

The Impact of the Application of Neuro Marketing in Influencing Tourists' Decisions in Determining a Place to Tour: Literature Review

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ABSTRACT

In the current digital era, the application of neuromarketing in the tourism industry can influence tourists in various ways, such as through the use of attractive visual designs, the use of words or narratives that trigger positive emotions, as well as sensory experiences that give satisfaction, for example one of which is the results posts by influencers on Instagram social media. By understanding how tourists' brains or thoughts respond to marketing stimuli, tourist destinations can optimize their marketing strategies to achieve better results. Therefore, the aim of this research is to see the impact of applying neuromarketing in influencing tourists' decisions regarding tourist attractions, especially in Bali Province. The design of this research is a literature review. Search for articles on Google Scholar and ProQuest with keywords based on Perception and Visit Decision. 776 articles were found in the 2013-2023 period, then screening was carried out and 38 relevant articles were found to be discussed and analyzed. This research found positive results that there is an impact of neuromarketing on consumer decisions, including tourists' decisions in choosing tourist destinations, namely the branding and advertising that is carried out will provide stimulation to the tourist's brain to respond. So, it is hoped that this research will become a strategy that can be implemented by the tourism industry in Indonesia in making the

marketing system in the tourism industry more effective.

Keywords: Neuro Marketing, Branding, Advertising, Visit Intention, Visit Decision.

INTRODUCTION

Tourism is the attraction of a country or tourist destination that can encourage tourists to visit a tourist destination. Tourists take trips to get away from their work for a while. According to Pitana and Gayatri (2005:60), tourists traveling to tourism are driven by several motivations, classifying tourist motivations into four major groups including: 1) Physical or physiological motivation, for example relaxation, health, comfort, (2) Cultural motivation, for example desire to learn about customs, culture, art, (3) social or interpersonal motives, for example family, friends, doing something related to prestige, (4) Fantasy motivation, motivation which in other areas is considered a place to relieve fatigue, as well as increasing ego which provides psychological satisfaction (Melati et al., 2022).

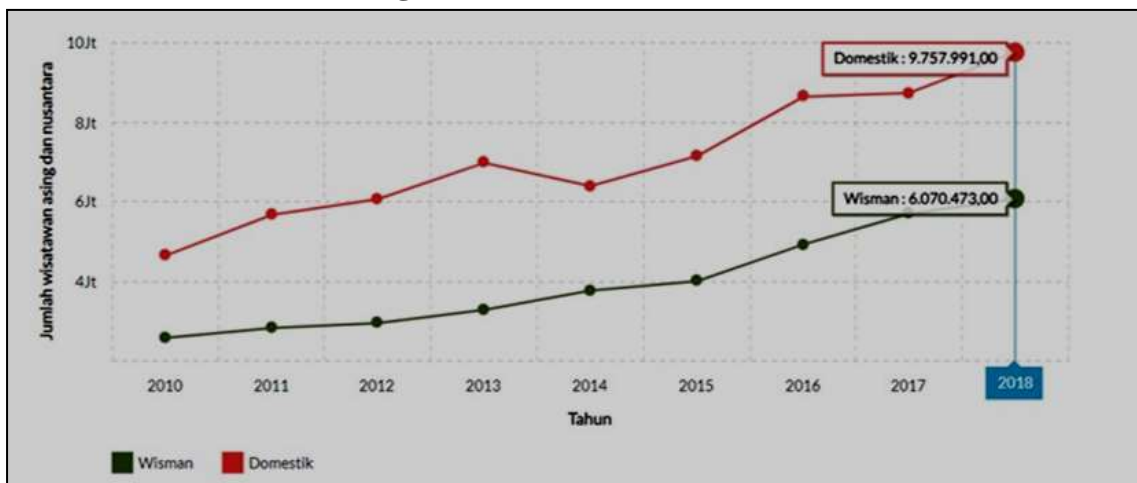
The development of Bali Province into a major national and world tourism destination has indeed made a very positive contribution,

both for Bali Province itself and also Indonesia, but on the other hand it also has quite serious negative impacts including: Nature, People and Balinese Culture, which tends to experiencing massive and systemic change. Overall, there has been a decline or degradation, both in quality and quantity, in Bali's natural environment, Balinese society and Balinese culture (Trimurti & Utama, 2021).

