

Neuromarketing and Student Loyalty. Case: Technological Institute - Peru.

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Abstract

The search for strategies that strengthen loyalty has become an aspect of attention for service companies, 80 and 90% of leading companies have loyalty programs that range from traditional coupons, loyalty cards, points and Until taking advantage of technologies such as Blockchain, few organizations have truly developed the ability to retain their customers. A Forrester study shows that marketers find it twice as important to retain current customers as it is to win new ones. Incurring the cost of acquiring a customer is only worthwhile when, through future flows, that investment is recovered. So much so that the study of neuromarketing is shown as a science that will help to identify emotions and sensations regarding a company to propose strategies that strengthen customer loyalty. Customer loyalty does not apply to all customers equally. In the case of a bank, maintaining a relationship with a delinquent client that generates losses in the income statement is not very appropriate. For this reason it is essential to segment customers; first for what they are worth to the business and then for their needs and behaviors. In turn, he argues that loyalty must be taken into account throughout the relationship management cycle. (Martinez, 2022)

The objective of the study was to determine the incidence of neuromarketing in the loyalty of the students, the type of research is descriptive, the instrument was the questionnaire, a sample of 301 students of the Institute, object of the study, was taken into account. The conclusions.

Keywords: Loyalty, Neuromarketing, Students

Introduction

Product and service innovations are copied more and more quickly by competitors, loyalty has allowed companies to improve their income and their network of contacts in order to publicize their business and strengthen the sale of your product or service. There are many resources that these companies use to compete and be able to stay in the market. That is why, to better understand consumer behavior when making purchases, a study of "neuromarketing", a combination of neuroscience and marketing studies, could be one of the options in this globalized world. (Nizam et al., 2022).

In the study carried out by Silva (2022), he refers that a quality educational service is important to achieve loyalty in students of Peruvian institutes of higher education, with the purpose that they finish their studies and contribute to the development of the Society, in The research aimed to determine the technical higher educational quality and the relationship it has with the loyalty of the students of the banking school of private institutes of Surco in Peru, in addition the survey technique was used in a group of 129 students whose results They showed that loyalty levels are affected by the dimensions that make up the quality of the educational service. On the other hand, for the verification of hypotheses, the Pearson Chi Square Test and the Spearman Correlation Test were used , the statistical tests showed a high significant correlation between the quality educational service and student loyalty.

Customer loyalty has become an important concern in organizations globally, which is why neuroscience emerges as a means to know the customer's feelings. The objective is to determine the effect of Neuromarketing on the loyalty of the clients of the company GER'S SNACKS & SHACKES of the city of Cajamarca, the type of research is applied; it has a quantitative scope, the objectives are descriptive, the instruments are the questionnaire and direct observation; using a sample of 272 restaurant customers. After collecting the information, it was processed through a Chi-square statistical test and for the reliability of the questions, a Cronbach's Alpha was performed. The results allowed us to know the current situation of the company, implement neuromarketing in the company GER'S SNACKS & SHACKES and measure customer loyalty after applying neuromarketing. The conclusions obtained were positive where a correct use of neuromarketing was made. (Gutierrez, 2022)

Torres & Jaramillo (2015), in their study, aims to determine the characteristics of relationship marketing as a key factor in the customer loyalty process in the large construction companies of Manizales in Colombia, the study was based on the Lingreen model, where the relationship marketing has to be approached in three objective dimensions, constructs and instruments, the study is based on a mixed qualitative and quantitative approach, the results were based on the study towards the construction companies where it is concluded that the construction companies recognize the satisfaction of their needs, however in the market there are no construction companies that are interested in satisfying their needs.

Well and Saavedra (2022). The methodology used in the study is a systematic review of the literature, for which the query was generated in databases such as Scopus, Proquest, Ebsco and Web of Science, generating the selection of indexed scientific articles that are published on platforms such as Scimago, it is concluded that sensory marketing is important, it refers to the human senses for promotional activities and to generate innovation in their marketing strategies, to retain customers, to stay in the dynamic and challenging emerging markets, involving all the senses and indirectly the attributes. of the product and its characteristics in the subconscious mind of the consumer.

