



## “The Impact of Neuro marketing on Consumer Buying Behavior”

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**Abstract:** In today’s business environment marketer spending more money to grab the attention of consumer and outshine their competitors and expand the market, product presence and performance more than ever. Neuromarketing, as a logical order in the field of marketing, talks about the usage of neuromarketing strategies, with a motivation of studying the complicated buying behavior of consumer. Neuromarketing looks to comprehend the method of reasoning behind how buyers settle on buying choices and their reactions to promoting boosts so as to apply those learning’s in advertising. This research paper intends to study the Impact of Neuro marketing on Consumer Buying Behavior

**Key words:** Neuromarketing, Consumer Buying Behavior, the Impact of Neuromarketing on Consumer Buying Behavior

**01. Introduction:** Neuromarketing is a business advertising correspondence field that applies neuropsychology to promoting research contemplating purchasers intellectual, and full of feeling reaction to showcasing improvements. Neuromarketing looks to comprehend the method of reasoning behind how buyers settle on buying choices and their reactions to promoting boosts so as to apply those learning’s in advertising. Neuromarketing is basically planning showcasing materials to bring out explicit neurological responses that trigger feelings or reactions that are connected to buying. Neuromarketing gets to the no conscious responses of buyers to an item, brand, or publicizing spot to more readily comprehend the conduct of the customer, the buying choice or how perspectives, for example, feelings and intellectual predispositions influence dynamic. Advancing specialists will use neuromarketing to all the more promptly evaluate a purchasers tendency, as the verbal response given to the request may not by and large be the real answer. This data will help sponsors with making things and organizations organized even more suitably and exhibiting endeavors focused more on the brain response. Neuromarketing will make reference to the sponsor what the client reacts to, whether or not it was the shade of the packaging, the sound the compartment makes when shaken, or the likelihood that they will have something their co-customers. Neuromarketing is the use of neuroscience to advancing. Neuromarketing fuses the prompt use of brain imaging, checking, or other cerebrum activity estimation advancement to measure a subject response to unequivocal things, packaging, advancing, or other promoting parts.

The Impact of Neuromarketing on Consumer Buying Behavior finally the control of the veritable needs and needs of people to suit the prerequisites and requirements of exhibiting interests Using neuromarketing, Neuromarketing accesses the no conscious reactions of consumers to a product, brand, or advertising spot to better understand the behavior of the consumer, the purchasing decision or how aspects such as emotions and cognitive biases affect decision-making.

**02. Neuromarketing** is the application of neuroscience and cognitive science to marketing. This can include market research that tries to discover customer needs, motivations, and preferences that traditional methods like surveys and focus groups can’t reveal. Neuromarketing can include the evaluation of specific advertising, marketing, packaging, content etc. to more accurately understand how customers react at the non-conscious level.

And, it can include applying the knowledge obtained from neuroscience and cognitive science research to make marketing more effective without testing specific ads or other materials. Consumer neuroscience is sometimes used as a synonym for neuromarketing.

**03. Consumer buying behavior:** it is refers to the actions taken by consumers before buying a product or service. And this process may include consulting search engines, engaging with social media posts, or any different other available actions. Consumer buying behavior is a Process by which individuals search for select, purchase, use, and dispose of goods and services. To fulfill their needs and wants and it is a process of consumer decision making. Purchase decision making pattern that is a complex amalgam of needs and desires. And is influenced by factors such as the consumers Social and cultural environment and norms, and Aspirations and inhibitions. Buying Behavior is the decision processes and acts of people involved in buying and using products.

**04. Review of Earlier Works:** Few studies conducted on the domain are reviewed and the summary of the review is presented below.

**A. Christopher R madan (2010)** in this study mainly focus on how the brain is physiologically affected by advertising and marketing strategies. The effectiveness of these strategies, brain activity resulting from viewing an advertisement is monitored and measured using neuro imaging techniques such as functional magnetic resonance imaging and electro encephalography. It evaluates an advertisement's effectiveness much more scientifically, in terms of the viewer's attention to the ad, as well as how the ad affects the viewer's emotional state. By adding the techniques of neuroimaging to their arsenal, in the form of neuromarketing, advertising agencies could perform much better in the society.

**B. Steven J Stanton et al., (2017)**In their study the use of neuroscience techniques, it is argued, facilitates a more direct understanding of how brain states and other physiological mechanisms are related to consumer behavior and decision making. The arguments that we have put forward have focused mainly on the risk and potential for negative outcomes as a function of neuromarketing.