Travel and movement of tourists is one of the basic human activities to fulfill various needs. either in the form of experience, enlightenment, physical and spiritual refreshment, or in the form of self-

actualization (Trimurti & Utama, 2021). With the tourism industry growing rapidly, world tourism destinations face intense competition so these destinations must be able to win the competition so that they can be chosen by the majority of tourists. Bali is a destination that is able to compete with other destinations in the world, and Bali wins several awards every year. In 2019, Bali was ranked fourth in the world as the most popular destination for millennials worldwide by the ticket booking application company Hopper (Aridayanti et al., 2020), which can be proven by the development of tourist visits to Bali in 2010 - 2018:

Number of Domestic and Foreign Tourists 2010 – 2018



Source: BPS Bali

Statistical Data on Foreign Tourist Visits for September 2022



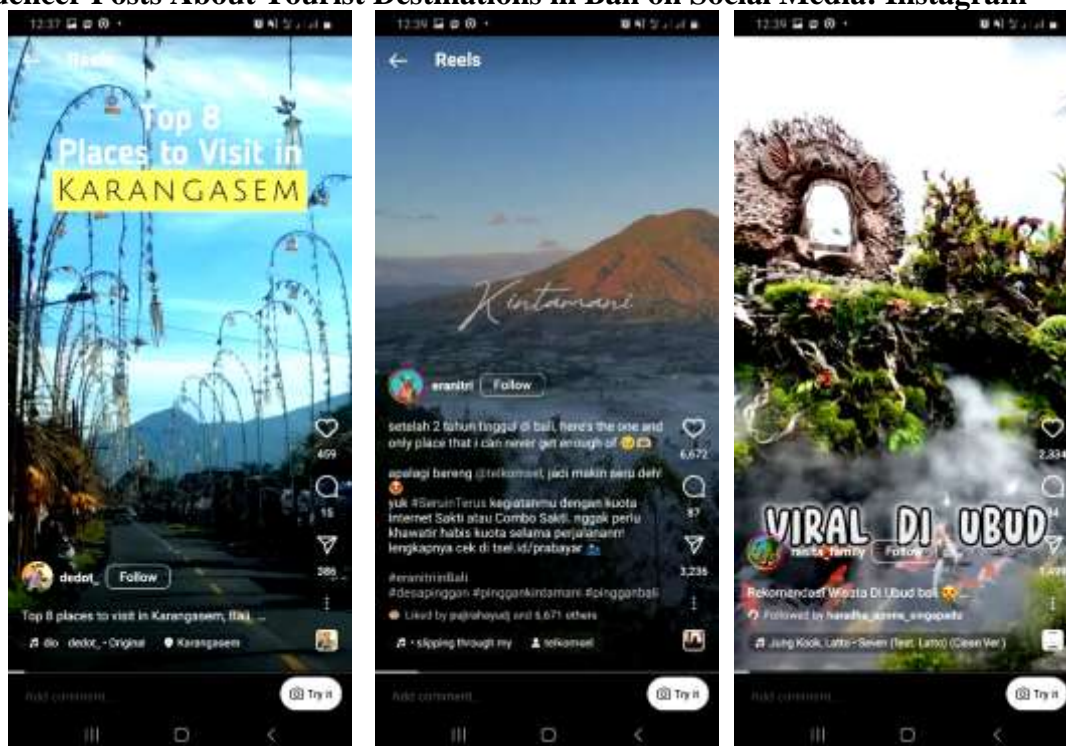
Source : <https://www.kememparekraf.go.id/statistik-wisatawan-mancanegara/statistik-kunjungan-wisatawan-mancanegara-bulan-september-2022>

According to the Ministry of Tourism and Creative Economy, this data shows that foreign tourist visits to Indonesia in September 2022 amounted to 538,315 visits or experienced growth of 10,768.46% compared to September 2021 which only amounted to 4,953 visits.

