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The impact of neuro marketing on consumer buying behavior

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Abstract

Marketers play a pivotal role in today's business environment by investing more money to attract customers, outperform their competitors and sustain themselves in the market for a longer period of time by gaining market share, product luminosity and performance. Neuromarketing focuses on the operation of neuromarketing ways with the object of assaying the consumers complex buying patterns. The aim of neuromarketing is to understand the process through which the consumers make decisions about what to buy and how consumer reacts and responds to promotional incentives. Neuro marketing influences the buying behavior of the consumer by exploring the subconscious process that drives decision by surpassing the limitations of traditional market research. Neuromarketing reveals true preferences and cognitive biases that the traditional method passes over. Neuro marketing focuses on applying these profound insights to refine advertising and the buying experiences of the consumer. This research article intends to study the neuro marketing impact on the buying behavior of the consumer.

Keywords: Neuromarketing, consumer buying behavior, the impact of neuromarketing on consumer buying behavior

2. Introduction

The discipline of business advertising correspondence known as "neuromarketing" uses neuropsychology to promote research that considers buyers' emotional and intellectual responses to showcasing advancements. In order to utilise the lessons learnt in advertising, neuromarketing aims to understand the thinking behind consumers' purchasing decisions and how they respond to promotional incentives. In essence, neuromarketing involves designing and exhibiting content to elicit specific brain reactions that result in emotions or reactions related to purchasing. Neuromarketing examines consumers' unconscious reactions to a product, brand, or advertising location in order to better understand consumer behaviour, purchasing decisions, or how viewpoints—such as emotions and cognitive tendencies— affect dynamics. Since the spoken reaction to the request may not always be the actual response, advanced specialists will employ neuromarketing to assess a buyer's propensity even more quickly. This information will assist sponsors in further organising organisations and things and demonstrating efforts that are more brain-response orientated. The sponsor will be informed by neuromarketing about the client's reactions, such as the colour of the packaging, the sound the compartment makes when it is shaken, or the possibility that they will have something in common with their fellow consumers. The application of neuroscience to advance is known as neuromarketing. To measure a subject's reaction to clear-cut items, packaging, advancing, or other promotional components, neuromarketing combines the timely use of brain imaging, checking, or other cerebrum activity estimation technology.

The Influence of Neuromarketing on Consumer Purchase Behaviour Lastly, the regulation of people's actual needs and needs to meet the conditions and demands of displaying interests In order to gain a better understanding of consumer behaviour, the decision to buy, or the ways in which factors like emotions and cognitive biases influence decision-making, neuromarketing leverages customers' unconscious responses to a product, brand, or advertisement.

1. Neuro Marketing: The use of cognitive science and neuroscience in marketing is known as neuromarketing. This can involve market research that looks for consumer demands, motives, and preferences that are hidden by more conventional techniques like focus groups and surveys. To better understand how customers react subconsciously,

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neuromarketing can involve evaluating particular forms of advertising, marketing, packaging, content, etc. Additionally, it can involve using the insights gleaned from studies in cognitive science and neuroscience to improve marketing without experimenting with particular advertisements or other materials. Neuromarketing and consumer neuroscience are sometimes used interchangeably.

2. **Consumer buying behavior:** It refers to the actions taken by consumers before buying a product or service. This process could involve using search engines, responding to posts on social media, or doing any other action that comes to mind. The process by which people look for, choose, acquire, utilise, and discard goods and services is known as consumer buying behaviour. To satisfy their requirements and desires, and it is a decision-making process for the customer. A complicated combination of wants and desires influences the purchasing decision-making process. It is impacted by elements including the consumer's aspirations and inhibitions, as well as the social and cultural surroundings and conventions. The actions and decision-making processes of those who purchase and use goods are referred to as buying behaviour.

2. Review of Literature

Christopher R. Madan (2010) ^[1] This study primarily examines the physiological effects of marketing and advertising tactics on the brain. To assess the efficacy of these tactics, neuroimaging methods like electroencephalography and functional magnetic resonance imaging are used to track and measure the amount of brain activity that occurs after watching an advertisement. It assesses an ad's efficacy in a far more scientific manner by looking at how the viewer's attention is drawn to it and how it influences their emotional state. Advertising companies could perform significantly better in society if they added neuroimaging techniques to their toolkit in the form of neuromarketing.

