

Revolutionizing Marketing: Unveiling the Quantum Theory of Consumer Engagement

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Abstract

Marketing is a discipline that takes place in the transformation of an idea or visualization of how a business takes place in the market, being almost the perfect analysis of every little detail that can lead you to find those troubles that can be damaging to the business; must help potentialize the product or service marketing is probably the most competitive relationship in the market. This is because of the evaluation of competitors that we have to develop to perform a robust marketing plan and how this can be projected as if it was a fundamental part of the market, saying that far away from trying to convince a client to buy a product, is how emotionally and neurologically examined are being society, to be manipulated into believing these ideas that have been sold to them by the media, government, influencers and even economic status. The article aims to understand how companies

manipulate customers into buying not just a product but also the client experience. It compiles global companies' experiences, starting from customer comments to data analysis and Neuromarketing strategies implemented by companies, governments, and states to formulate their plans and achieve their desired markets. Marketing is no longer just a tool, but a vital component in any market.

Keywords: Neuroscience, emotions, client, marketing, analysis, market, manipulation, behavior.



Introduction

Marketing, seen as a part of the market, is the activity of promoting or selling products and services that remarks how the market researches and advertises companies on their own. Therefore, these parts are analyzed by current advanced media data investigations, which generate late necessities and preferences according to users' tendencies based on their daily explorations on the web. Those studies are used to build a pattern, taking into consideration three essential factors: what they like, what they dislike, and what better fits their personalities. Finally, all of that information is kept within a research group which, by being divided into various statistics, carefully reviews the customer preferences and begins with only showing them content that they usually like to buy and consume. Overall, this causes the wish to keep looking for new products and creates a new demand that does not exist for certain products (Kim, 2021)

When talking about marketing, numerous questions can show up in our minds the study of this science is correlated with other disciplines.

For example, today a customer feels like buying a vegan sausage because that was his preference, but as soon as he purchases it, the advertising offers him more options for it, and then is not just a vegan sausage, but more products that he had not even thought to get at the first place, but these convinces him that if he is already there, he might as well get them once for all; cases like these mostly occur in online shopping, where personal data shows you what you want with just one swipe, here is where a concept call Neuromarketing takes place, its specialty is to understand human behavior during the entire buying process and the role that emotions play during the purchase, people believe that the shopping process starts with what the customer is to buy and ends up when he finally does it, but it is far from it.

Work method

To answer the main focus of this investigation at first place a Systematic Literature Review (RSL) was carried out (Zawacki-Ritcher, et al, 2020) in the Scopus and Google Scholar databases and then we were able to construct an investigation template that let us organize the following citations input in the present article.

Information sources

We based our believes in statistics according to the SCOPUS database and Google Scholar due to the quality that their publications presume to show and the relevance of these publications at a national and international level. As well as with the SCOPUS database, a

global exploration of the academic evolution of the main research topics were search along with authors and universities where this research purpose impacted was carried out. The purpose of this study is to determine the underlying reason why a plain marketing plan is considered a part the market, rather than solely a strategy to position a company. Our central hypothesis is that marketing, when viewed as the dominant player, can manipulate the buyer's economic status, rather than being merely a part of the overall process. To test this hypothesis, we sought to move beyond traditional marketing paradigms and adopt an approach that recognizes marketing as an essential driver in the market.

Search strategies

Our research methodology involved an exhaustive review of the literature on marketing, including books, articles, and other materials. We consulted with numerous authors who were ahead of their time in their thinking about marketing and market dynamics. Drawing on this knowledge, we developed a theory about how to manage a market according to marketing principles, rather than just marketing management.

Inclusion and exclusion criteria

To accomplish the inclusion criteria on these research goals, academic products that were directly related to the investigation case were taking as the main character in the study project in order to establish a comprehensive research agenda. The first two months were dedicated to investigating the foundations of marketing, including its historical evolution and key concepts. In between the third and fifth months, we focused on developing and refining our theory, drawing an empirical data to substantiate our claims. Finally, in the sixth month, we established a robust database to analyze our findings and draw conclusions.

Data management

Our research is significant because it challenges traditional views on marketing management and provides a more nuanced understanding of the interplay between marketing and market dynamics. By drawing on the insights of authors who were ahead of their time, we have developed a theory that can guide companies in their marketing strategies and help them achieve their goals. We believe that our research has important implications for the field of marketing and can contribute to the development of new approaches to marketing management.

Results and discussions

The investigation results were split into charts, figures, and graphics that helped to argue the thesis of this paper. First, the Neuromarketing concept was reviewed through articles and academic works of various authors in Chart 1, subsequently, the academic production of Neuromarketing measured in documents by year and documents by country were analyzed in Figure 1 and Figure 2 respectively. As a result, the application of Neuromarketing in business culture was followed in Graphic 1. In addition, in Chart 2 the thoughts of different authors on customer behavior are broken down to better understand the transition of marketing, followed by a deep investigation of the impact of women in the marketing

industry in Graphic 2. Finally, a customer formula is proposed in Graphic 3 to develop strategic plans for customer loyalty.

