



The marketing intelligence and its decisive role in neuromarketing and brand preference of sports equipment by consumers

Poster Presentation

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Abstract

Introduction: One of the most important questions for any organization which works in the field of sports goods and brand marketing is to create potential customers' preferences for their brand. Experts and marketers found that they could attract more people to the stores and sales centers as the main consumer and send more of them to the shopping channels. This is the key to neuromarketing. Marketing intelligence is the collection of information from the outside environment and the set of activities within the company. An intelligent marketing system includes individuals, equipment, and methods for collecting, sorting, analyzing, evaluating, and evaluating appropriate and timely information for marketing decision makers to use to improve marketing planning and implementation. The purpose of this study was to explain and define marketing intelligence and its significant impact on neural marketing and sports brand preference by consumers.

Methods: During recent years, and due to importance of this issue, many studies focused on various components in the field of marketing intelligence and its impact on the success of neural marketing and brand loyalty have been measured. This study tried to do a comprehensive literature review about this issue and briefly reveal their results.

Results: The literature review showed that components of marketing intelligence such as consumer awareness, stimulating consumer emotions and advertising had a positive effect on the success of neural marketing and shopping efforts and even brand loyalty.

Conclusion: Neuromarketing tells us what happens in the human brain when they are experiencing a marketing stimulus. According to the study's result, various components of marketing intelligence could significantly affect consumers' brand preference; for this reason, marketing companies which work based on neuromarketing methods should pay a close attention to this issue.

Keywords

brand; consumers' preferences; brand preference; Neuromarketing; Marketing intelligence

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