The number of tourists in the graph above cannot be separated from the influence of tourism advertising in Bali, which is an important aspect in promoting tourism destinations and attracting tourists to visit the island. In Bali tourism advertising, several strategies and methods can be used to introduce the natural beauty, culture and interesting activities available in Bali to potential tourists (Hermawan et al., 2022).

Advertising can only help in the pre-travel phase where travelers actually make their decisions about whether or not to travel. In this process, tourists go through four main stages: first, they consider their destination; second, they evaluate it on self-developed criteria; third, they decide whether to buy or not; and if yes then lastly, they enjoy the decision made. Cox et al. (2009), nearly 80% of travelers rely on social media information to plan trips, gather information, and carefully consider travel reviews by other travelers (Saeed & Shafique, 2020). As is currently the case with the phenomenon of tourism advertising via social media, where influencers promote interesting destinations in Bali through the following videos they post on Instagram:

Influencer Posts About Tourist Destinations in Bali on Social Media: Instagram



Source: <https://www.instagram.com/reel/Cw7rovdRvkX/?igshid=NjIwNzIyMDk2Mg==>, <https://www.instagram.com/reel/CvhBy30trHq/?igshid=NjIwNzIyMDk2Mg==>, <https://www.instagram.com/reel/CwCKjk-p-T1/?igshid=NjIwNzIyMDk2Mg==>.

From these posts, we can see directly the effectiveness of video advertising through responses from followers such as: liking, responding and sharing posts. By understanding consumers' brain responses to advertising, marketers can design more effective advertising antecedents. For

example, they can optimize the use of images, colors, words, or music that will influence consumers' brains positively and increase the ad's appeal. Thus, advertising antecedents formed by neuromarketing can help create messages that are more attractive and more effective in attracting consumer

attention and increasing the success of marketing campaigns (Fortunato et al., 2014).

Neuromarketing is a field of marketing that studies the processes that occur in consumers' brains before and during a purchase, and utilizes this knowledge to optimize the sales process. The neuromarketing background to marketing is the application of neuroscience and physiological tools to study the neurological correlates of consumer behavior, such as decision making, emotions, attention, and memory for marketing stimuli, such as brands and advertising. Neuro marketing attempts to understand how consumers' brains react to marketing stimuli and how this information can be used to increase the effectiveness of marketing campaigns. Methods commonly used in neuro marketing include brain scanning which measures neural activity and physiological tracking which measures eye movements and other indicators (Alsharif et al., 2021).

The application of neuromarketing in the context of influencing tourists' decisions on where to travel can have a significant impact. Some of the impacts that can occur are as follows (Hsu, 2017) :

1. Better understanding of consumer behavior: Neuro marketing allows marketers to understand consumer behavior in greater depth. Through neuroscientific techniques and methods, such as brain scanning, measuring emotional responses, and behavioral monitoring, marketers can find out how tourists' brains respond to visual stimuli, promotional messages, or tourism experiences. By understanding the neurological reactions underlying tourists' decisions, marketers can optimize their marketing strategies.
2. Travel experience optimization: Using neuro marketing, marketers can design more interesting and engaging travel experiences for tourists. Information obtained through neuroscience research can help in identifying factors that influence tourist satisfaction and

enjoyment, such as visuals, sounds, tastes and social interactions. By neurologically understanding tourists' preferences, marketers can direct their efforts to create more satisfying and memorable experiences.

3. Greater emotional influence: Neuro marketing also allows marketers to influence tourists' emotions more effectively. Neuroscientific studies show that emotions play an important role in consumer decision making, including the decision to choose a travel destination. By leveraging this knowledge, marketers can design promotional messages and content that evoke positive emotions in tourists, thereby increasing their attraction and desire to visit a tourist destination.
4. Refinement of marketing strategies: Neuro marketing can also help marketers in refining their marketing strategies. By studying tourists' neurological responses to various marketing factors, such as advertising, product packaging, or recommendations from others, marketers can evaluate and optimize elements of their marketing strategies. This may include adjusting promotional messages, designing more visually appealing ads, or using appropriate influencers in marketing campaigns.

Based on this phenomenon, the main aim of this research is to examine the impact of implementing neuromarketing in influencing tourists' decisions when deciding where to travel, with a case study: Bali Province.