Neuromarketing

Neuromarketing is an interdisciplinary field combining neuroscience, psychology, and marketing to comprehend how consumers make buying decisions and how they react to marketing strategies. It uses neuroscience techniques and technologies to analyze the emotional and cognitive answers of consumers to the application of marketing stimuli such as announcements, products, and, brand messages. The term “Neuromarketing” was popularized in 1990 by Ale Smidts and his team at the University of Rotterdam. However, the roots of this approach go back to previous investigations of consumer psychology and behavioral neuroscience (Costa-Feito, et al., 2023).

As technology advanced, Neuromarketing adopted developed techniques to measure cerebral and physiological responses, as well as the measurement of skin conductance and heart rate measurement. These techniques allow a more precise comprehension of how marketing stimuli influence the mind of the consumer. The science of Neuromarketing has contributed to a better understanding of how emotions, instincts, and, cognitive bias affect the buying decisions in the marketplace. For example, it has been demonstrated that buying decisions are often influenced by unconscious emotional responses rather than by a rational analysis.

Besides, Neuromarketing has permitted a more precise consumer segmentation in the function of their emotional and cognitive responses (Casado-Aranda, et al., 2023). This has led to personalized marketing strategies directed to specific segments. By understanding how the brain responds to different stimuli, Neuromarketing has helped numerous companies optimize their publicity messages, product designs, and brand strategies to maximize their impact on the objective public. In addition, ethical and privacy issues showed up related to cerebral and physiological data collection of consumers. This has taken to intense debates about the protection of privacy and informed consent in the investigation of Neuromarketing.

This discipline has been applied in a variety of industries, from publicity and retail sales to politics and health. It has helped to design more efficient publicity campaigns, improve the customer experience, and develop products that better adapt to consumer preferences (Herrando, et al., 2023).

This study was based on bibliographic research and experiences collected in joint projects with national enterprises. The deep search let us find tools that created the best-case scenario for the evolution and transition of marketing as a discipline, where combining multiple fields simplified the task of studying customer behavior. The main tool that facilitated marketing purposes, was the controversial Neuromarketing concept, which has led companies all around the world to new approaches in their marketing and publicity affairs. In the following chart, we take a profound look at the Neuromarketing concept through the eyes of international authors that had reviewed this interesting but disputed discipline:

Chart 1. Neuromarketing Concept

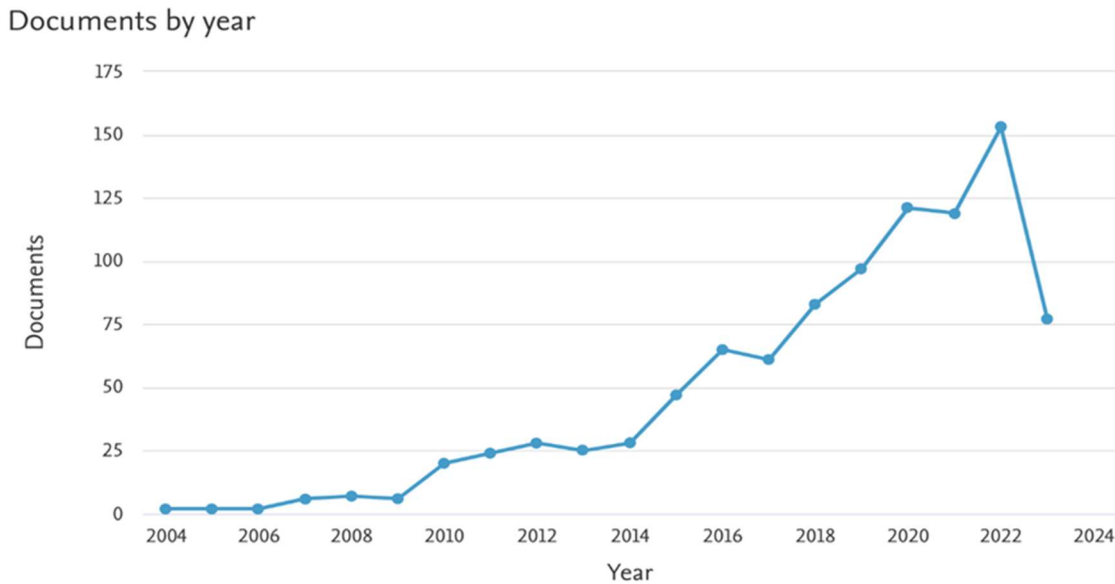
Author - Year	Neuromarketing concept
Mulqueen, (2022)	Everyday tools like the media are so needed in the construction of a strong marketing plan. The media has a manipulating capacity to convince the buyers of a new necessity they do not even have, but what happens is how they analyze the time spent on the app, the things the user has liked, according to an informatics algorithm that shows a data that immediately yields results related to what they prefer so they can buy these products.
Melgar, (2016)	Neuromarketing is a new way of knowing the consumer, their aspirations, and their needs, using everything there is to know about neuroscience. By studying the cognitive process behind the human brain, Neuromarketing is expected to explain how consumers make decisions in the marketplace, and which variables have more power of influence in the buyer's brain.
Morin, (2011)	Neuromarketing is a science that links marketing with neuroscience. Neuromarketing aims to help marketers understand the cognitive process behind the consumer's brain when they are facing marketing stimuli. Neuromarketing is in an "embryonic stage", which means that current studies made on neuroimaging are not enough to make detailed conclusions, but it is natural to expect its evolution in the years to come.
Plakhin, et al., (2018)	Neuromarketing is the integration of various sciences that aims to explain how people make decisions in the market. These decisions are based on the feelings and the thoughts that consumers get from marketing stimuli such as advertisements, promotion campaigns, and other marketing strategies that persuade the final choice of each consumer.