Steven J. Stanton *et al.*, (2017) ^[3] It is stated that their study's application of neuroscience approaches makes it easier to comprehend the direct relationship between consumer behaviour and decision-making and brain states and other physiological factors. Our arguments have mostly centred on the danger and possibility for unfavourable consequences associated with neuromarketing.

Yahiamouamine *et al.*, (2019) in their research Since neuromarketing mostly relies on technology techniques, its integration with artificial intelligence might undoubtedly enhance its ability to more accurately gather and measure customer emotions. The use of neuroscience methods and techniques in marketing research is known as neuromarketing. It aims to understand customer behaviour by examining how the brain responds to marketing stimuli. In actuality, greater mass data analysis and a deeper comprehension of consumer behaviour before, during, and after the purchasing moment have been made possible by the incorporation of artificial intelligence into marketing studies.

Kostas Georgiadis *et al.*, (2022) While the search for lucrative new approaches remains an open research subject, their study on the transcription of brainwave patterns to consumer attitude is backed by a number of signal descriptors. The effectiveness of the sample covariance

representation is examined in this work, and a unique decoding technique based on Riemannian geometry is presented for the evaluation of customers' selections. Combining the general theory of deep neural networks with the introduced neuromarketing elements in order to develop a decoding scheme that produces even more research on consumer behaviour could be another possible extension of this study

Ahmed H. Alsharif *et al.*, (2023) ^[6] Although neuromarketing research has advanced, the existing studies do not offer thorough insights into the marketing mix and neuromarketing. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses framework was used in this study to choose pertinent materials for In addition to studying and resolving marketing problems including advertising efficacy, product attractiveness, brand perceived worth, and high-quality, reasonably priced products, the innovative field of neuromarketing holds the promise of developing more successful marketing techniques.

3. Research Gap

Over the past ten years, neuromarketing has grown in popularity and a significant amount of study has been conducted to better understand consumer behaviour and the functioning of the human mind. These days, brands go to considerable lengths to make sure that their customers are satisfied and leave wanting more from each transaction or experience they offer. They look for a variety of arguments that might be made and attempt to make an impression on their intended audience. And Marketers are attempting to understand customer expectations in a variety of ways. Previous research has been done on a number of topics, including branding, consumer behaviour, the impact of colour on purchase decisions, and product placement. However, no studies have been done to examine how neuromarketing affects consumer purchasing behaviour. Therefore, the goal of the current study is to determine how neuromarketing affects customer purchasing decisions.

4. Objectives of the Study

- a. To know the different aspects of Neuro Marketing
- b. To understand the neuro marketing concept and its strategies
- c. To interpret the consumer buying behaviour driven by neuro marketing
- d. To understand the neurological process behind consumer decision making

5. Research Methodology: The present study is exploratory, descriptive and analytical in nature. The study is based on both Quantitative and qualitative methodologies to investigate into different constructs postulated.

6. Scope of Research: The research aims to understand the extent of impact of neuromarketing has on consumer buying behavior in Bangalore city. The studies covered understand various aspects of neuromarketing including its limitations and also different applications of neuromarketing. It's also examines consumer behaviour in response to campaigns built with neuromarketing techniques.

Data Sources: A Self instructed Questionnaire was developed for the study to collect the required data from

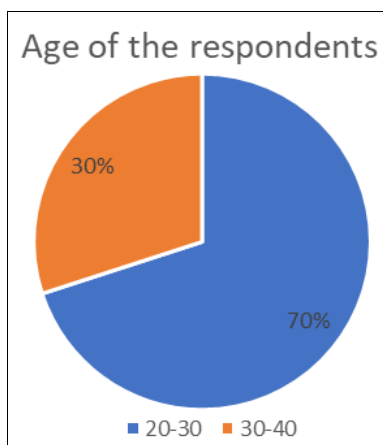
Bangalore City. The Secondary Data was collected from the books journals E- sources etc.

