



# Neuroscience of Genders and its implications to Neuromarketing



# Female Brain vs Male Brain



- **Physical differences**
  - The Limbic System
    - ✦ Amygdala
    - ✦ Hippocampus
  - Other Areas
    - ✦ Parietal Lobe
    - ✦ Prefrontal Cortex
- **Hormonal differences**
- **Functional differences**
  - ✦ Corpus Collosum
  - ✦ Connectivity

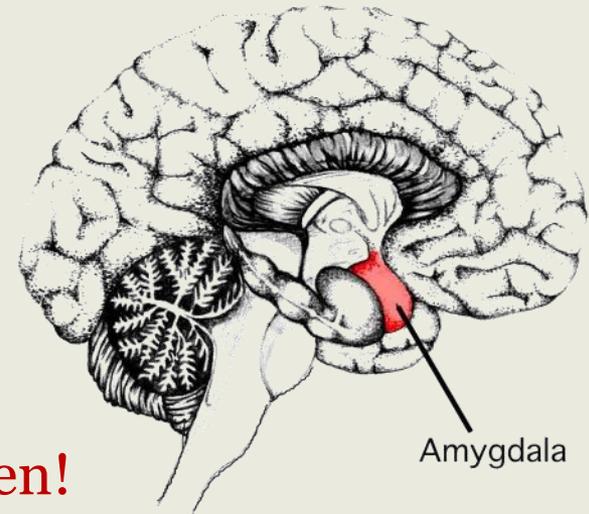
# Physical Differences - Amygdala

- Responds to anything that is emotionally, sexually or motivationally significant.
- Emotion centre of the brain.

## Women: Larger, with better connection.

- Less aggressive, more compassionate
- Maternal
- Desire to maintain and form attachments,
- Retain emotional memories vividly.

- ✓ **DO use emotional messages to reach women!  
They will process the message easier and will remember for longer!**
- ✓ **DON'T add aggressive images, hostile concepts.**

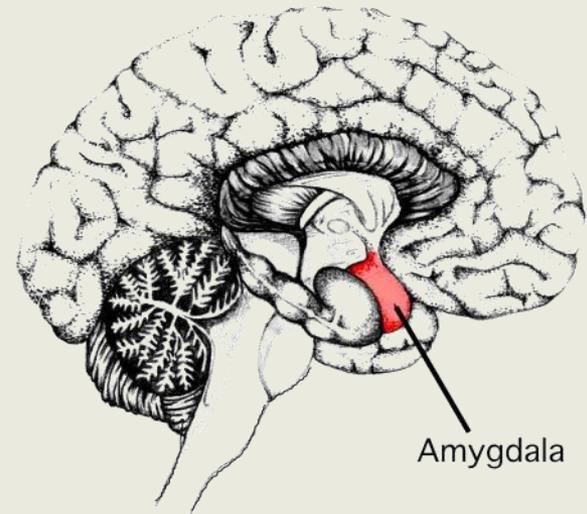




## Men: Medial amygdala is larger.

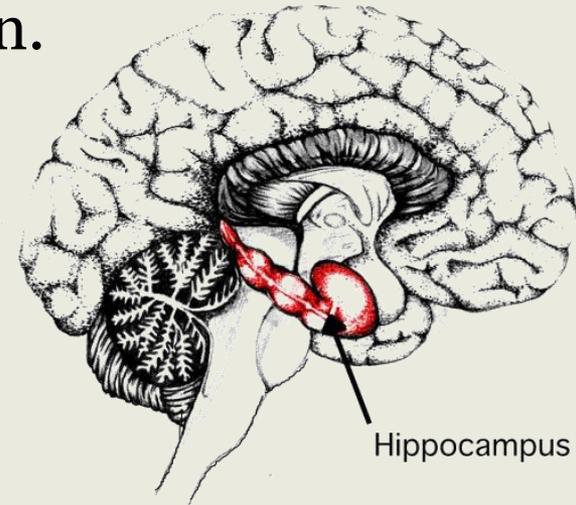
- Processes testosterone;
  - Aggressive behaviour,
  - Enjoying contact sports,
  - Having increased sexual desire,
  - Being more assertive,
  - Able to analyse threat quicker.