**C. Yahiamouammine et al., (2019)** in their study Neuromarketing is mainly based on technological tools, its combination with Artificial Intelligence could certainly improve it, to collect and measure the consumer's emotion with more accuracy. The Neuromarketing is known to be the application of neuroscience tools and techniques in marketing studies, and understand consumer's behaviour, by analyzing the brain's reaction to marketing stimuli fact, the integration of Artificial Intelligence to marketing studies has allowed the achievement of better Mass Data Analysis, a better understanding of consumer's behaviour, before, during and after the buying moment.

**D. Katerinabockova et al., (2021)**In their study the presented paper deals with a comprehensive interpretation of the term neuromarketing, as a discipline that applies neuroscientific methods to analyze and to understand human behaviour in relation to markets and market exchanges Each of the neuromarketing techniques measures different data and suits different purposes, with a combination of the most reliable results Neuromarketing combines the strictly professional discipline of the neuroscience with the marketing, which goals and means are often questioned with the reference to its impact on individuals and society.

**E. Ahmed H. Alsharif et al., (2023)** in their study the neuromarketing research has developed the current studies lack to provide comprehensive insights into neuromarketing and marketing mix. This study followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses framework to select relevant documents for Neuromarketing is a revolutionary field that is promising not only to study and solve marketing issues such as advertising effectiveness, product attractiveness, the perceived value of brands, and affordable price with high quality but also to create more effective marketing strategies

**F. Charles Spence (2016)**In this study the hope is that by understanding more about the mind, using recent advances in neuroscience, more effective interventions can be designed. This article focuses on three key areas: neuroergonomics, neuromarketing, and neurogastronomy it is time to return to the question of whether the neuroscience approach to understanding the mind and behavior of the consumer really lives up to the hype in the marketing.

**G. Jessica Bonaretto Rocha et al., (2015)** in this study investigates the potential use of Eye Tracking as a neuromarketing tool and its potential for marketing in general. It is believed that in the near future, neuromarketing tools such as Eye Tracking will be part of mainstream marketing studies. The use of Eye Tracking and Neuromarketing in marketing analysis is becoming increasingly popular and shows great potential for aiding market research, innovation, product development, advertising, sales, customer service, loyalty programs, and various other marketing.

**H. Mihaela Constantinescu et al., (2019)** In this study mainly focus on current era has brought about major changes in the way people connect to each other, and social media is a major pillar of this change Using neuromarketing research in social media while taking into consideration both companies' purposes and customers' sought-after benefits Integrating neuromarketing in social media is not a short-term process for two major reasons One of the most relevant theoretical contributions of this model is the connection between the company's purposes and the user's expected benefits for each neuromarketing technique.

**I. Kostas Georgiadis et al., (2022)** In their study on transcription of brainwave patterns to consumer attitude is supported by various signal descriptors, while the quest for profitable novel ways is still an open research question In this work their examine the efficacy of the sample covariance representation and their present a novel decoding scheme for the appraisal of consumers' choices based on the Riemannian geometry another potential extension of this study could be the conjunction of the introduced neuromarketing aspects with the general theory of deep neural networks aiming to create a decoding scheme that yields even higher researching of consumer behaviour

**J. Amanda J Broderick (2016)** in his study while neuromarketing has only recently begun to concern neuroscientists this article has shown that neuroscientific techniques have been used on an advertising to investigate marketing problems in such as neuromarketing adds what could be a layer of theory. The purpose of this article was to provide a perspective on neuromarketing which was concerned not with commercial applications but with developing a greater understanding of a critical area of contemporary human society

**05. Research gap:** Neuro Marketing has gained impetus over the last decade and has seen a substantial amount of research undertaken to understand consumer behaviour and how the human mind works. Brands today are taking great care to ensure that their consumers have a fruitful experience and are left wanting for more after every purchase they make or every experience they are able to provide. They try finding various different points that can be administered and try leaving a mark in the minds of their target audience. And Marketer trying to understand customer expectations in different way and earlier studies has been undertaken on the various areas, the effect of color on purchase decisions, and branding the placement of products, consumer behavior and have routed but no studies have been conducted to analyze the impact of Neuro marketing on consumer buying behavior. Hence the present study is designed to identifying the impact of Neuro marketing on consumer buying behavior.

#### 06. Objectives of the Study

- To Understand the different aspects of Neuromarketing
- To know the concept of Neuromarketing and its strategies
- To Analyze the consumer buying behavior driven by Neuromarketing
- Study the neurological processes behind consumer decision-making,

#### 07. Research Methodology:

**7.1. Type of research:** 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.

**7.2. Scope of the Study** The research aims to understand the extent of impact of neuromarketing has on consumer buying behavior in Shivamogga 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.

**7.3. Data Sources:** A self instructed questionnaire was developed for the study to collect the required data from the respondents at shimoga city. The secondary data is collected through published sources like books, articles, and also company website and other e-sources.