Sampling technique: Convenience sampling technique was adopted for data collection

Sample Size: The sample size for this study is 50 respondents from Bangalore City. The data obtained was analysed as follows

6.1 Age of the respondent

Age	No. of respondent
20-30	70%
30-40	30%
Total	100%

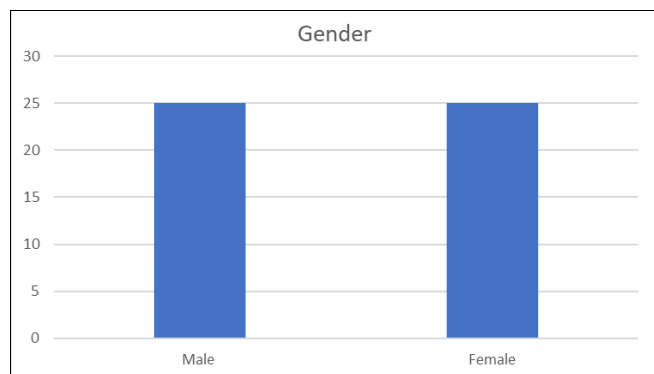


Analysis and Interpretation

From the above it can be interpreted that 70% of the respondents belong to the age group of 20-30 years while only 30% of the respondents belong to the age group of 30 - 40 years. This indicates that the majority of the population belong to young adults.

6.2 Gender

Gender	No. of respondent
Male	25
Female	25
Total	50

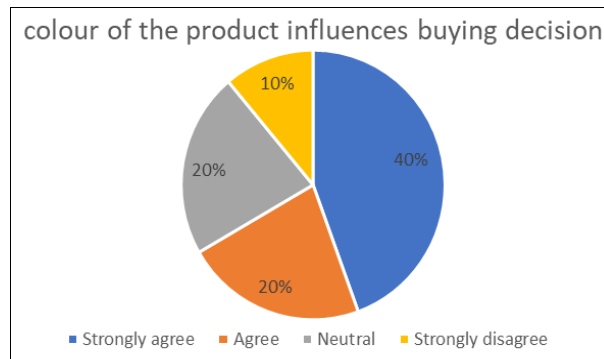


Analysis and Interpretation

From the above graph it can be clearly analysed that the gender ratio is equal. Both men and Women are 50%. This indicates that the purchasing capacity has equally influenced both men and women while taking decisions.

6.3 Does the color of a product influence your buying decision?

Colour of the product influence buying decision	% of respondent
Strongly agree	40%
Agree	20%
Neutral	20%
Strongly disagree	10%
Total	100%

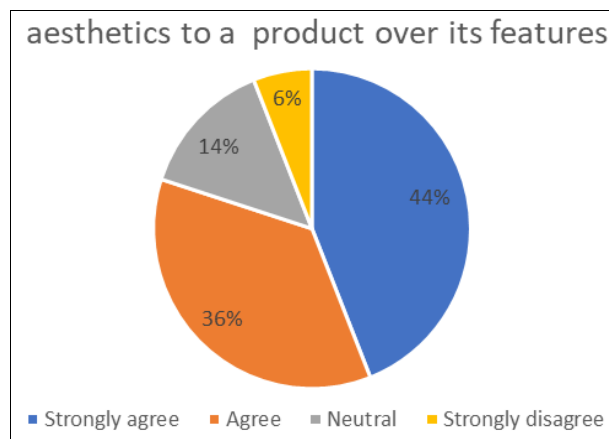


Analysis and Interpretation

From the above diagram it can be stated that 40% strongly agree that colour of the product influences buying decision where as 20% are neutral and 20% agree that fact colour of the product influences the buying decision and only 10% disagrees on the statement. This indicates that consumers prefer colour as one of the criteria while making the purchasing decision.