✓ **DO use action, sports, movement and women alongside the message, they will process better!**



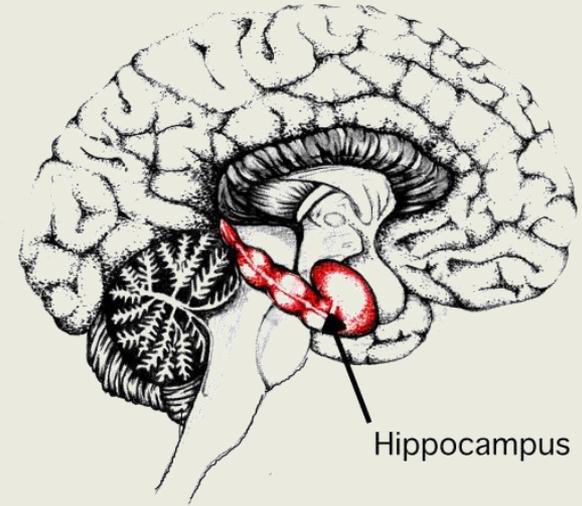
# Physical Differences - Hippocampus

- Learning and memory centre of the brain.
  - Larger size in women:
    - Better memory.
  - Some areas larger in men:
    - Better judgement of space and 3D objects.
  - More activation on the left (language) for women, right (visual) for men.
- ✓ DO use images, and actions for men! DON'T use too many verbal messages.
- ✓ DO use verbal messages, words on screen, stories for women!





- Different effects of stress on hippocampus.
  - Stress enhances learning in males;
  - Stress impairs learning in females.



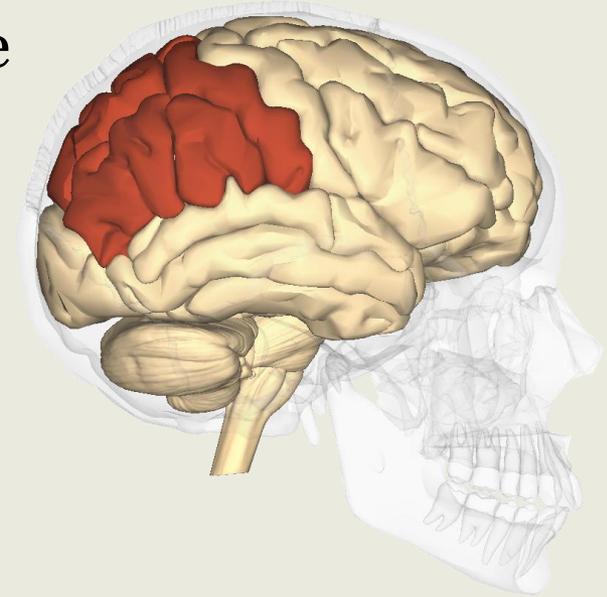
- ✓ DO use stress, it works for men. They will better process the message and store it in memory.
- ✓ DON'T use stress/negative emotions for women. They could quickly associate the brand with negative feelings.



## Other Areas – Parietal Lobe



- Responsible for sense of space, hand-eye coordination, manipulation of objects, manages visual input.
- Larger in men
  - Learn navigation
  - Learn sports
  - Better at processing images, have better vision.

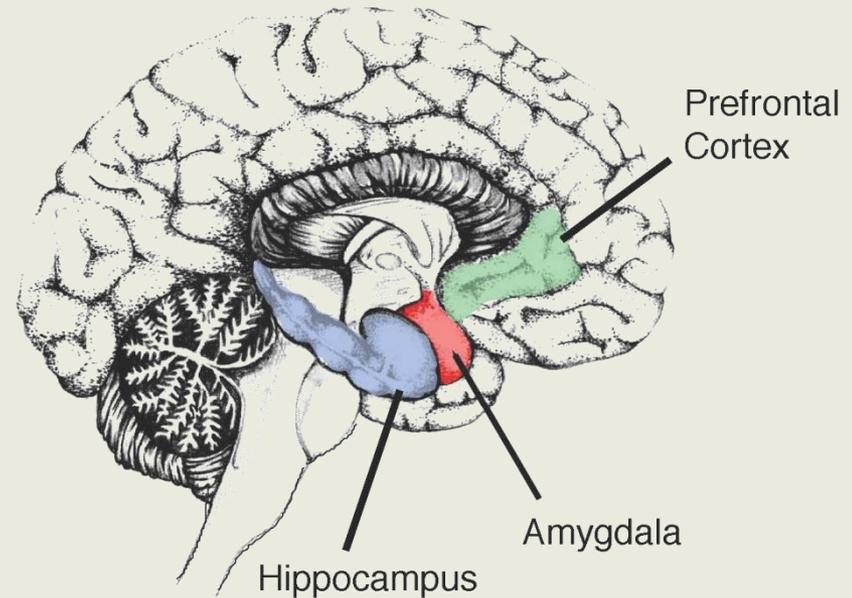


- ✓ DO use images, moving objects... more than words for men.
- ✓ DO make use of sports & technology.