Source: Own elaboration

After reviewing the concept of Neuromarketing in Chart 1, through the thoughts of various authors that have been interested in this complex science, it is evident the vast potential of such investigations. When trying to understand, a significant cognitive process of the most convoluted organ in the human being could lead to great commercial benefits, but, to awful social consequences. Indeed, controversy surrounds the environment of Neuromarketing studies due to the growing concern of experts, about the latent danger of the liable success of these investigations. Experts fear the mismanagement of knowledge of how the consumer's brain behaves when they make decisions in the marketplace because entities with enough resources could have the power to manipulate individuals to non-convenient choices for them. Surely those concerns are just hypotheses that historically cannot be discarded. However, in terms of commercial affairs, this science can guarantee an incredible development of marketing strategies for enterprises, supporting the creation of efficient solutions for consumers. Overall, it is not possible to affirm the consequences of Neuromarketing application, so time will be the judge of this discipline.

For the results of this paper, The Scopus database was explored to understand the evolution of this term and the approach that has been applied to this field. Figure 1 shows the growth of academic production related to this topic since 2004 and how since 2008 the production curve has overgrown until 2022. The development of academic production about Neuromarketing shows the evolution of marketing affairs in the last few years, where global enterprises have recognized the importance of the relations with customers. Besides, it supports the statement that marketing has transformed into another type of marketplace, where academic investigations must be applied.

Figure 1. Academic production by year



Source: Scopus database

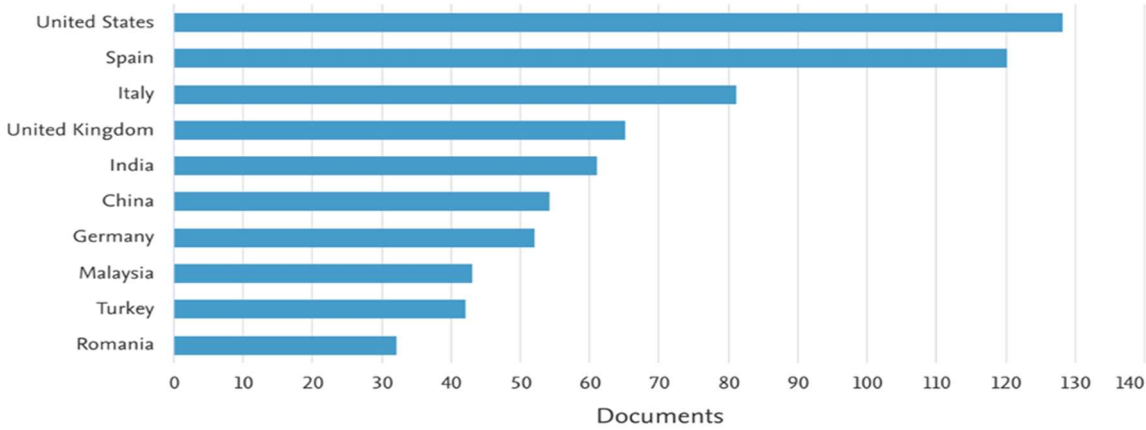
According to The Scopus database, the term Neuromarketing has grown significantly in academic environments over the last five years. The constant development of marketing strategies for all enterprises, especially in times of digital interactions, has brought to all kinds of establishments the necessity of understanding marketing affairs in a more profound way. According to Shah (2023) social media has built a tendency where sensitive approaches to marketing campaigns demonstrate that customers are not looking for only products and services, but for experiences and for companies they can feel identified with.