LITERATURE REVIEW

NeuroMarketing

Scientists call consumer neuroscience neuromarketing. Marketing using neuroscience is basically a method that helps companies to explore purchasing decisions by customers. Neuromarketing is a field of applied neuroscience, investigating customer needs, values, decisions and emotions in response to marketing actions based on neuroscience tools, designs and techniques. The potential contribution of neuromarketing in the digital era should not be

underestimated, although the field of neuromarketing is in its infancy, it has enriched the disciplines of neuroscience and consumer psychology (S. Kumar, 2015). Neuro-marketing is a revolutionary idea in marketing research because it combines the ideologies of psychology, neuroscience, economics, and marketing. Neuro-marketing is an ideal tool for exploiting consumer emotions (A. Kumar et al., 2020).

Neuromarketing is the interdisciplinary product of neuroscience and marketing. Another definition states neuromarketing as a field that results from the relationship between two or more sciences (Fortunato et al., 2014). Neuromarketing is a field of study that combines neuroscience and marketing to understand the human brain's response to marketing stimuli such as: brands, advertising and products (McDowell & Dick, 2013).

Neuroscience marketing / neuromarketing functions to understand consumer behavior and influence their purchasing decisions. This approach leverages knowledge about brain function and cognitive processes to design more effective marketing strategies. Neuromarketing will be useful in increasing marketing efficiency and professionalism. Neuromarketing was introduced in 2002 by Prof. Dr. Ir. Ale Smidts from Erasmus Research Institute of Management (Cosic, 2016).

The basis of Neuromarketing is Schema in Human Memory. Memories of the smell of bread and roses. Memories are unique to individuals and learning how the brain is attracted to memories is not only the homework of psychologists and neuroscientists, but also a challenge for marketers in creating advertising that suits the way the human brain works. Neuromarketing studies the influence of marketing strategies on the human brain through fMRI and EEG. Neuroscientific approaches to understanding consumer behavior are increasingly being used by business practitioners, particularly consumer brand managers. Consumer product brands and companies, such as Coca-Cola and

Campbell, use neuroscience methods, including functional magnetic resonance imaging (fMRI), electroencephalogram (EEG), magnetoencephalography (MEG) and other biometrics (i.e. physiological measures used to characterize human behavior (behavior).) to better evaluate consumers' responses to their advertisements (Lin et al., 2018).

There are three well-known non-invasive techniques for mapping the brain: functional magnetic resonance imaging (fMRI), electroencephalography (EEG), and magnetoencephalography (MEG). Due to their safe use from an ethical point of view, all three were used in studies that have been published in previous years. Despite the fact that EEG is a rather old innovation, it is still seen as a viable device for measuring brain waves (Al Abbas et al., 2019)

Branding

A brand includes various elements such as company name, logo, design, packaging, message, and overall strategy. It goes beyond the physical aspects of a product or service and includes the emotional and psychological connection that customers develop with the brand. Effective branding evokes certain feelings, experiences, and associations that resonate with target audiences, building trust, loyalty, and recognition (McCartney & Pinto, 2014). Martinez, (2011) states that a brand is a world of consumer attraction and desire, so it must be dynamic, active, and present in consumers' lives and minds, stimulating their brains and evoking emotions. Companies build brand equity by creating a brand knowledge structure with the target audience (Santos et al., 2015).

Branding plays an important role in shaping a company's reputation, market position and overall success. A strong brand can differentiate a business from its competitors, attract customers and influence their purchasing decisions, it helps build brand equity, which refers to the intangible value and perception associated with the name of established brands, often enjoy customer

loyalty and can determine premium prices, leading to increased market share and profitability. Overall, branding is a strategic process that involves creating a compelling and cohesive brand identity to establish a strong presence in the market, build customer trust and loyalty, and differentiate a company from its competitors (Park et al., 2017) .

Advertising

Advertising is the practices and techniques used to draw attention to a product or service. The main goal is to put the product or service in the spotlight and attract the attention of consumers. Advertising is a marketing tactic that involves paying for space to promote a product, service, or cause. Promotional messages are called advertisements or advertisements, and their purpose is to reach people who may be interested in the advertised product or service and persuade them to make a purchase (Byun & Jang, 2015) .