# Other Areas – Prefrontal Cortex



- Responsible for executive functions; analysis, decision making, moderating social behavior, attention.
  - Larger in women – That's why they are better at analysing, assessing, and social issues.
- ✓ DO leave the decision making to women. Provide all the information she needs and play to her social side.





# Hormonal Differences



- **Testosterone:** 10 to 100 times more in men.

A fast-acting, aggressive, hormone and driver of sex.

- Less interest in social relationships.
- Interest in conflict and competition.
- Shorter duration of concentration



- ✓ DO use aggression, conflict, competition, sexual references. These would attract men's attention.
- ✓ DON'T use them all, it will make focusing harder and the message might not get through.

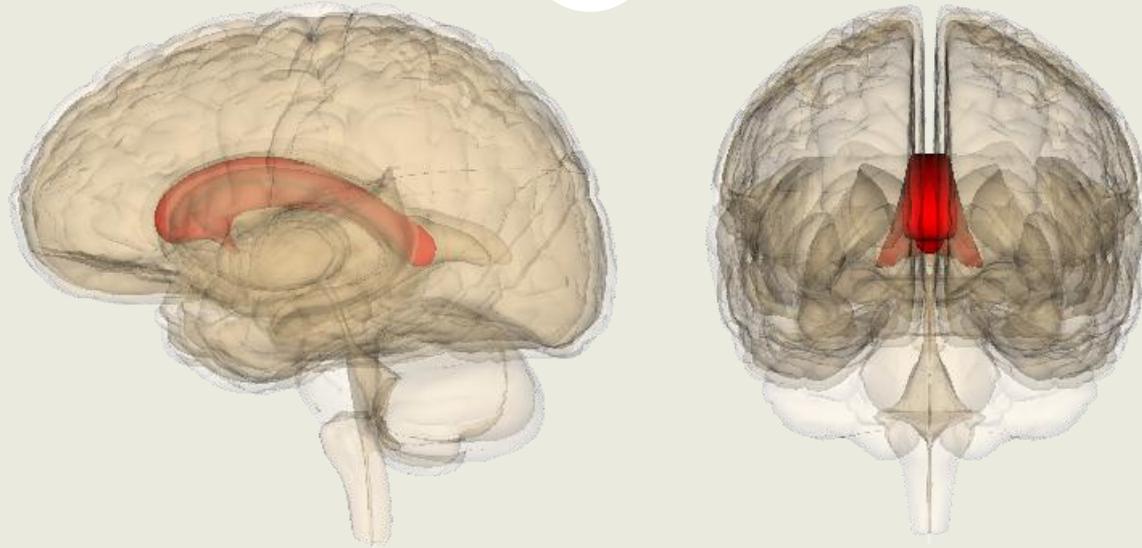
# Hormonal Differences



- **Estrogen:** More in women
  - Developing harmonious relationships
  - Staying connected
  - Preference for avoiding conflict.
- ✓ Better to use ideas they can empathise with.
- ✓ DO use social environments, gatherings, family & friends.
- **Cortisol:** Stress hormone; released sooner and stays longer in women.
  - ✓ DON'T use conflict; fear, fights, arguments... for women. Stress will stay with women even if it's resolved.

