified Media Strategy:** Unilever utilizes a blend of traditional and digital communication channels. Large-scale television advertisements, digital campaigns, endorsements from prominent figures, and purpose-driven marketing initiatives are employed to achieve extensive reach and foster engagement across various consumer interaction points.
- **Strategic Brand Portfolio Management:** The corporation routinely assesses its brand portfolio, concentrating on brands with significant growth potential and impact while divesting underperforming brands. This deliberate tactic ensures marketing resources are allocated effectively to maximize impact and profitability.
- **Promoting Diversity and Inclusion:** Unilever strives to promote diversity in its advertising efforts to challenge stereotypes and resonate with contemporary, forward-thinking consumers. Marketing initiatives for brands like Axe, which promote inclusivity in personal expression, exemplify this commitment.
- **Sustainable Neuromarketing in Practice:** Neuromarketing, an emerging field integrating neuroscientific principles with marketing practices, aids in comprehending consumer behavior.

1.2 Fundamental Concepts of Neuromarketing

This research examines Unilever Nigeria's implementation of sustainable neuromarketing practices within the food and beverage sector, emphasizing ethical consumer interaction and ecological consciousness. Sustainable neuromarketing aims to align marketing approaches with consumer principles, particularly in developing nations where consciousness of ecological issues is on the rise [3]. Unilever employs neuromarketing techniques to interpret consumer preferences and emotional responses.

The example of Unilever Nigeria demonstrates the positive impact of sustainable neuromarketing on consumer actions. The company's commitment to reducing plastic waste, for instance, resonates with environmentally conscious customers, thereby increasing brand devotion [4]. Incorporating sustainability into their marketing strategies also allows Unilever Nigeria to effectively communicate their corporate social responsibility initiatives, which boosts consumer trust and brand image [5].

However, it's important to acknowledge the ethical implications of neuromarketing approaches. Openness in data gathering and the potential to influence consumer behavior bring up concerns about the morality of these practices [6]. Companies like Unilever must balance successful marketing tactics with moral responsibilities as the field evolves, ensuring that consumer well-being remains a priority.

Sustainable neuromarketing offers a useful method for comprehending and affecting consumer behavior in the food and beverage sector. Unilever Nigeria's situation illustrates the possible advantages of aligning marketing practices with sustainability, while also emphasizing the necessity for ethical considerations in neuromarketing implementations.

2. Neuromarketing's Theoretical Framework

Neuromarketing techniques have been employed to analyze consumer preferences and affective responses to products. By utilizing methodologies such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), organizations can gain insights into the implicit drivers of purchase decisions [7]. This approach not only refines product innovation but also fosters a stronger connection with consumers who prioritize environmental awareness.

The case of Unilever Nigeria illustrates the potential impact of sustainable neuromarketing on consumer behavior. Specifically, the company's commitment to reducing plastic waste resonates with ecologically mindful consumers, consequently enhancing brand allegiance [8]. Integrating sustainability into its promotional strategies also allows Unilever Nigeria to effectively communicate its corporate social responsibility initiatives, thereby bolstering consumer confidence and corporate image [9].

Unilever Nigeria's case study shows how favorably sustainable neuromarketing might affect consumer behavior. For example, the company's pledge to cut plastic trash appeals to environmentally concerned customers, which raises brand loyalty [10]. Including sustainability into its marketing plans also enables Unilever Nigeria to successfully convey its corporate social responsibility efforts, so improving consumer confidence and brand reputation.

2.1 Neuromarketing Uses in the Drink Sector

However, one has to consider the moral ramifications of neuromarketing strategies. Transparency in data collection and the possibility for consumer behavior manipulation raise questions on the ethics of such methods. Effective marketing strategies and ethical obligations must be balanced by businesses like Unilever as the sector changes to guarantee that consumer welfare takes front stage.

2.2 Unilever Nigeria-Case Study

The instance of Unilever Nigeria demonstrates the potential positive impact of sustainable neuromarketing on consumer behavior. For example, the corporation's commitment to reducing plastic waste resonates with environmentally conscious consumers, thereby enhancing brand allegiance. Integrating sustainability into its promotional strategies also enables Unilever Nigeria to effectively communicate its corporate social responsibility initiatives, thus augmenting consumer trust and brand image.