Neuromarketing is an emerging area of interest for large companies. Companies are investing enormous capital in neuroscientific technologies to understand the impact of branding, advertising and other external stimuli on the human brain and formulating marketing strategies accordingly to influence customer perceptions in the target market. This is creating a need for certified professionals on both the vendor and client sides, such as data analysts, consultants, and managers in neuromarketing. The study is mainly based on the information available online during the times of Covid. (Gupta et al., 2022)

Loyalty is the set of conditions that allow the customer to feel satisfied with the product or service that he requires and this encourages him to buy it again. (Alcaide, 2015), in turn Kotler & Armstrong (2021), argue that loyalty refers to the process of developing and maintaining long-term relationships with customers through the continuous delivery of value and the satisfaction of their needs, with in order to increase customer retention and loyalty.

Meanwhile, Sánchez (2017) refers that customer loyalty generates less marketing expenses. A consumer who has already bought from us already knows our brand and is more likely to buy from us again than a new consumer, and in turn, a regular customer requires fewer operations in the sales process. In addition, Neuromarketing is the union of cognitive psychology, which studies mental processes, neurology and neurophysiology, which study the functioning and responses of the brain and body physiology to external stimuli, and marketing, which studies the

exchanges valuable, to explain the effects of marketing on the behaviors and purchasing and decision processes of customers and consumers. (Royo & Varga, 2022).

Type, Design And Method Of Research

Study type

The type of research was descriptive, with a mixed approach.

Study design

The design that was proposed was non-experimental, cross-sectional.

Goals

General

Propose a neuromarketing strategy for the loyalty of the students of the Institute.

Specific

Analyze the loyalty for the customer value dimension of the students of the Technological Institute.

Analyze the loyalty for the relational Marketing dimension of the students of the Technological Institute.

Analyze the loyalty for the internal Marketing dimension of the students of the Technological Institute.

Design the olfactory sensory marketing strategy for the loyalty of the Institute's students.

Study variables

Dependent variable:

Loyalty

Loyalty refers to the process of developing and maintaining long-term relationships with customers through the continuous delivery of value and the satisfaction of their needs, in order to increase customer retention and loyalty (Kotler & Armstrong, 2021).

Independent variable:

Neuromarketing

Neuromarketing is the union of cognitive psychology, which studies mental processes, neurology and neurophysiology, which study the functioning and responses of the brain and body physiology to external stimuli, and marketing, which studies valuable exchanges, to explain the effects of marketing on the behaviors and purchasing and decision processes of customers and consumers. (Royo & Varga, 2022).

Population and sample

Population

The size of the population 1400 students, distributed in technical careers and continuing education courses.

Careers	No. students
Technical Careers	960
Continuous training	440
Total	1400

Note: Total number of students enrolled in the year 2021.

Sample

Parella and Martins (2012), refer to the sample size of a study it is important to take into account the population variance (population heterogeneity), two other factors that are the level of confidence and the maximum error allowed in the estimates (sampling error).)" (p.108).

Inclusion and exclusion criteria

Inclusion criteria: Students enrolled in technical careers.

Exclusion criteria: Students of continuing education courses.

Taking into account the established, the sample was found.

Where:

N = population size

n= It is the sample size of the population or universe (total number of possible respondents)

Z= Confidence level

p= Probability of success, or expected proportion

q= Probability of failure

E= Maximum acceptability of error between the real proportion and the sample proportion.

Data:

n= Number of students.

Z= 1.96 with a confidence level of 95%

p= Probability in favor 50%

q= Probability against 50%

E= Error of 5%

$$n = \frac{Z^2 pq N}{E^2(N-1) + Z^2 pq}$$

Taking into account the indicated data, the calculation was established, where the sample obtained was m=301.

Data collection techniques and instruments, validity and reliability

Techniques

The technique used to measure the dependent variable loyalty was the survey.

Validation and reliability

To assess the reliability of the instrument (questionnaire), the Cronbach Alpha statistical technique was applied.

Data analysis methods

For data processing, the statistical program the Statistical Package for the Social Sciences, known by its acronym SPSS, was used. As well as the MS Excel spreadsheet for a better presentation of the results in tables and graphs.