Besides, the expansion of this concept throughout the years, responds to the evolution of administrative processes inside every organization, where the change in business culture brought the application of new strategies that fulfill the market tendencies. On the other hand, to better understand how Neuromarketing has impacted the academic environment all over the world, academic production must be analyzed in the studies done by country. As a result, Figure 2 measures the academic production about Neuromarketing in documents, where the United States led up on the race of Neuromarketing investigations.

Figure 2. Academic production by country

Documents by country or territory

Compare the document counts for up to 15 countries/territories.



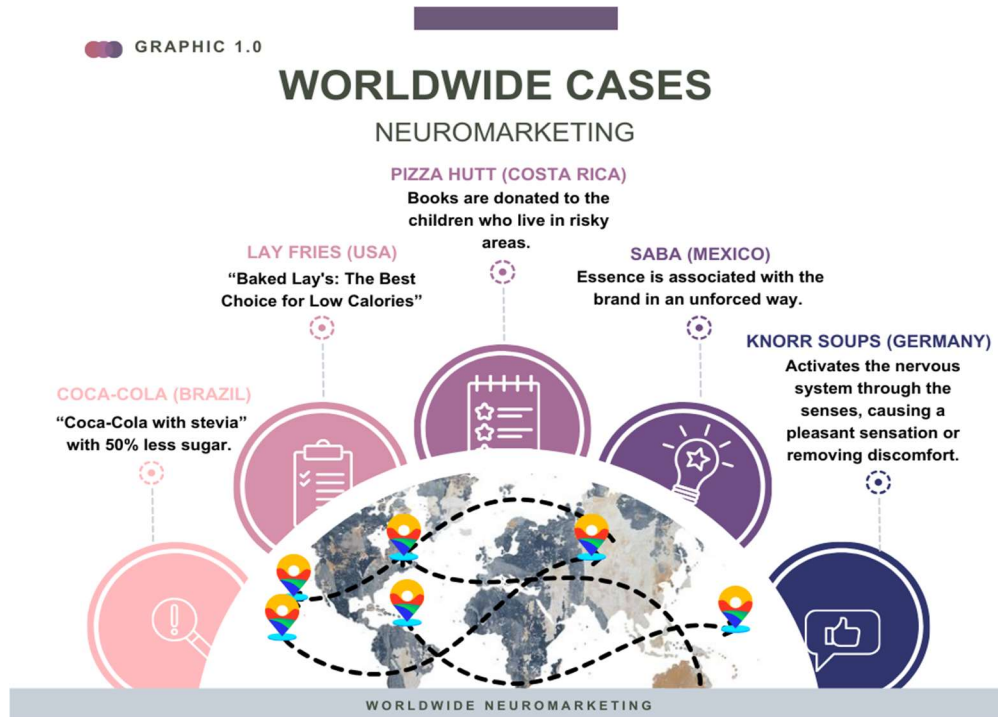
Source: Scopus database

As shown in Figure 2, the production of academic documents has been massive, especially in countries with huge industries, and constant technological development. In addition, the latest concern of important countries on Neuromarketing affairs suggests that understanding the decision-making of consumers is an important topic in the first world. Otherwise, the study of Neuromarketing and its later application is not a particularly cheap process, then it must be done by companies and academic institutions that can afford these investigations. Since this field is applied in business environments, people tend to correlate Neuromarketing to companies, marketing strategies for profits, and the process of market research. However, the study of consumer behavior has been practiced in political campaigns and macroeconomic studies.

Neuromarketing in Business Culture

Nowadays many enterprises have recognized the transition that marketing has had. At the same time, companies with enough resources have led in their sector studies and Neuromarketing strategies that have contributed to the evolution of brand positioning. Graphic 1 was done with deep research on the web, where worldwide cases of Neuromarketing are exposed to the readers.

Graphic 1. Companies that have applied Neuromarketing



Coca-Cola (Brazil)

It is not a lie when people say Coke (Coca-Cola) is a perfect example of marketing, due to the central fact that this company is big enough to analyze buyers' behavior according to where they are, and there is a shining sight that it does not matter if you are geographically located in a place where the weather is hot neither cold, coke is in a position where it will always be an option to drink, and 70% of the time is proven people prefer coke not caring about the weather. So, one example that this company has amplified its ideas to Neuromarketing is how in Brazil not that long ago a new product from the company was launched "Coca-Cola with stevia" with 50% less sugar and green color styling in the bottle, anyone could think this was a risky move to change the traditional way these products are already selling but they saw an improvement from Brazilian customers that convince them to buy a product that resembles their culture and the stevia that is some of the plants they cultivate.