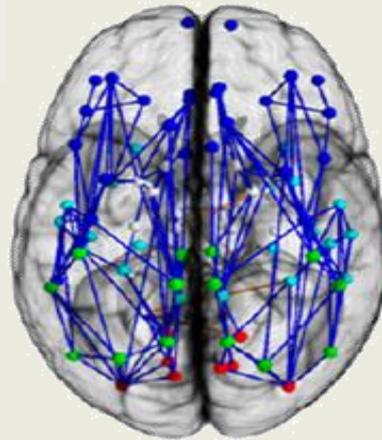


# Functional Differences – Corpus Collosum

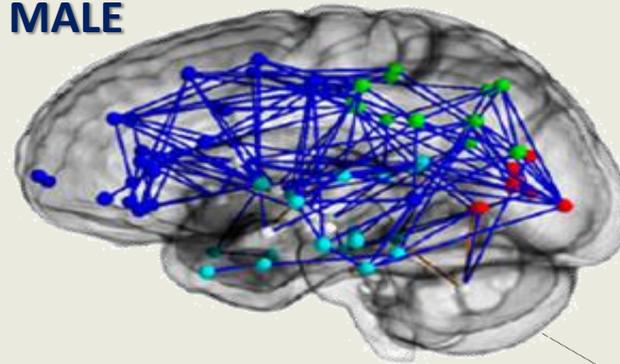


- Connects left and right hemispheres.
- Larger in women
  - Better at multi-tasking,
  - Better balance between intuition (left) and logic (right).

# Functional Differences - Connectivity

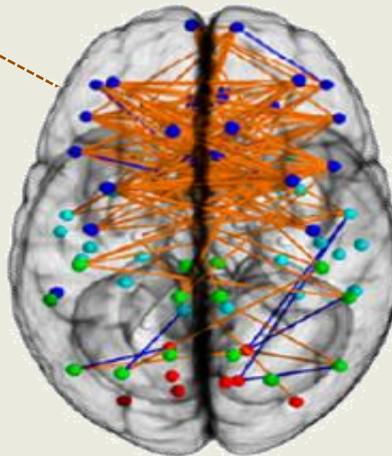


**MALE**

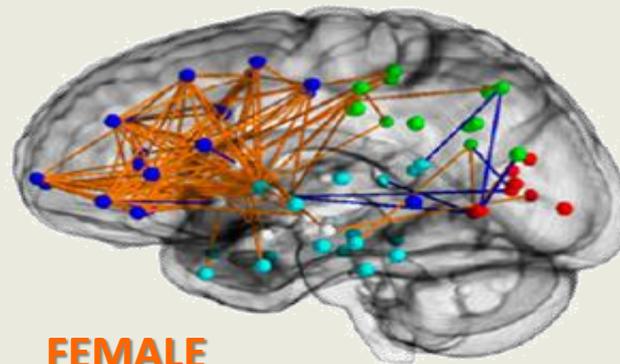


Connectivity  
Between  
Hemispheres

Connectivity  
Within  
Hemispheres



**FEMALE**





# Functional Differences



- **Our brains are wired differently.**

## Women

Show better between-hemisphere connection, especially in frontal areas (reasoning, computing, analysing, attention).

- Female brains are designed to facilitate communication between logic and intuition processes & multitasking.
- ✓ **DO: Aim at both her emotional and rational sides, she can analyse at the point.**
- ✓ **DO: Acknowledge her attention to detail.**
  - ✓ It's okay to present a few deals at the same time on the screen, women can attend easier.



# Functional Differences



## Men

Show better within-hemisphere connection.

- Male brains are structured to facilitate connectivity between perception and action.
- ✓ **DO:** Use concrete solutions, direct messages.
- ✓ **DON'T:** No need for too many options. Present an ideal option, it will lead to purchase intent.



# Conclusions



## Women

- Women have better memory for detailed information than men.
- They are more emotional and social.
- They are more likely to shop around and look for the best deals.
  - It's easy to attract her emotionally but she also needs detailed information to compare/contrast/analyse.
- The female brain is programmed to maintain social harmony.
  - Messages should be positive and **not focus on negative** comparisons, associations or conflicts.



# Conclusions



## **Men**

- Men don't have good memory for detailed information.
  - ✓ Too much information might frustrate more.
- They are goal-oriented shoppers.
  - ✓ No fuss, get to the point, don't give too much information, too many options/deals/prices.
- The male brain likes action, is better in dealing with stress.
  - ✦ Ads building up stress might be good for men, not as good for women.



# Comments for Neuromarketing



- Male and female brains process information differently, therefore, always put gender differences in the equation when evaluating the results.
- If an ad or a product is specifically targeted to women, it's best to test with women and advice should be given accordingly.
  - i.e If an ad has no emotional content and is targeted for women, add some smiles, touches.
  - i.e If a product for women has two people doing karate on the package, consider changing the package.



Thank You!