6.4 Do you give preference to aesthetics to a product over its features

Aesthetics to a product over its features	% of respondent
Strongly agree	44%
Agree	36%
Neutral	14%
Strongly disagree	6%
Total	100%

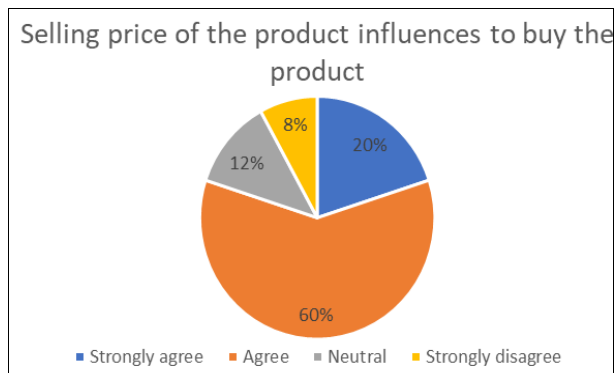


Analysis and Interpretation

From the above diagram it can be analysed that 44% of the respondents strongly agree that aesthetics influence the feature of the product while 36% agree, 14% are neutral and only 6% disagree that. This indicates that the beautiful products influence the buying behaviour of the consumer.

6.5 Do you like particular selling price to particular products/brands?

Selling price of the product influence to buy the product	% of respondent
Strongly agree	20%
Agree	60%
Neutral	12%
Strongly disagree	8%
Total	100%

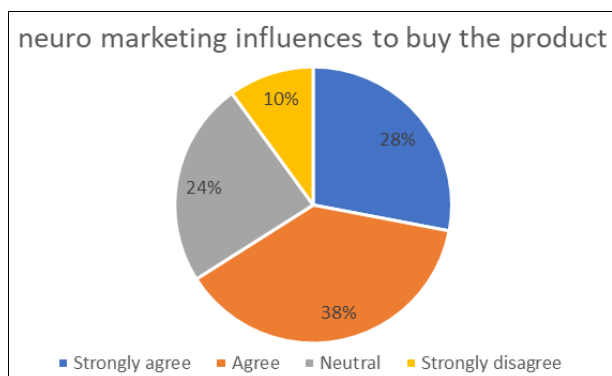


Analysis and Interpretation

From the above diagram it can be analysed that 20% of the customers strongly agree that Selling price influences the purchasing capacity of the consumer where as 60% agrees on the statement, while 12% are neutral and only 8% strongly disagree on the statement. It can be interpreted that majority of the respondents agree that selling price is one of the deciding factor while making the purchase decision.

6.6 Do you believe Neuromarketing influences your buying decision?

Neuro marketing influence to buy the product	% of respondent
Strongly agree	28%
Agree	38%
Neutral	24%
Strongly disagree	10%
Total	100%



Analysis and Interpretation

From the above graph it can be analysed that 28% strongly agree on neuro marketing while 38% agrees on the statement, 24% are neutral while 10% disagrees on neuro marketing. It can be interpreted that majority of the respondents are of the opinion that neuro marketing influencing the purchase decision of the product.

Conclusion

A contemporary and growing topic, neuromarketing and its instruments spark heated discussion over moral standards and the propriety of their application. It is a novel approach to marketing research. It might be especially helpful for marketing applications that aim to identify the right target market for a certain product. Too many issues in the world of marketing may be answered by a comprehensive understanding of brain cognitive systems. People relate to several components of the product more than we realise, such as colour, scent, and visual aesthetics. Alongside these qualities is a strong sense of brand familiarity. They experience losses and a considerable deal of FOMO, which businesses exploit to attract attention.

The study's findings make it evident how neuromarketing affects customer behaviour. People unknowingly fall for the strategies used by businesses. In a methodical and effective way, neuromarketing directs customers towards the product. Even though this field is not new, it still has a lot to learn. Certain elements of neuromarketing are employed without our knowledge or awareness of how they influence our choices. This is precisely why it has also drawn criticism; the issue of neuroethics is raised, even to the extent of how to safeguard customers. In a methodical and effective way, neuromarketing directs customers towards the product. The results of the study clearly show how neuromarketing influences consumer behaviour. People unwittingly fall for the tactics that companies employ. Customers are guided towards the product using neuromarketing in a systematic and efficient manner. This is not a new field, but there is still much to learn.

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