Results

The results were important findings for the present study, for which the authors carried out the analysis of the results by dimensions and indicators, according to what was obtained:

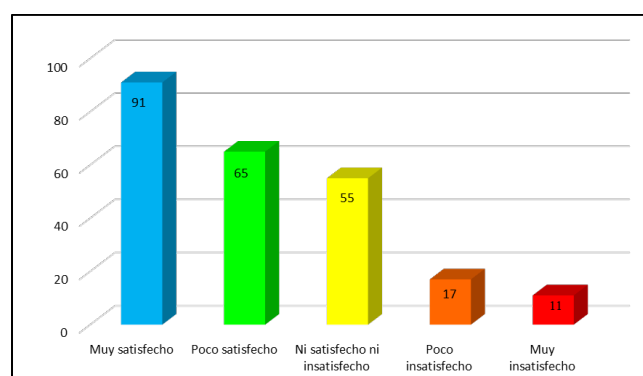
Dimension: Customer Value

Indicator: Satisfaction

Table 1. The institute offers a differentiated service.

valid s	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	91	35.8	38.1	38.1
little satisfied	65	25.6	27.2	65.3
neither satisfied nor dissatisfied	55	21.7	23.0	88.3
little dissatisfied	17	6.7	7.1	95.4
Very unsatisfied	eleven	4.3	4.6	100.0
Total	239	94.1	100.0	

Note: Questionnaire database.

Figure 1: Differentiated service.

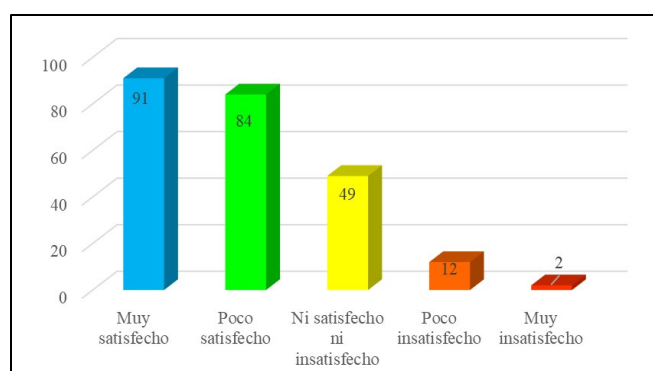
Note: The figure shows that 91 students are very satisfied with the differentiated service offered by the institute, on the contrary, 11 students are very dissatisfied with the service provided. This implies that the institution is developing a culture of adequate customer service in order to meet the needs and demands of students. Source: Table 1

Indicator: Loyalty

Table 2. Would you recommend a friend or family member to study at the institution?

valid	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	91	35.8	38.2	38.2
little satisfied	84	33.1	35.3	73.5
neither satisfied nor dissatisfied	49	19.3	20.6	94.1
little dissatisfied	12	4.7	5.0	99.2
Very unsatisfied	2	.8	.8	100.0
Total	238	93.7	100.0	

Note: Base of data of the questionnaire.

Figure 2: loyalty measurement

Note: The figure shows that of the total number of respondents, 91% are very satisfied when recommending the institute and 2% would not recommend it, therefore, a high percentage agrees with recommending a family member or friend, demonstrating the brand loyalty of the institution.

Source: Table 2

Dimension: Relationship Marketing

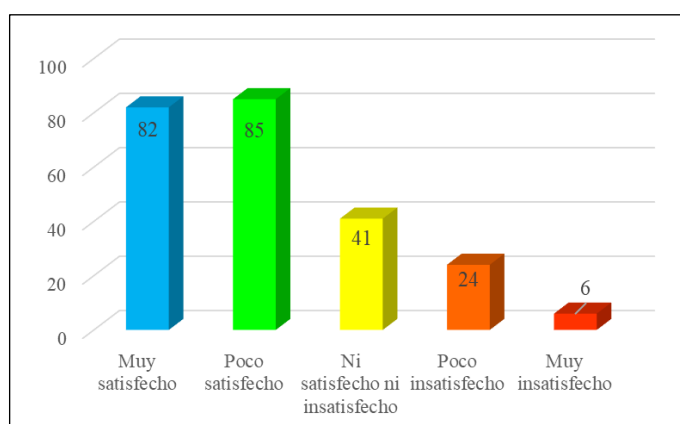
Indicator: Feedback

Table 3. Monitoring of payments and notes in the institution

valid	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	82	32.3	34.5	34.5
little satisfied	85	33.5	35.7	70.2
neither satisfied nor dissatisfied	41	16.1	17.2	87.4
little dissatisfied	24	9.4	10.1	97.5
Very unsatisfied	6	2.4	2.5	100.0
Total	238	93.7	100.0	

Note: Questionnaire database.