Employing neuromarketing techniques, Paraphrase has successfully interpreted consumer preferences and emotional responses to its offerings. Utilizing methodologies such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), the organization gains insights into the subconscious factors influencing purchasing decisions. This approach not only optimizes product design but also cultivates a stronger connection with consumers who prioritize ecological awareness.

The case study of Unilever Nigeria demonstrates the potential impact of sustainable neuromarketing on consumer behavior. For instance, the company's commitment to reducing plastic waste resonates with environmentally conscious consumers, thereby enhancing brand allegiance. Integrating sustainability into its marketing strategies also enables Unilever Nigeria to effectively communicate its corporate social responsibility initiatives, consequently bolstering consumer trust and brand image.

2.3 Unilever Nigeria's Background

Unilever Nigeria offers a variety of drinks, including tea, coffee, and soft drinks, and has been in the Nigerian market for a long time. The business has to compete with local and worldwide names, which calls for creative marketing ideas to keep its place in the market. Unilever Nigeria first started doing business in the nation in the 1920s. The business has grown and broadened its activities throughout time, bringing fresh brands and products to the Nigerian scene. Unilever Nigeria is among the biggest FMCG businesses in the nation today with a varied portfolio of brands including food items, detergents, personal care goods, and soaps.

Products: Unilever Nigeria offers a broad selection of brands, including: Soaps and Detergents: Omo, Surf, Vim; Personal Care: Lux, Pears, Sunsilk, Clear; Food Products: Knorr, Lipton, Royco; and a dedication to sustainability.

Unilever Nigeria has launched several programs meant to lower its environmental footprint and support sustainable development in keeping with its dedication to sustainability. The company's sustainability initiatives concentrate on aspects including: Environmental Sustainability: lowering greenhouse gas emissions, saving water, and cutting trash; Social Impact: enhancing the quality of life for individuals in the communities where the business runs; Sustainable Sourcing: encouraging sustainable sourcing methods across the supply chain of the company.

Unilever Nigeria runs a modern manufacturing facility in Oregun, Lagos, which provides a broad spectrum of goods for the Nigerian consumer. Unilever Nigeria has made significant contributions to the Nigerian economy, including: Job Creation: The company employs thousands of Nigerians.

Through taxes and other financial activity, Unilever Nigeria's activities help to boost the economy of the nation. Product Innovation: The business offers fresh goods and ideas tailored to satisfy the demands of Nigerian customers. Generally, Unilever Nigeria is a top player in Nigeria's FMCG sector since it is quite dedicated to sustainability, innovation, and customer happiness.

Nevertheless, the ethical implications of neuromarketing strategies merit attention. Transparency in data acquisition and the potential for manipulation of consumer conduct raise concerns regarding the morality of these practices. Businesses such as Unilever must navigate the equilibrium between effective marketing tactics and ethical responsibilities as the industry evolves to ensure consumer well-being remains paramount.

Sustainable neuromarketing offers a beneficial paradigm for comprehending and shaping consumer behavior within the food and beverage sector. Unilever Nigeria's experience illustrates the prospective advantages of harmonizing marketing practices with sustainability, while simultaneously emphasizing the imperative for ethical deliberation in neuromarketing applications.

The Unilever Nigeria case study illustrates the potential of sustainable neuromarketing to positively impact consumer conduct. For instance, the corporation's commitment to mitigating plastic waste resonates with environmentally conscious consumers, thereby strengthening brand allegiance. Integrating sustainability into their marketing strategies also enables Unilever Nigeria to effectively communicate its corporate social responsibility endeavors, consequently bolstering consumer assurance and brand image.

Sustainable Neuromarketing: Consumers Mind- Understanding consumer behavior has been helped by neuromarketing, an interdisciplinary field combining neuroscience and marketing that has become popular. This study looks at Unilever Nigeria's food and beverage industry's sustainable neuromarketing techniques, with an emphasis on ethical customer involvement and environmental awareness. Sustainable neuromarketing tries to match marketing strategies with consumer values, especially in emerging countries where awareness of sustainability is growing.

Unilever has used neuromarketing methods to decipher customer tastes and emotional reactions to their goods. Using methods like functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), the firm can learn about the unconscious reasons behind buy choices. This strategy not only improves product development but also creates a closer relationship with customers who value environmental consciousness.