Lay Fries

We all know this famous potato chips, it is probably the number one snack you have in mind when you want to eat something primary unhealthy but taste delicious, so that is where the lay company saw their potential in, it is not a lie that Avery one feels a little guilty after eating too much of these, after all they're made with a significant amount of oils and salt, not mentioning the amount of chemical process these go through, and the fact that they are some sort of addicted, and nowadays a big percentage of the population has gotten into fitness and

eating these snacks is simply not an option, reasons why they have come up with a new line dedicated to those who prefer a healthy lifestyle but still love to have a good snack , “Baked Lay's: The Best Choice for Low Calories”, so you will wonder does that function with Neuromarketing, well , it comes with the analysis on how being known by a typical unhealthy snack that caused addiction in costumers that simultaneously created a necessity of reducing calories, but of course, according to Melgar they could not do that based on some percentage of the buyer’s whom could also have unhealthy eating habits, so they came up with a fitness version so those who seemed to be affected by the constant eating of the regular chips could solve it by buying The same products but less damaging.

Pizza Hutt - Costa Rica

This is an extraordinary case where corporate social responsibility and Neuromarketing are mixed up, to create a campaign that not only attracts new consumers but also aware them of relevant Latin American affairs. As a result, Pizza Hutt - Costa Rica created an inspirational campaign, where books are donated to the children who live in risk areas.

Social responsibility campaigns are known as empathy creators, due to their capacity of activating the mirror neurons, which are nerve cells that switch on when doing an activity, or when seeing an activity being done. Consequently, when those neurons are on, people feel influenced to imitate those actions, and in this case, to join and contribute to a good cause. To sum up, the reason why this sort of publicity campaign succeeds is that creating empathy in consumers implicates sympathy decision-making towards the company, which ends up in building a well-known brand image.

Saba – Mexico

As a company despite all the uncomfortable aspects related to their product, Saba has the responsibility of making their female consumers feel comfortable, secure, and pleased. That is why, the majority of their publicity campaigns focus attention on the benefits of the product and not the product itself. This way, they ensure that its essence is associated with the brand in an unforced way.

On the other side, they use such elements as natural illumination, color selection, sensory vocabulary, a peaceful environment, and the comfort of tangible items that stimulate the senses of the consumers. Besides, this stimulus is very important because it creates an experimental contact that reinforces the main concept of the campaign. To conclude, these elements play an important role in Neuromarketing strategies because these are the variables that can influence the emotions and the feelings of each consumer, in this case, women, that when they feel secure with Saba’s product, they choose to buy it.

Knorr Soups – Germany

This German brand is very well known in the Latin American markets, and it shows how taste is a variable that causes pleasant sensations in the brain and it can stimulate our mood. This way, by mixing up the feelings of the buyers in their publicity campaigns, they can persuade them that their soups are the best option when feeling low. In addition, the usage of

real case scenarios in publicity is a strong strategy to make spectators feel engaged and identified with the context that provides them with a solution. Despite the promotional aspect of the brand, according to studies, it is possible to activate our nervous system through the senses, causing a pleasant sensation or removing discomfort (Melgar, 2016). All in all, Neuromarketing has helped this company to better understand their consumers, and lead them to create solutions to day-to-day issues of the people.

Furthermore, customers are the most important aspect of every company, so understanding their behavior becomes the principal goal to achieve. In Chart 2, we present the thoughts of various authors on customer behavior and the conclusions made on the investigation. All of this represents the importance of marketing for enterprises and argues its evolution as a market as well:

Chart 2. Sources and authors on customer behavior

Author	Objective	Results/Conclusions
Genco, et al., (2013)	<ul style="list-style-type: none"> ● Understand the importance of Neuromarketing in the decision-making of the consumers, towards digital world companies. 	<ul style="list-style-type: none"> ● Marketing is more than a complementary tool in a business plan and can be a predominant item in the market.
Dw Documental, (2022)	<ul style="list-style-type: none"> ● Perceive the most efficient strategies used by entities and companies to manipulate the decisions of consumers in the global markets. 	<ul style="list-style-type: none"> ● Customer reactions to marketing strategies, depending on their feelings and decisions about products, are related to their purchase and brand loyalty.
Thaler, (1999)	<ul style="list-style-type: none"> ● Identify how the emotions of the buyers influence their liking towards brands that are selected by them, due to their preferences as customers in constant movement inside the market. 	<ul style="list-style-type: none"> ● The macro strategies that companies apply in the markets to persuade consumers, seem to be old-fashioned since current marketing plans focus on creating sustainable relationships between clients and enterprises.
Chandler, (2023)	<ul style="list-style-type: none"> ● Show the public how digital marketing seems to be inflicted inside the market behavior not as much as a strategy but as a fundamental part of the market. 	<ul style="list-style-type: none"> ● It is possible to perceive how digital marketing influences the perception of products and services, based on colors, images, languages and so many other strategies that affect the consuming decisions in the market.

Source: Own elaboration

The essence of the definition of marketing is that two entities, individuals, or organizations voluntarily enter into an exchange of goods or services that adds value for both (Baker, et al., 2008). However, contemporary phenomena like globalization indicate that marketing is no longer a tool. Globalization has connected the world, and it has brought the possibility to adapt corporate cultures based on global trends. Therefore, this phenomenon obligated companies to start thinking globally and to develop strategies to encourage the international markets with their brands. Marketing has become a competitive field, where most companies are constantly trying to gain recognition, leading its participants to compete in terms of publicity and branding affairs.

