Chapter 4
Neuromarketing for Redesigning the Future of Online Education

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ABSTRACT

Learning is an ongoing process throughout the lifetime of an individual. To continue learning and promote self-growth, one should continuously keep building and upgrading their skills and knowledge base. This agenda was unshaken even during the pandemic when students could not go in person to educational institutions. This led to the rise of online education which was largely accelerated with the help of new technology (i.e., neuromarketing). This discipline came into the picture when this emerging technology helped to analyse customer needs. Application of neuromarketing is the life jacket to survive the high tides of the marketing competition and make it to the consumer shore. In this chapter, the authors present a case study illustrating the application of neuromarketing in online education (i.e., Cuemath). It targeted the parent's concern of their child staying safe in addition to keep a track of their child's learning and performance with minimal hassle and cost without compromising on its quality and how neuromarketing fills in the gaps left by traditional marketing methods.

INTRODUCTION

The year 2020 saw many changes due to the virus covid-19, which included the higher education institutions to go for online mode during the pandemic. Due to this, students who attended any online course were more prone to lose focus and attention which can result in poor academic performance. In order to overcome it, the disciplines of neuromarketing were implied which include eye-tracking, facial expressions, and body posture/ movement. Other factors like interest in that topic, attention span, emotional

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engagement, communication, and the environment around the student also play a vital role in such topics. Neuromarketing is the application of neuroscience methodologies to uncover consumer insights by identifying subconscious brain activity and influencing consumers' purchasing decisions and behavioural patterns to boost the revenue of the good or service.

Online education has been a boon to many people who couldn't afford a hefty amount of fees to pay to offline institutions. Online education not only is comfortable and can be completed at one's own pace but also is cheap and creditable. There has been a lot of transition over the past year in the field of education as well as employment. Now not only can a person get access to any course or degree from anywhere but also can work remotely and earn money. This led to the emergence of new career options for people and therefore reduced the need to have/of a white-collar job in order to have a stable income. A person with 'a will to learn' can now upgrade his skills including professional, personal, and or communication with just a few clicks. People are now preferring to work as freelancers rather than having a job they don't like. The world is becoming a smaller place due to advancements in technology since it has completely changed the way people communicate with each other and how work is organised. A person can interact, learn or work in other parts of the world while sitting in the comfort of their home. For instance, the shift to the online mode of Cuemath led it to have international clients as well as helped in widening its horizons. Even the launch of coding classes along with maths classes was a plus point in expanding the business.

Online learning is not just any form, of course, it can also include the small piece of information which we get on a daily purpose from surfing the internet. The year 2020 not only showed how effective online learning could be but also increased our capacity of knowing anything at anytime and anywhere without any age limit. It clearly showed that "Learning has no age". Almost everyone had a smartphone or laptop thereby increasing sales of electronics as well as increasing usage of the internet.

Here, a case study of Cuemath- an e-learning platform will also be presented as to how online teaching has been a boon to such firms and neuromarketing is beneficial in today's world.

LITERATURE REVIEW

(Šola, H. M., Qureshi, F. H., & Khawaja, S., 2021) focused on developing tools so as to how neuromarketing can be helpful in online education. For this, the researchers conducted an experiment by examining 297 students from Oxford Business College over a period of 5 days. Their main focus was on allocating the videos randomly to students that lasted 90 sec or 10 min. It was mainly focused on eye tracking and facial coding techniques. After thorough research, the researcher suggested Oxford Business College to continue using the teacher's recorded video lectures where there should be sharable visual content change in every 4-5 minutes.

(Cárdenas, G. G.,2019) examined how neuromarketing can become the most significant tool in sales and marketing. The researcher suggested providing courses focusing on neuromarketing and how it can be linked with other courses. They believe that this new scientific method must be linked with formal education which will be a boon for businesses in the future. Additionally, further research in the field of neuromarketing can widen the horizon for the upcoming advancements in the technology.

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