Unilever Nigeria's case study shows how favorably sustainable neuromarketing might affect consumer behavior. For example, the company's pledge to cut plastic trash appeals to environmentally concerned customers, which raises brand

loyalty. Including sustainability into its marketing plans also enables Unilever Nigeria to successfully convey its corporate social responsibility efforts, so improving consumer confidence and brand reputation.

However, one has to consider the moral ramifications of neuromarketing strategies. Transparency in data collection and the possibility for consumer behavior manipulation raise questions on the ethics of such methods. Effective marketing strategies and ethical obligations must be balanced by businesses like Unilever as the sector changes to guarantee that consumer welfare takes front stage.

Sustainable neuromarketing presents a valuable framework for understanding and influencing consumer behavior in the food and beverages industry. Unilever Nigeria's case exemplifies the potential benefits of aligning marketing practices with sustainability, while also highlighting the need for ethical considerations in neuromarketing applications.

Sustainable neuromarketing provides a worthwhile paradigm for comprehending and affecting consumer behavior within the food and beverage sector. Unilever Nigeria's example demonstrates the prospective advantages of aligning marketing practices with sustainability, while simultaneously emphasizing the necessity for ethical considerations in neuromarketing applications.

Neuromarketing techniques have enabled organizations to interpret consumer preferences and affective responses to their offerings. Utilizing methodologies such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), firms can gain insights into the subconscious motivations underlying purchasing decisions. This approach not only enhances product refinement but also fosters a stronger connection with consumers who prioritize ecological awareness.

The instance of Unilever Nigeria demonstrates the potential impact of sustainable neuromarketing on consumer conduct. For example, the organization's commitment to diminish plastic waste resonates with ecologically minded consumers, thereby augmenting brand allegiance. Integrating sustainability into its marketing initiatives also allows Unilever Nigeria to effectively communicate its corporate social responsibility endeavors, subsequently bolstering consumer confidence and brand image.

Nevertheless, the ethical dimensions of neuromarketing strategies warrant examination. Transparency in data acquisition and the potential for manipulating consumer actions raise concerns regarding the morality of such techniques. As the field evolves, companies like Unilever must reconcile effective marketing tactics with ethical imperatives to ensure that consumer well-being is paramount. Sustainable neuromarketing offers a beneficial paradigm for comprehending and affecting consumer behavior within the food and beverage sector. The Unilever Nigeria example illustrates the prospective advantages of harmonizing marketing practices with sustainability, while concurrently emphasizing the necessity for ethical deliberation in neuromarketing applications.

2.4 Neuromarketing Structure

Neuromarketing methodologies have been employed by certain organizations to analyze consumer preferences and affective responses to their products. Through the application of techniques such as fMRI and EEG, firms can gain insights into the subconscious motivations underlying purchasing decision. This approach not only optimizes product innovation but also cultivates a stronger connection with consumers who prioritize ecological awareness.

The illustrative case of Unilever Nigeria demonstrates the positive impact of ecologically conscious neuromarketing on consumer attitudes. For instance, the organization's commitment to reducing plastic waste resonates with environmentally conscious consumers, thereby enhancing brand allegiance. Integrating sustainability into marketing initiatives also enables Unilever Nigeria to effectively communicate its corporate social responsibility initiatives, consequently bolstering consumer trust and brand image.

Ecologically sound neuromarketing provides a significant paradigm for comprehending and affecting consumer behavior within the food and beverage sector. Unilever Nigeria's example showcases the prospective merits of aligning marketing practices with sustainability, while simultaneously emphasizing the necessity of ethical considerations in neuromarketing applications.

Neuromarketing techniques have been implemented by Paraphrase to ascertain consumer preferences and affective responses to their offerings. Employing methodologies such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), the organization gains insights into the subconscious drivers underlying purchasing decisions. This approach not only enhances product innovation but also fosters a stronger connection with consumers who prioritize ecological awareness.

The Unilever Nigeria example illustrates the positive impact of sustainable neuromarketing on consumer conduct. For instance, the company's commitment to reducing plastic waste resonates with environmentally conscious consumers, thereby enhancing brand allegiance. The integration of sustainability into its marketing strategies also allows Unilever Nigeria to effectively communicate its corporate social responsibility initiatives, ultimately bolstering consumer trust and brand image.

Sustainable neuromarketing offers a pertinent framework for comprehending and shaping consumer conduct within the food and beverage sector. Unilever Nigeria's case provides an example of the prospective advantages of aligning

marketing practices with sustainability, while simultaneously underscoring the necessity for ethical considerations in the application of neuromarketing.