The transition of marketing

The world is constantly changing and the business dynamics have led marketing to evolve in its practice. Indeed, Williams et al (2011) mentioned that marketers should respond to the trend of multi-generational marketing, adapting their marketing mixes according to the specific characteristics of each generation. Therefore, the main aspects that created the perfect environment for the development of marketing were:

- Globalization.
- Every aspect of a Business can affect how customers see a brand.
- Relational marketing has changed the game enterprises play.
- Manipulation and influence on the market is another important goal to reach.

The word marketing has become one of the most relevant aspects of the current technological society, according to Gómez-Bayona et al (2018) today marketing is part of the Human Sciences that should not only be related to economic activities but to other activities that humans perform. Nowadays, everything can be marketed, from big enterprises to small businesses and the intimate life of people, the last one being called “Personal Brand.” Despite how fragmented the world is in currently days, modern devices brought interconnectivity, increasing the speed and scope of global communication, creating a peculiar phenomenon called “Globalization”, according to Dator, (2006). Subsequently, this global phenomenon led companies around the world to compete in international markets, pushing them not only to intensify their production and sales but to focus on winning the attention of customers in a new potential field: marketing.

In an article published by Pillai (2012), a Healthcare management executive in the United Arab Emirates stated: “Marketing is the process of influencing perceptions to create value. Since marketing is the process of influencing perceptions and everything you do influences perceptions, you are always marketing.” Due to the constant implementation of marketing strategies, the idea of seeing this discipline as a tool is antiquated, establishing marketing as a potential marketplace where enterprises compete. According to Saren (2007) marketing needs to be studied and explained as consumers experience it, as active participants in it. This requires a clear perspective on marketing as a social and cultural phenomenon, not just as a business function.

The field of marketing has a rich history of modeling marketing phenomena using the disciplines of economics, statistics, operations research, and other related fields (Winer, et al., 2014). The capacity of marketing to hold various disciplines explains the level of coverage in its field, besides, it supports the worldwide thoughts about its importance in the sustainability of every company. According to Saren (2007), everything and anything is marketed – Religion, politics, science, history, celebrities, careers, sports, art, fiction, and fact. Consequently, every internal and external aspect of enterprises can affect directly or indirectly customer perceptions, helping to lower the performance of companies in the marketing marketplace. Indeed, the fact that every aspect that builds a company affects the

performance of its operations, and everything is related to marketing, could be another reason to believe that marketing has left its functions as a tool in the past.

On the other hand, Sheth et al (1995) proposed that consumers tend to reduce choices by engaging in loyal relationships with marketers, leading us to believe that relational marketing changed the game enterprises play. In the past, the application of marketing strategies looked for economic profits, however, the constant evolution of business culture showed that this approach was effective only in the short term, where relational marketing was the answer to the long term. Creating publicity strategies that could lead to long-term profits, by establishing a valuable customer relationship is a novel approach for companies. Then relational marketing is the constant analysis and implementation of strategies that help to identify the type of customers that the organization has and give them personalized attention, to achieve long-term relationships with better indices of satisfaction and loyalty (Bayona, et al., 2016).

This valuable race for customer loyalty demonstrates that marketing itself is just another economic battlefield. Perhaps, becoming the most important market that every company must compete in. Achieving a considerable performance in the marketing marketplace is key to excelling in other parts of the market. Since our decisions are affected by our perceptions, we usually choose what we think looks the best. Sinek (2011) said in his book *Start with Why: How great leaders inspire to take action*, that our behavior is affected by our assumptions or our perceived truths. We make decisions based on what we think we know. Therefore, practicing effective strategies to gain loyalty is necessary for every company.

There are only two ways to influence human behavior: you can manipulate it, or you can inspire it (Sinek, 2011). Influencing human behavior has been the primary approach of companies, to gain popularity in their fields. However, most of entrepreneurs run companies for great economic rewards, luxurious lifestyles, and material satiety. Therefore, the lack of powerful convictions for running a business has made manipulation the main norm in the pursuit of popularity in the market. Despite all the ethical debates that manipulations may create, they have a significant impact in the short term for enterprises because they are the best way to get transactions, which can be translated into great revenues. Manipulations lead to transactions, not loyalty (Sinek, 2011). The usage of these types of strategies to win the race of publicity, brand image, and customer loyalty is just a confirmation of the thesis of this paper, marketing has evolved into a type of market where companies must compete to succeed.

