

A STUDY ON THE EFFECT OF NEUROMARKETING USED BY FMCG INDUSTRY ON YOUTH

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ABSTRACT

This research focuses on finding the effect of Neuromarketing techniques employed by the FMCG Industry on youth. The scope of this research has been confined to the analysis of perceptions of youth towards a single brand of the FMCG Industry - Coca Cola. The main goal is to understand how youngsters feel about this brand and what is their general perception of it. Coca-Cola's iconic status, refreshing image, and the traditions it has created over the years are significant factors contributing to its sustained popularity. The brand has successfully positioned itself as not just a beverage but a symbol of happiness, sharing, and timeless enjoyment. It uses various Neuromarketing techniques to further improve its marketing efforts and develop better advertising campaigns and strategies. This study reveals reiterates that Coca-Cola is still the most preferred brand for soft drinks, however an interesting observation is that, while most people still enjoy and like it and are even willing to defend it when criticized, not a lot of people are willing to recommend or endorse it to others. The findings demonstrate the brand's continued appeal and its ability to forge emotional connections with consumers.

KEYWORDS: Neuromarketing, Fmcg, Coca-Cola, Branding.

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Appendices

Appendix-A:

Refer to the google form floated for the survey conducted:

https://docs.google.com/forms/d/e/1FAIpQLSdwJzVC6GG8nufvpNg-7h3c-ZPVdRk1H31yU2B_ITtHrJwG0g/viewform?usp=sf_link

Appendix-B:

Refer to the Google sheet for the records of respondents below:

<https://docs.google.com/spreadsheets/d/1An0WbU2jrtxZRgl0BQLYmp41PB5sgYnWnTsc2Px5YGo/edit?resourcekey#gid=121981314>

Appendix-C:

Refer to the screenshot of the plagiarism report below:

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