The main goal of advertising is to generate increased consumption of a product or service. Commercial advertising often utilizes branding, associating a product's name or image with certain qualities in consumers' minds. This association aims to create a positive perception and encourage consumers to choose the brand. Additionally, advertising can serve as a means of direct sales, known as direct response advertising, where the goal is to obtain an immediate purchase (Shang et al., 2021) .

Advertising comes in many forms, including traditional and digital media. Traditional advertising includes print, television and radio ads, while digital advertising includes platforms such as YouTube, Facebook, Google and websites. It is important for advertisers to identify their target audience and tailor their messages accordingly. By understanding demographic characteristics such as gender, age, education level, income level, and location, advertisers can choose the most effective advertising means to reach the desired audience. Advertising has evolved over time and continues to adapt to new media and technology. From banner ads

on websites to Super Bowl ads and billboards, advertising methods and best practices have changed, but the need for advertising has remained constant. Effective advertising involves creating compelling messages and using various strategies to engage audiences and achieve desired results (Yang et al., 2022) .

In short, advertising is a practice that aims to draw attention to a product or service through various techniques and media. The goal is to generate increased consumption, build brand associations, and gain direct sales. Advertising includes both traditional and digital forms, with the aim of reaching target audiences and influencing their purchasing decisions (Kim & Jun, 2016) .

Visit Intention

Visiting intention is a concept related to an individual's intention to visit a particular destination or tourist spot. Factors such as brand storytelling, perceived value, tourism experience, destination attractiveness, destination image and social media marketing can influence visit intentions. The specific and detailed findings of each study can be further explored by referring to the sources provided (Yacob et al., 2019) .

Visit Decision

Tourism is a product of the totality of four basic aspects, namely; According to Medlik, there are four aspects (4A) that must be considered in offering tourism products as a totality of products, namely (Trimurti & Utama, 2021) :

1. Attraction (attractiveness); the availability of attractions in tourist destinations or destinations to attract tourists, which can be in the form of natural attractions or community and cultural attractions.
2. Accessibility (transportation); availability of transportation facilities so that domestic and foreign tourists can easily reach their destination to tourist attractions.
3. Amenity (facilities); the availability of main and supporting facilities at a

destination in the form of; accommodation, restaurants, foreign exchange facilities, gift centers, and other supporting facilities related to tourism activities at a destination.

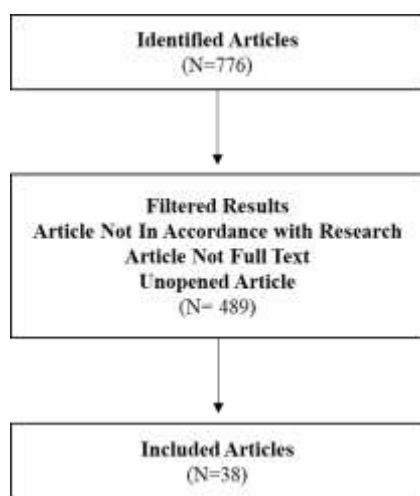
4. Ancillary (institutional); The existence of a tour organizer so that tourist activities can take place, this aspect can be in the form of tour guides, travel agents, ticket reservations, and the availability of information about destinations.

The tourist's decision to visit is the most important aspect that must be considered by tourism managers, because it can increase the number of visits and have an impact on increasing income (Hermawan et al., 2022) .

MATERIALS & METHODS

The design used is a literature review. The search method for scientific publication results for the period 2013 – 2023, used searches via Google scholar and ProQuest. Based on the search results, 776 articles were found which were then filtered with the results being 38 articles that met the inclusion criteria and were relevant. The inclusion criteria for this literature review are (1) articles related to the factors studied that can influence the Visit Decision, while the exclusion criteria are (1) articles that do not fit the research framework, (2) not full text, (3) articles not open.