Women marketers who have proven marketing is a thriving part of the market, not a tool

Maclaran et al (1997) exposed that in spite of the yearly rise of women in management careers, they still face difficulties because of gender imbalance. Consequently, a study of gender-related behavior is crucial for marketing communicators, as it allows for a gender perspective that focuses on the interactions between similarities and differences in attitudes and behavior between men and women.

In recent years, numerous women have made significant strides toward gender positioning in

the marketing industry. Women now hold 60% of marketing jobs in the United States, indicating their strength in this field. In 2020, research by ANA showed that 56% of senior executives in the most successful marketing firms were women, a 4% increase from the previous year. This improvement in gender diversity in the marketing industry is encouraging and reflects the tenacity of women in marketing globally.

In graphic 2, we aim to demonstrate the significant changes that have occurred in the marketing industry for women between 2016 and 2022. We will highlight how strategic marketing plans can be a company's last chance to not only save itself but also prove that this tool is as fundamental as the main management structure.

Graphic 2. Women in Marketing



Source: Own Elaboration-made with Canva.com

Pipedrive (2022) designed a list of inspiring female leaders who had changed marketing management positions. The women on this list have achieved numerous accomplishments that demonstrate the rising power of female leaders in management careers. The most important ones were:

- A. Maggie Chan Jones is recognized as a leader in marketing. At the age of 14, Maggie convinced her family to move from Hong Kong to the United States for better educational opportunities. Her career began at Microsoft, where she quickly ascended to become the leader of the marketing team, taking charge of the marketing strategy as the director of Cloud Services and Office 365. She also became the first female Chief Marketing Officer at SAP, leading a global team of 1,300 marketers.
- B. Michele Linn was hired to launch the blog and editorial strategy of the Content Marketing Institute (CMI). During her tenure, she helped grow the CMI audience to over 200,000

subscribers. In 2015, Michele was named one of the "Top Women in Media," and in 2017, she left CMI to pursue her long-term goal of producing original research in the marketing industry. During this time, Michele co-hosted the Marketing Breakout Podcast, a program dedicated to finding creative solutions to common marketing problems.

- C. Cara Scharf has over 25 years of experience in the advertising and marketing industry, starting as a Senior Media Buyer in the 1980s. She quickly became the Executive Vice President (EVP) of Tangible Media, driving billings from \$10M to \$50M during her tenure. Cara has received over a dozen prestigious awards for her work in marketing. In 2018, she was named the marketing and advertising Entrepreneur and the most innovative marketing and advertising Executive in the Northeast in 2017. In an interview with Insight Success, she said, "One of the most challenging issues women faces is that people do not always take them seriously. Confidence is not necessary to start, but rather, one needs guts. Confidence comes from knowing that one has beaten all the odds. Only 0.1% of the founders of advertising are female. That is what I think about when I start to doubt my abilities. I have been running a successful business for almost 10 years now. That should mean something."
- D. Wendy Clark is renowned for being a former Coca-Cola marketing veteran. After becoming the CEO of Omnicom's DDB North America, the agency won new business accounts for major brands such as Time Warner Cable, Miller Lite, Persil, and most notably, McDonald's due to her inspiring work and distinctive leadership. Her innovative and disruptive strategies within and outside the company helped revitalize the old agency. Wendy's efforts to be creative propelled the agency to launch initiatives like We Are Unlimited – an agency dedicated solely to McDonald's marketing efforts.

How can this theory be identified inside real markets?

An interdisciplinary character of marketing reflects on the market journey is how the creation of different theories, side opinions, and selected strategies could begin to highly contradict some of the author's predictions through the years about how marketing stops being considered a business strategy and begins to be seen as a fixed part of the market, which is divided into economic areas and sectors of the market.

Regarding the areas and sectors where efficient use of marketing can be evidenced, the following are perceptible:

- I. Market research.
- II. Programming and product development.
- III. Distribution channels and planning.
- IV. Comprehensive communication: advertising, communication and image, public relations, direct marketing.
- V. Organization of the commercial department. Smart sales. (Published guidelines).
- VI. The Internet and modern technologies.
- VII. Each of these variables can be managed according to the criteria of the marketing specialist, its use is essential in all areas of a business plan and market segmentations of successful companies. That is why we should already talk about marketing off and online.

Not long ago, U.S. News and World Report certified the top countries in business and advanced marketing management with a series of factors such as worldwide connection, availability of skilled workforce, place, legal framework, and capital access.

In the first place in Germany, unlike other countries where a single city tends to be the economic center, Germany has many business centers, such as Berlin, Frankfurt, Munich, and Hamburg. "Germany has a big enough market to launch a business and test products. From Berlin we learned how to launch the service in new cities, going farther and farther to build relationships with partner drivers and acquire new customers," says Wohltorf.

All of this is thanks to the fact that they copulated marketing as a fundamental part of each of their business plans, moving away from the concept of advertising and adapting it to the standards of the companies. In second place is Japan. For the longest time, Japan has been a paradox in the business world. Being culture risk-averse, it has managed to generate countless innovations that have had an impact on the entire world.