Figure 3: Tracking payments and notes.



Note: The figure shows that 82% of the total respondents are very satisfied with the follow-up they receive on their payments and notes; 85% are not very satisfied and 6% are very dissatisfied. Therefore, a large percentage of those surveyed feel comfortable with the monitoring of their payment schedules and the score in their notes.

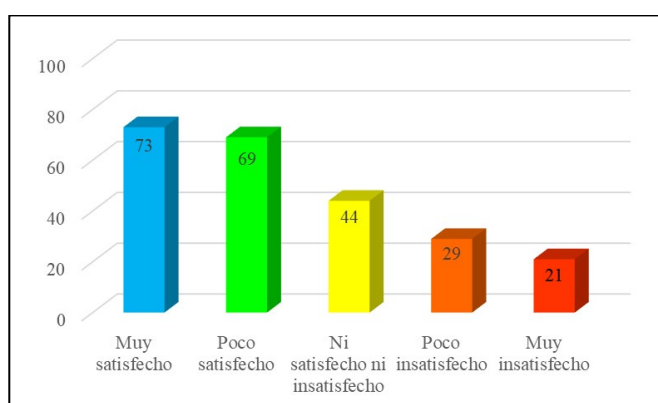
Source: Table 3.

Indicator: Personalized attention

Table 4. The attention received is fast.

valid	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	73	28.7	30.9	30.9
little satisfied	69	27.2	29.2	60.2
neither satisfied nor dissatisfied	44	17.3	18.6	78.8
little dissatisfied	29	11.4	12.3	91.1
Very unsatisfied	twenty-one	8.3	8.9	100.0
Total	236	92.9	100.0	

Note: Base of data of the questionnaire.

Figure 4: Total valuation of attributes related to the brand

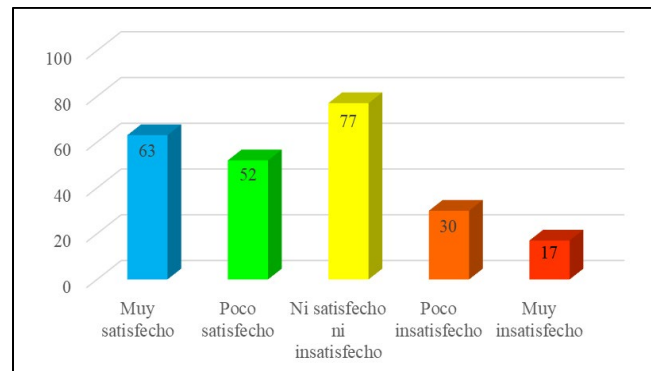
Note: Figure 4 shows that 73% of those surveyed are very satisfied with the care, 44% are neither satisfied nor dissatisfied, and a reduced 21% are very dissatisfied. Therefore, it is specified that there is rapid attention to a possible problem, which is highly regarded by students, however, customer service activities must still be strengthened in order to reinforce student loyalty.

Indicator: Commitment

Table 5. Are you informed of the workshops and trainings?

Valid	Frequency	%	% valid	% accumulated
Very satisfied	63	24.8	26.4	26.4
little satisfied	52	20.5	21.8	48.1
neither satisfied nor dissatisfied	77	30.3	32.2	80.3
little dissatisfied	30	11.8	12.6	92.9
Very unsatisfied	17	6.7	7.1	100.0
Total	239	94.1	100.0	

Note: Base of data of the questionnaire.

Figure 5: Commitment to the student.

Note:

In the figure it can be seen that a high percentage of respondents are neither satisfied nor dissatisfied with the information received from the workshops and training provided by the institution, which implies that it is an aspect that must be improved in order to have satisfied customers.