Study Inclusion and Exclusion Diagram



Source: Researcher

RESULT

Neuro Marketing and Branding

The results show that there are quite large differences in young adults for visual attention, with greater attention to strong brands that influence them in making decisions (De Oliveira & De Moura Engracia Giraldi, 2019) .

Previous results showed that if stimuli associated with a brand or advertisement activate the hippocampus, dorsolateral prefrontal cortex, and midbrain, customers will definitely buy that brand. This lesson makes a significant contribution by opening the human “Black Box” and presenting a deeper perspective on how and why customers behave differently when it comes to purchasing behavior. Specifically, brand marketers must build a strong, favorable, and positive brand image. Customer thoughts and advertisements must include emotions that are in context so that they can activate the emotional brain which in turn leads to purchasing decisions (Hafez, 2019) .

Neuro Marketing and Advertising

Results showed that adolescents placed greater attention and emotional intensity on the body attractiveness of influencers compared to young adults, and showed little interest in the brand (Mañas-Viniegra et al., 2020) .

This research found that using a person's culture and neuroscience can make advertising marketing campaigns more effective and engaging (S. Kumar, 2015) .

The results show that by using neuromarketing methods, pharmaceutical companies can better understand consumers' unconscious consciousness and thoughts and adapt specific marketing messages (Orzan et al., 2012) .

The effectiveness of tourism advertising, tourists' emotions vary depending on the type of advertising. Kim et al (2014) compared watching video advertisements (multi-motion images with text) with listening to audio advertisements on the behavior of 42 participants. They measure their attention and arousal through ET. The findings show

that attention to both types of advertisements is the same, but participants' arousal is higher in the case of video advertisements. Participants also preferred video ads and showed higher responses compared to audio ads (Al-Nafjan et al., 2023) .

Branding and Visit Intention

The existence of a relationship between brand beliefs and brand attitudes has a significant and positive influence on destination visit intentions (Tobias-Mamina et al., 2020) .

The research results show that store brand experience significantly influences consumers and the four brand experience dimensions provide different effects. Sensory and behavioral experiences directly increase the intention to visit the store, while intellectual and emotional experiences promote the intention to visit through increasing brand equity (Baek et al., 2020) .

Advertising and Visit Intention

Chalip et al. (2003) also show advertising has an effect on destination image, which in turn increases tourists' intention to visit a destination. Likewise, Barros (2012) states that events have a positive and significant impact on the possibility of visitors returning, interest in tourist visits will increase through advertising events, which describe special events, for example: festivals and films (Kim & Jun, 2016) .

This research shows that the relationship between exposure to influencer advertising and brand trust strongly influences destination visit intentions (Tobias-Mamina et al., 2020) .

Findings reveal that social media moderates the relationship between CBBE and intention to choose a destination. This study offers strategic implications for Pakistan's struggling tourism industry by providing an understanding of international tourists' intentions regarding Pakistan as their last choice (Saeed & Shafique, 2020) .

The findings reveal that information publicity has an influence on tourists' intention to visit through the mediating effect

of subjective norms. Moreover, social media disposition strengthens the relationship between information publicity and subjective norms (Shang et al., 2021) .

Neuro Marketing and Visit Intention

The findings reveal that SMDBC plays a considerable role in shaping tourists' emotions, including joy, love and positive surprise, which, in turn, have a significant impact on consumers' intention to co-create value and visit. Contrary to previous research, the effect of excitement on tourists' intention to create and visit together was found to be insignificant (Cheung et al., 2021) . Deng et al (2021) examined the impact of aesthetic perception on tourists' intentions to choose a destination. They visually evaluated the aesthetics perceived by 64 people in destination images through participants' first impressions, visual appeal, and aesthetic emotions using ET. They concluded that there is a strong correlation between the aesthetics of a destination and tourists' intention to visit (Al-Nafjan et al., 2023) . This research introduces audience involvement in explaining tourists' future visitation intentions, and confirms the multidimensionality of this concept. Audience engagement is a comprehensive concept that captures an individual's behavioral and psychological traits. This allows an in-depth understanding of the psychological mechanisms that shape tourists' visit intentions after watching a performance (Fu et al., 2016) .