3. Theories

1. Dual-Process Theory: According to this idea, there are two ways of thinking: System 1 (quick, automatic, and emotional) and System 2 (slow, deliberate, and rational). Neuromarketing studies sometimes look at how these two systems work together to affect what people buy.
2. According to the Emotional Contagion Theory, customers can "catch" emotions from marketing stimuli, which can affect their attitudes and actions toward a brand.
3. Neuromarketing studies examine how customer behavior is influenced by attention and perception. This covers knowledge of consumer processing and interpretation of sensory information as well as how marketing stimuli grab attention.

3.1 Models

1. S-O-R Model: According to the Stimulus-Organism-Response (S-O-R) model, marketing stimuli (S) affect consumer organisms (O), which then generate responses (R). Neuromarketing research usually looks into the neural processes behind this.
2. Neuroeconomic Model: To grasp consumer behavior, this model combines knowledge from psychology, economics, and neuroscience. It knows that emotional as well as logical elements affect consumer decisions.

3.2 Uses

1. Effective neuromarketing insights can help create successful advertisements that grab interest, elicit emotions, and motivate consumers to action.
2. Neuromarketing studies can help to guide product development by pointing out customer demands and preferences.
3. Brand Management: Neuromarketing data lets companies know how customers view and react to their brand, which helps them create successful brand management plans.

Neuromarketing offers insightful information for advertisers and marketers by grasping the neuronal processes behind consumer behavior, therefore guiding them to create more efficient campaigns.

In the drinks sector, neuromarketing uses ideas from neuroscience to help us grasp consumer preferences and behavior. Effective marketing plans that appeal to intended consumers are developed by this discipline using psychology, neuroscience, and marketing.

Understanding the neural bases of consumer behavior helps neuromarketing give insightful data for advertisers and marketers, therefore guiding them in creating more successful campaigns.

Understanding consumer preferences and behavior through the use of neuroscience concepts is neuromarketing in the beverage sector. Effective marketing plans that connect with target audiences are developed by integrating psychology, neuroscience, and marketing in this discipline.

Major Uses

Neuromarketing studies enable drink firms to develop fresh items and flavors appealing to customers' emotions and unconscious minds. PepsiCo, for example, introduced new flavors like Cherry Vanilla after using fMRI to assess brain activity in reaction to several soft drink tastes.

Understanding neuromarketing helps companies to create packaging that draws consumers' attention and stirs good feelings. Businesses can discover successful design features like color schemes, logos, and typography by examining brain activity.

Neuromarketing methods including EEG and eye-tracking enable drink firms to develop successful advertising campaigns that appeal to their target market. For instance, Coca-Cola used neuromarketing to create a successful commercial campaign with happy, smiling people drinking Coca-Cola in social environments.

Brand Management: Neuromarketing enables beverage firms to better grasp consumer perception of their brand and make wise decisions to increase brand loyalty. Businesses can design more engaging branding materials by examining how the brain reacts to marketing cues.

Advantages:

Better marketing plans resulting from neuromarketing insights can boost sales and income.

Improved Brand Loyalty: Knowing consumer preferences and feelings helps beverage companies to create deeper relationships with their consumers, so promoting brand loyalty.

By creating more successful marketing campaigns, companies using neuromarketing might obtain a competitive advantage in the marketplace.

Examples:

Coca-Cola: Created a great advertising campaign including joyful people drinking Coca-Cola in social situations using neuromarketing.

Inspired by neuromarketing studies, PepsiCo launched fresh tastes like Cherry Vanilla.

Nestle: Used EEG to gauge how customers felt about several KitKat chocolate bar packaging designs, which resulted in a revamp that increased sales.

By offering insightful analysis of consumer behavior and preferences, neuromarketing has the power to significantly influence Unilever Nigeria's drink sales. Using neuroscience principles, Unilever can create more successful marketing campaigns that appeal to their target audience. Key Advantages: Neuromarketing insights inform product development, packaging design, and advertising, therefore increasing sales and revenue. Understanding consumer preferences and sentiments will help Unilever to establish closer relationships with its customers, hence building brand loyalty. Improved Brand Loyalty: Organizations using neuromarketing will have a competitive edge in the market by creating more successful marketing strategies.