Lots of people prefer a stable office job at a multinational that will secure them a future, but nowadays, generations are interested in small companies and entrepreneurs. "Some of the barriers that were in the past are being removed,"-says Crisp. -"There are more incubators, more funds for new companies, and better contacts between entrepreneurs."

The next place is taken by Switzerland, which has invested in investigations and development to increase its economy, exposed to the world's economic plans which had the motive to be promoted worldwide, which has shown results and today is the leader in international banking and finance. "Switzerland has traditionally had an extravagant financial sector, with timely government regulation,"-says Marco Abele, former digital director of Credit Suisse and founder of TEND, an investment platform based on the block chain system, which seeks to guarantee the veracity of transactions over the internet according to Galloway (2018).

In Graphic 3, four variables for the customer formula are proposed to show how multinational enterprises, medium companies, and small businesses can develop strategic plans for customer loyalty:

Graphic 3. Variables of customer formula



Source: Own elaboration-made in Canva.com

Customer formula

As shown in Graphic 2, marketing mediates the process of constructing a brand image based on the company resources to illustrate to the public what they can offer but importantly how to identify those customers that will stay loyal to the brand and the reason behind it. Indeed, huge companies and franchises create this "customer reaction sketch" based on two viable options.

- A: A positive reaction (the one the company expects).
- B: A negative reaction (the one the company does not expect).

As simple as it is, companies expect a good reaction to the products or services they are offering from the public but for that to happen they got to identify the problem in the market they belong to, the steps to it are based on creating an analysis out of it, the impact this analysis creates, then enter in a recovery of strategies from the negative aspects there is from the negative reaction they got using as much detail as it can be so the company wouldn't make the same mistakes, go through a development plan and finally test and maintain those strategies to end with implementing them in their company customer formula.

Positive aspects vs. negative aspects

During the investigation process, we discovered that marketing's advertising component significantly impacts the creation of a well-designed marketing business plan. Advertising, which is a form of visual communication to the public, can be written, graphic, or auditory. The primary objective is to inform consumers about the product or service being offered. Once the marketer understands how to manage the publication and design aspects, they can establish the strategies they are planning to implement. In the end, the results will cater to customer needs and

requirements, which the company can provide. This is the positive side of advertising. With technology, visual aids, and a unique selling point, it can be almost impossible for clients to resist the temptation of purchasing the product or service offered.

Among all the good benefits working on advertising can bring to a project like this, there is still a damaging part of this. Kolster (2019) said advertising can be the most powerful tool to convince someone or the most mind-tricking to society.

It is common knowledge that online shopping is just a few clicks away after seeing an advertisement on social media. However, do we have control over what is shown to us? Can we resist buying things that we do not need? The answers to these questions are as ambiguous as the questions themselves. Nevertheless, it is a topic that must be addressed as it is a fundamental part of society. If advertisements did not exist, there would be no stimuli to create customer desires, and it would not affect the economy of every buyer. In conclusion, marketing is not just a tool in business but an integral part of society that becomes a market.

Conclusions

It is concluded in this article that marketing nowadays is not and should not be perceived as a tool in the positioning process of a company in a market, but to be known as a fundamental part of the market, including this as a member of the administrative complex in companies and governments all around the world. To get to this conclusion we had to push our beliefs far away, which meant that during our research process, we found out that Neuromarketing was created to understand the human reaction to emotional stimuli that could be caused by what they related a product to, this being a memory, a person, a significant moment or even a place which makes the experiential marketing take an essential place in the marketing business plan.

According to our discussions, we realize that to achieve the success of a new product we could overcome several external factors including customer emotions, economic conditions, and unforeseen circumstances like the past pandemic, bad promotions, or fame of the product, like when cosmetic products or huge textile chains use animals to test their products and the marketing plan can be so good that can hide that factor, for what marketing as a part of the market in its manipulated side, but can also increase as much solutions and necessities which regulates the market flow can be either.

Social media and technological devices have interconnected the world, and with that new tendencies and structural approaches have appeared as the norm of business functioning. Then, all those tendencies and new strategies rapidly became the most critical point of the agenda of each business in the world, making them create innovative ideas to win the race towards customer loyalty, brand positioning, and rewards creation. For all these reasons and based on the bibliographic research done for this paper, the antiquated perception of marketing as a strategy to grow businesses must be reconsidered. In conclusion, marketing is not just a tool of the market, but a big market itself where companies can develop strategies, sell their image, and earn economic and popular profits.

The transition of marketing was an answer to the ongoing transformation of the business culture,

where digitization changed the game. Due to this reason, companies all around the globe should have facilitated the transformation of their process to operate in the updated terms of the digital marketing era, where the main approach for companies must be the long-term relation with customers and the integration of new sustainable devices for the optimization of intern operations.

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