Visit Intention and Visit Decision

The results of this research show that e-WOM has a significant effect on attitudes, city image, travel intentions and travel decisions. Attitude variables have a significant effect on city image and travel intentions. Travel intentions have a significant influence on travel decisions (Gosal et al., 2020) .

The research results show that brand image has an influence on purchase intentions, service quality has an influence on purchase intentions, and purchase intentions have an

influence on purchase decisions (Haro et al., 2020) .

Based on the results of the analysis, it can be ascertained that only attitudes and subjective norms have a significant influence on visiting intentions which influence visiting for treatment in Malaysia, but are not significant for perceived behavioral control (Wang, 2016) .

Branding and Visit Decisions

The findings show that the relationship between city image and purpose of visit is significant. For researchers, this research provides a basis for further development of the city of Padang. For governments and destination marketing organizations (DMOs), understanding key constructs is critical to increasing visitors and better perceived city image (Azman et al., 2019) .

The results suggest that where tourists are able to make associations between a destination and the destination brand's personality, and where these associations are consistent with their desired holiday experience, a degree of congruence will exist between tourists' self-image and their perceptions of the destination that influences their decisions (Murphy et al ., 2007) .

Advertising and Visit Decision

The results show that there is a positive, moderate and significant correlation between social media marketing and consumer purchasing decisions. So, it has been found that among social media marketing indicators, all of them are predictors of consumer purchasing behavior (Jacinto et al., 2021) .

The results revealed that only product, price and promotion were associated with customers' decision making of travel agents (Satit et al., 2012) .

This study revealed that perceptions and decision-making goals differ among Chinese visitors with respect to age, gender, education, and income range, when using celebrity endorsement tactics. Findings suggest that celebrity endorsements can be used more strategically to influence and

target specific segments of Chinese tourists, emphasizing the need to carefully assess the usefulness of such expensive tactics in destination promotion (McCartney & Pinto, 2014) . Exposure to influencer advertising and brand trust strongly influence destination visit intentions (Tobias-Mamina et al., 2020).

DISCUSSION

In terms of applying neuromarketing to tourism, we found that if stimuli related to a brand or advertisement activate the hippocampus, dorsolateral prefrontal cortex, and midbrain, customers will definitely buy the brand. Specifically, brand marketers must build a strong, favorable, and positive brand image. Customer thoughts and advertisements must include emotions that are in context so that they can activate the emotional brain which in turn leads to purchasing decisions (Hafez, 2019). Using one's culture and neuroscience can make advertising marketing campaigns more effective and engaging (S. Kumar, 2015). The existence of a relationship between brand beliefs and brand attitudes has a significant and positive influence on destination visit intentions (Tobias-Mamina et al., 2020). Audience engagement is a comprehensive concept that captures an individual's behavioral and psychological traits. This allows an in-depth understanding of the psychological mechanisms that shape tourists' visit intentions after watching a performance (Fu et al., 2016). Travel intentions have a significant influence on travel decisions (Gosal et al., 2020) and exposure to influencer advertising and brand trust strongly influence destination visit intentions (Tobias-Mamina et al., 2020).

CONCLUSION

This research uses a literature review to assess the methods and theories that have been used regarding the impact of applying neuromarketing in influencing tourists' decisions regarding tourist destinations.

From the results of this literature review, the following are the conclusions regarding the impact of the application of Neuromarketing

in influencing tourists' decisions regarding tourist destinations:

1. There is an impact of neuromarketing on consumer decisions, including tourists' decisions in choosing tourist destinations, namely by branding and advertising which is carried out which stimulates the tourist's brain to respond.
2. Neuro Marketing can increase the attractiveness of a tourist destination by creating a more immersive and memorable experience for tourists. This can help a destination stand out among its competitors.
3. By understanding how tourists' brains respond to marketing stimuli, tourist destinations can optimize their marketing strategies to achieve better results.
4. The application of Neuro Marketing in tourism can also help tourist destinations to better understand tourists' preferences and desires, so they can provide more tailored experiences.

There is very little research that discusses the impact of neuromarketing on tourism marketing, so the author hopes that this research can provide additional contributions to science and knowledge in the field of marketing management.

Declaration by Authors

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