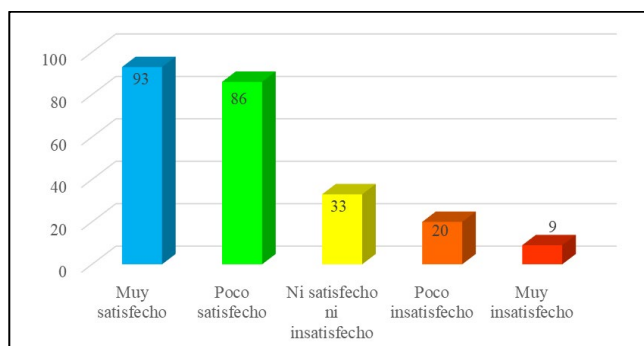
Dimension: Internal Marketing

Indicator: Effective communication

Table 6. A suitable work environment is perceived

valid	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	93	36.6	38.6	38.6
little satisfied	86	33.9	35.7	74.3
neither satisfied nor dissatisfied	33	13.0	13.7	88.0
little dissatisfied	twenty	7.9	8.3	96.3
Very unsatisfied	9	3.5	3.7	100.0
Total	241	94.9	100.0	

Note: Questionnaire database.

Figure 6: Work Environment.

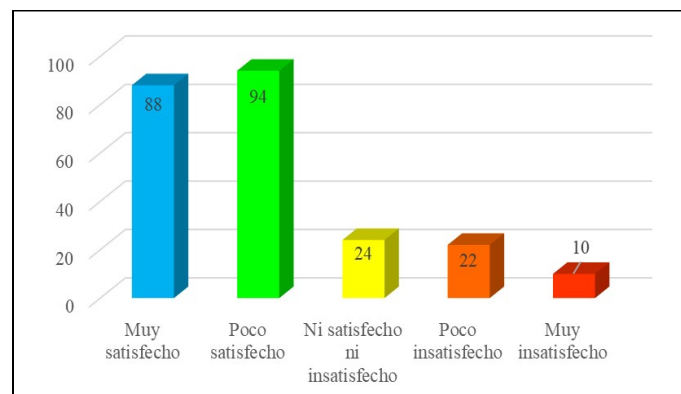
Note: According to the data found, 93% of the respondents have a positive perception of the work environment among the workers, 86% of the respondents are not very satisfied and a small number of 9% are very dissatisfied. Where students recognize that the work environment among workers is positive and friendly, which creates great trust and perceived respect in the work environment.

Table 7. The institute is synonymous with technology and innovation.

valid	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	88	34.6	37.0	37.0
little satisfied	94	37.0	39.5	76.5
neither satisfied nor dissatisfied	24	9.4	10.1	86.6
little dissatisfied	22	8.7	9.2	95.8
Very unsatisfied	10	3.9	4.2	100.0
Total	238	93.7	100.0	

Note: Questionnaire database.

Figure 7: Synonymous with technology and innovation.



Note: the figure shows that 94% of those surveyed are not very satisfied, 88% are very satisfied and 10% are very dissatisfied in terms of the institution being synonymous with technology and innovation. While there is a high degree of perception regarding the institution as a modern company that makes use of technological products according to the market and the needs of students and their technological careers.

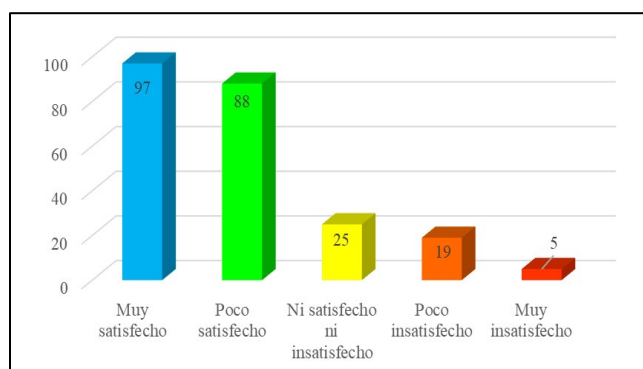
Dimension: Neuromarketing

Indicator: Emotions

Table 8. The use of technological tools was a reason for choosing your career.

	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	97	38.2	41.5	41.5
little satisfied	88	34.6	37.6	79.1
neither satisfied nor dissatisfied	25	9.8	10.7	89.7
little dissatisfied	19	7.5	8.1	97.9
Very unsatisfied	5	2.0	2.1	100.0
Total	253	92.1	100.0	

Note: Base of data of the questionnaire.