Neuromarketing in Practice Examples:

Instances of neuromarketing being applied:

Product development: Neuromarketing study helps Unilever develop novel tastes and items that appeal to consumers' emotions and unconscious brains, therefore fueling product development.

Based on neuromarketing data, Unilever can create packaging that draws consumers' attention and stimulates positive feelings.

Effective advertisement campaigns that connect the target demographic may be developed using neuromarketing tools such EEG and eye-tracking, therefore guiding the creation of such campaigns.

3.3 Unilever's Neuromarketing Experience

Unilever worldwide has tested neuromarketing even if Unilever Nigeria's drinks sales and neuromarketing have no particular data. Unilever, for example, worked with Tobi to capture wearable eye trackers' attention data while consumers browsed goods on the shelf. This enabled Unilever to maximize brand awareness and perception by identifying design elements that consumers most relate to.

Adopting neuromarketing techniques will help Unilever Nigeria to possibly boost brand loyalty and, therefore, propel company expansion by means of increased drinks sales.

Unilever Nigeria offers a broad array of goods, including soaps and detergents: Omo, Surf, Vim; personal care brands Lux, Pears, Sunsilk, Clear; food products Knorr, Lipton, Royco; and a dedication to sustainability.

Unilever Nigeria is dedicated to sustainability and has launched several programs meant to lower its carbon footprint and support environmentally friendly growth. The sustainability initiatives of the business center on things like: Environmental Sustainability: lowering greenhouse gas emissions, preserving water, and minimizing waste; Social Impact: enhancing the lives of people in the areas where the firm runs; and Sustainable Sourcing: encouraging sustainable sourcing all across the company's supply chain.

Unilever Nigeria runs a cutting-edge manufacturing plant in Oregun, Lagos, producing a broad spectrum of goods for the Nigerian market. Unilever Nigeria has also made great contributions to the Nigerian economy including:

Through taxes and other financial activities, Unilever Nigeria's actions help the nation's economy to expand. Product Innovation: The business presents fresh goods and ideas catering to the demands of Nigerian consumers.

Unilever Nigeria is generally a major player in Nigeria's FMCG sector with a strong focus on customer satisfaction, innovation, and sustainability.

3.4 Unilever Nigeria Uses Neuromarketing Techniques

1. Unilever Nigeria has used neuromarketing strategies to do customer research and find out what Nigerian consumers want and what motivates them. Marketing plans and product development have been guided by this study.

2. Emotional Branding: Through narrative and relatable commercials, the business has aimed to forge emotional bonds with customers. Research on neuromarketing has informed the creation of ads that appeal to the goals and ideals of the intended demographic.

3. Unilever Nigeria has used sensory marketing by including items that appeal to several senses in their campaigns. Research on neuromarketing have demonstrated that multisensory events improve brand recollection and consumer involvement.

4. Adapting marketing messages to appeal to different ethnic and demographic groups might improve brand appeal by enhancing cultural relevance.
5. Using digital media and social media will help to raise brand exposure and consumer involvement.

3.4.1 Influence of Neuromarketing on Unilever Nigeria's Beverage Sales

The application of neuromarketing ideas has improved the drink sales of Unilever Nigeria. The business has been able to create focused marketing initiatives that speak to its audience by knowing consumer preferences and emotional reactions. This has led to higher sales numbers and greater brand loyalty.

Unilever Nigeria has successfully included neuromarketing ideas into its marketing plans for Vaseline products:

Neuromarketing Approaches:

Emotional Connection: Unilever Nigeria builds an emotional bond with customers by means of narrative and interesting stories, therefore promoting brand loyalty and attachment to Vaseline products.

Personalization: Using data analysis and digital media, the company monitors customer behavior and provides tailored content, therefore improving customer loyalty and involvement.

Unilever makes sure Vaseline products appeal to different cultural and demographic groups by changing its marketing campaigns to fit local customs and varied audiences.

3.4.2 Marketing Routes

Unilever Nigeria uses social media channels like Facebook, Twitter, and YouTube to interact with customers, distribute product updates, and handle customer comments.

The firm works with famous people and influencers to promote Vaseline products, therefore producing buzz and raising brand awareness.

Influence

Unilever Nigeria's neuromarketing initiatives have helped to boost brand recognition and image, which in turn has propelled Vaseline products' sales and market share.