Figure 8: Reason for choosing a professional career.

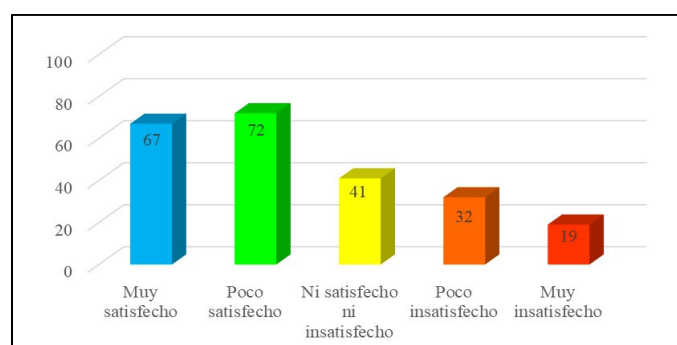
Note: According to Table 8, 97% of those surveyed are very satisfied, 88% are not very satisfied and, on the contrary, a reduced 5% are very dissatisfied because the use of technological tools was the reason for choosing a professional career. Meanwhile, a part of those surveyed felt influenced by the technological products offered by the Institute when choosing a technical career.

Indicator: Product/service characteristics

Table 9. Benefits provided at the institution

	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	67	26.4	29.0	29.0
little satisfied	72	28.3	31.2	60.2
neither satisfied nor dissatisfied	41	16.1	17.7	77.9
little dissatisfied	32	12.6	13.9	91.8
Very unsatisfied	19	7.5	8.2	100.0
Total	231	90.9	100.0	

Note: Base of data of the questionnaire.

Figure 9: Acceptance of benefits.

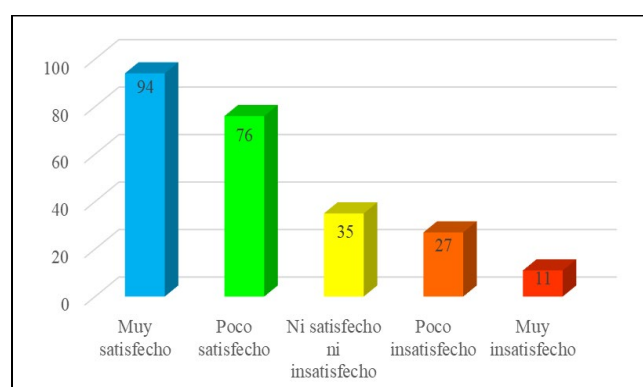
Note: According to the results obtained, 67% are very satisfied, 72% are somewhat satisfied, 41% are neither satisfied nor dissatisfied, and a small percentage of 19% is very dissatisfied with respect to the benefits provided by the institute. Thus, the institution offers an important aspect to the students, which correspond to the promotions and discounts packages, because you always have to be vigilant and inform about the different benefits of belonging to the institution.

Indicator: Perception

Table 10. Iconic colors are attractive

	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	94	37.0	38.7	38.7
little satisfied	76	29.9	31.3	70.0
neither satisfied nor dissatisfied	35	13.8	14.4	84.4
little dissatisfied	27	10.6	11.1	95.5
Very unsatisfied	eleven	4.3	4.5	100.0
Total	243	95.7	100.0	

Note: Base of data of the questionnaire .

Figure 10: Acceptance of institutional colors.

Note: Figure 10 shows that 94% of respondents feel very satisfied, 35% neither satisfied nor dissatisfied in terms of attraction to the institutional colors of the institution. Thus, the colors of the institution create a pleasant and trustworthy feeling with the clients - students. The institute's policy is to provide creative environments where students feel identified with colors. It is important to keep in mind that the right colors create trust environments in organizations.

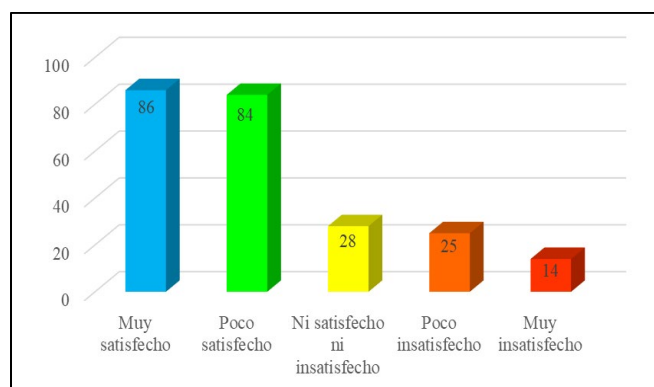
Indicator: Experience

Table 11. Technical race qualification

	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	86	33.9	36.3	36.3
little satisfied	84	33.1	35.4	71.7
neither satisfied nor dissatisfied	28	11.0	11.8	83.5
little dissatisfied	25	9.8	10.5	94.1
Very unsatisfied	14	5.5	5.9	100.0
Total	237	93.3	100.0	

Note: Base of data of the questionnaire.

Figure 11: Qualification of the technical race.



Note: The figure shows that 86% of those surveyed are very satisfied with the chosen technical career, 84% are not very satisfied. Meanwhile, the students surveyed maintain that their expectations are met, which is very favorable for the institution since it helps to build a better position against its competitors.

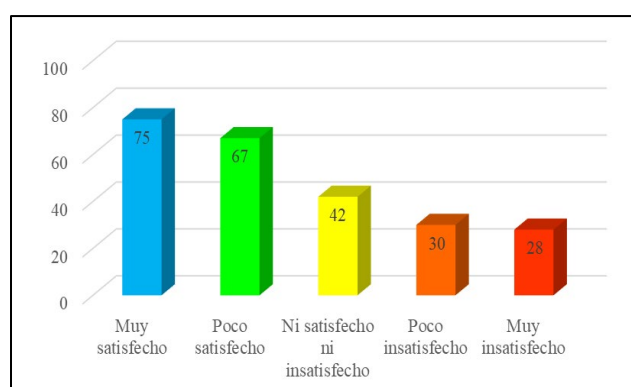
Indicator: Influence of the environment

Table 12. The environments are suitable

	Frequency	Percentage	valid percentage	Accumulated percentage
Very satisfied	75	29.5	31.0	31.0
little satisfied	67	26.4	27.7	58.7
neither satisfied nor dissatisfied	42	16.5	17.4	76.0
little dissatisfied	30	11.8	12.4	88.4
Very unsatisfied	28	11.0	11.6	100.0
Total	242	95.3	100.0	

Note: Base of data of the questionnaire.

Figure 12: Influence of the environment on the enrollment decision.



Note: According to the results in Table 12, it is shown that 75% of the respondents are very satisfied, 42% are neither satisfied nor dissatisfied, and 28% are very dissatisfied with the enrollment decision, influenced by knowing the environments of the institute. .

Conclusions

It was possible to analyze the loyalty for the customer value dimension of the students of the Technological Institute, having obtained 91% of the respondents very satisfied, which implies that the institution is developing a culture of adequate customer service in order to satisfy the needs and demands of the students.

It was possible to analyze the loyalty for the relational Marketing dimension of the students of the Technological Institute, analyzing the feedback indicators with 82% of being satisfied and 73% of the respondents being very satisfied with the personalized attention.

It was possible to analyze the loyalty for the internal Marketing dimension of the students of the Technological Institute.

It was possible to design the olfactory sensory marketing strategy for the loyalty of the Institute's students.

Annexes

Appendix 1.

Olfactory sensory marketing strategy plan

Foundation

The strategy is based on the theoretical contribution made by the marketing specialist and representative in Peru of the Neuromarketing World Forum, Liliana Alvarado, who is currently the academic director of Marketing at the Peruvian University of Applied Sciences.

According to Alvarado (2013), he refers to olfactory marketing, which aims to make the act of purchase become a moment of comfort and sensory pleasure for the customer, supporting positive emotions, making them enjoy the shopping experience so that it is satisfactory. Stimulating the sense of smell is a differentiation factor, it provokes surprise and develops a better image of the brand, generating a positive memory of it". Alvarado (2013)

In this strategy we want to implement the development of an aroma that can generate a stimulus in one of the most important senses of the person, which is smell; with this it will be possible to stimulate a part of the brain that will generate a pleasant memory.