Personalized content and narrative have increased customer involvement and encouraged loyalty and advocacy for the Vaseline brand by means of which

Strong marketing campaigns using interesting stories, tailored content, and adaptation to various cultural trends probably affect Unilever Nigeria's drinks sales. Here is an analysis of the possible effects:

3.4.3 Neuromarketing's Limits and Difficulties

neuromarketing presents potential advantages, several limitations and challenges impede its widespread and reliable application.

1. **Ethical Considerations:** The integration of neuroscientific techniques into marketing strategies introduces significant ethical dilemmas. Specifically, concerns arise regarding the potential for consumer manipulation. A delicate balance must be maintained between leveraging insights into consumer behavior and potentially exploiting these vulnerabilities.
2. **Financial and Logistical Barriers:** The implementation of neuromarketing studies often entails considerable expenses, potentially rendering them inaccessible to organizations with limited resources, particularly smaller enterprises. This disparity restricts the democratization and broader adoption of neuromarketing methodologies.
3. **Interpretational Challenges:** Neurological data can be complex and challenging to interpret accurately. Marketers must exercise caution in drawing inferences from such data, as misinterpretations can lead to flawed marketing strategies and misguided business decisions.
4. **Methodological Constraints:** The generalizability of neuromarketing research is often limited by small sample sizes, thereby impacting the external validity and broader applicability of the findings.
5. **Expertise Requirements:** Proficient analysis and interpretation of neural data necessitates specialized knowledge and skills. The subjective nature of data interpretation can introduce bias and further complicate the application of neuromarketing insights.
6. **Elevated Operational Costs:** The implementation of advanced neuroimaging techniques, such as functional magnetic resonance imaging (fMRI), significantly contributes to the high costs associated with conducting neuromarketing research.
7. **Ethical Safeguards:** Ethical protocols are paramount in neuromarketing research. These encompass ensuring informed consent from participants, safeguarding sensitive neurological data, and adhering to principles of responsible data handling.

8. Incomplete Neurological Understanding: Despite advancements in neuroscience, a comprehensive understanding of the complexities of the human brain remains elusive. This knowledge gap can introduce inaccuracies and uncertainties in the interpretation and application of neuromarketing findings.

3.4.4 Restriction

1. Lack of consistency: Neuromarketing techniques and approaches are still not standardized, hence it is challenging to relate findings from one research to those from another.

2. Too much focus on how the brain works: Neuromarketing might miss other crucial elements that affect how people act, such as social and environmental factors.

3. Possible biases: Neuromarketing research can be influenced by elements including participant

Data analysis, experimental design, and selection.

4. Restricted predictive ability: Although neuromarketing could reveal consumer behavior, it might not always forecast future behavior or buying choices.

5. Neuromarketing calls on many fields, including neuroscience, psychology, marketing, and statistics, therefore demanding interdisciplinary methods, which might be difficult to apply.

These difficulties and limits underline the importance of thorough thinking and a strong approach when using neuromarketing ideas in research and practice.

4. Conclusion

Neuromarketing provides insightful analysis of customer behavior that helps businesses like Unilever Nigeria create more successful marketing campaigns. Knowing the cognitive and emotional factors influencing customer choices helps companies to improve their marketing and build closer relationships with their intended audience. However, to guarantee responsible and efficient use of these methods, ethical concerns and the difficulties related with neuromarketing need be resolved. The field of neuromarketing has the power to transform how businesses view customer engagement and marketing strategy as it develops further.

With its strong consumer-centric approach and market presence, Unilever Nigeria is in a good position to investigate and maybe include neuromarketing ideas into its plans. Direct proof of their particular neuromarketing uses for "vs stands products" is not accessible to the public, but the theoretical use of these methods could provide great understanding of the subconscious impulses behind consumer decision. Understanding how the Nigerian brain reacts to visual cues, emotional stories, and sensory signals might help Unilever improve its packaging design, advertising campaigns, product development, and general brand experiences.

Knowing the complex interaction between conscious and unconscious decision-making is becoming more and more important for marketing going forward. For a market leader such as Unilever Nigeria, adopting such sophisticated approaches, even selectively, might offer a major competitive edge in the fast-paced and extremely competitive Nigerian consumer goods scene, especially when customers are choosing between rival products on the shelf. At a fundamental, neurological level, the aim would be to go beyond only querying consumers their preferences and to grasp why they feel and behave as they do.

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