Strategy Goal

Contribute to the knowledge of olfactory marketing by analyzing through the exposure of a fragrance in the institute's environments, with the main objective of developing a fragrance, which is easy to identify and thereby attract and attract new customers (students).

Goals

- Recognize the brand by smell.
- Contribute sensations and experiences.
- Foster emotional bond with the brand.
- Evaluate the perception of the olfactory sensory experience.

Development

Aromatize the point of sale

Select the areas where there is a flow of customers (Reports Area, Student Service - SAE and laboratories).

Select the fragrance that suits the personality and corporate image of the brand.

Criteria for choosing the aroma

Citrus aromas: help increase sales among the youngest, since they generate some anxiety and the need to buy impulsively and irrationally. Sandalwood aromas: provide sensations of tranquility and protection.

Vanilla aroma: it is the natural component closest to the taste of breast milk. It generates confidence and protection in all people, evokes childhood memories.

Sabila Aroma: sensation of serenity and sweetness. Juniper aroma: ideal if you want the public to stay for long periods of time in your business.

Wood and leather aroma: Sensations of stability, its use is preferable for businesses that offer products and services to adults.

Company specializing in sensory marketing

aromatika

We are the pioneer company of sensory marketing in Peru.

We study, develop and apply aromas that help to achieve a unique experience associated with your company, brand or product, creating your own signature, which, complemented with adequate ambient music, creates positive impressions on your customers and related to your brand image, improving the experience and thus increasing the time they remain in your business, contributing to their positioning and increasing their sales.

Construction of the practical contribution

Goals

1. Verify that the statements of the olfactory stimuli improve the predisposition of clients when obtaining a service within the institute's facilities.
2. Improve the sensory experience of customers and potential customers.
3. Strengthen brand recall through olfactory stimulation.
4. Develop loyalty between students and the brand.

Stages and phases:

Activity 1

Exposure to the management of the creation of an Odotype.

Description:

- Exposition of the budget and the importance of the creation of a business odotype, along with this, the company that will be in charge of carrying out the odotype will be announced.

- The definition and characteristics of having an odotype (particular smell) will be explained and why it is important that the institution values and feels identified with this smell.

Duration

- Interview with the manager 1 hour.

Activity 2

Induction process.

Description:

- To make known through training to all areas of the Institution the importance that this would have in front of the student and potential clients.

Duration

- The staff induction process will last 2 hours.

Activity 3

Presentation and exhibition of the Odotype.

Description:

- Within activity 2 (Induction Process) the chosen aroma that will represent the Institute will also be exposed.

The benefits and the contribution that the aroma will make to its consumers will be detailed.

There will also be an observable analysis of the reaction of the guests to the aroma to know its acceptance; Suggestions and opinions will be taken into account.

Duration

- The presentation and exhibition of the Odotype will be 1 hour

Activity 4

Focus Group.

Description:

- The invitation is made to all the delegates of the races through their email accounts so that they can participate in a focus group.

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Duration

- The focus group will last 1 hour.

Activity 5

Survey application.

Description:

- Within the development of activity 4 (focus group) a survey will be applied with specific questions about the aroma.

Duration

- It will last 1 hour.

APPENDIX 2

Operationalization of variables

Variable(s)	concept definition	operational definition	Dimensions	Indicators	measure ment scale
Dependent Variable: LOYALTY	Loyalty refers to the process of developing and maintaining long-term relationships with customers through the continuous delivery of value and satisfaction of their needs, in order to increase customer retention and loyalty . (Kotler & Armstrong, 2021)	Loyalty is made up of 4 dimensions: customer value, relationship marketing, multichannel communication and internal marketing.	customer value	Satisfaction	Likert
				Loyalty	
			Relational marketing	Feedback	
				personalized attention	
			internal marketing	Commitment	
Independent variable: neuromarketing	Neuromarketing studies brain processes that explain people's behavior and decision-making. Braidot (2017)	Neuromarketing is made up of 2 dimensions Sensory Neuromarketing, consumer behavior.	sensory neuromarketing	stimuli	Ratio/Pro portion
				Emotions	
			Consumer behavior	Product/service features	
				Perception	
				Experience	
				Environment	
				Influence	

Source: self-made.

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