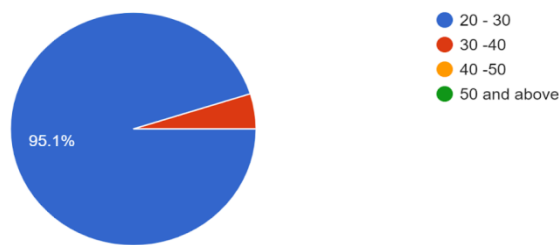
**7.4. Sampling Technique:** For the study convinces sampling is use for purpose of data collection

**7.5. Sample Size:** The sample size for this study is 100 respondents in Shimoga city in Karnataka state. Since, the purpose the survey is to obtain the opinion of the respondents regarding opinion about. Neuromarketing

#### 08. Result and discussion:

##### Age of Respondent

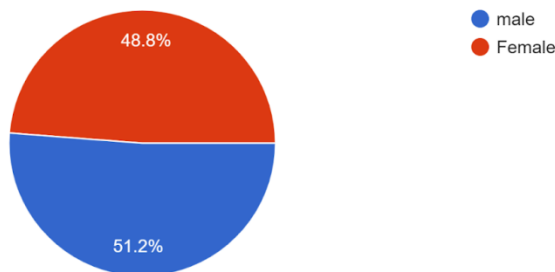
Age	No. of respondent
20 - 30	95
30 -40	5
Total	100



From the above table it clearly explains that 95.1% of respondents are belongs to the 20-30 years age group, 4.9% of respondents are belongs 30-40 years age group, it can be interpreted that majority of respondents are belonging to the group of 20-30 years.

**Gender of Respondent**

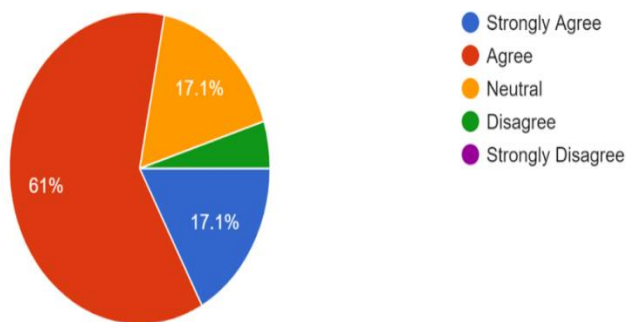
Gender	No. of respondent
Male	51
Female	49
Total	100



According to the survey, 51.2% of the respondents are male and 48.8% are female. It can be interpreted that a greater number of respondents are male it shows that compare to female males are more

**Q1. Does the color of a product influence your buying decision?**

Colour of product influence to buy a product	No. of respondents
Strongly agree	17
Agree	61
Neutral	17
Disagree	5
Total	100



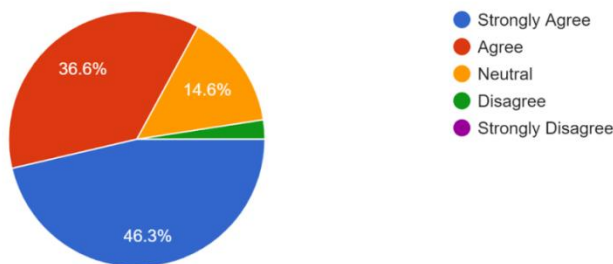
According to survey 61% of respondents are have agree to color influence on buying decision and 17.1% of respondents are neutral , 17.1% of respondents are strongly agree to color can influence on buying decision,



remaining 4.8% of respondents have disagree . It means majority of respondents have agree to color influence on buying decision

**Q2. Do you like particular quality to particular products/brands?**

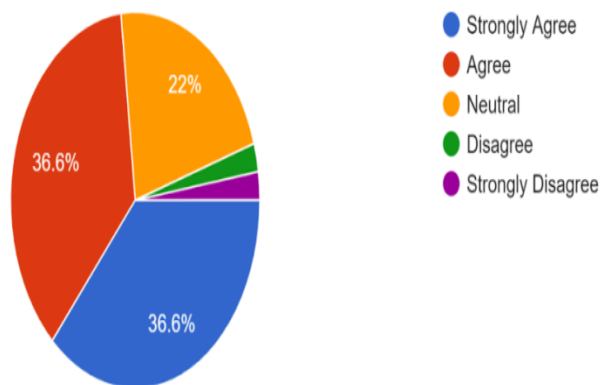
Quality of product influence to buy a product	No. of respondent
Strongly agree	46
Agree	36
Neutral	14
Disagree	4
Total	100



According to survey 46.3% of respondents are have strongly agree to like particular quality to products and 36.6% of respondents are agree, 14.6% of respondents are neutral , remaining 2.5% of respondents have disagree . It means majority of respondents have strongly agreed to like quality of the particular product.

**Q3. Do you give preference to aesthetics/beautiful of a product over its features?**

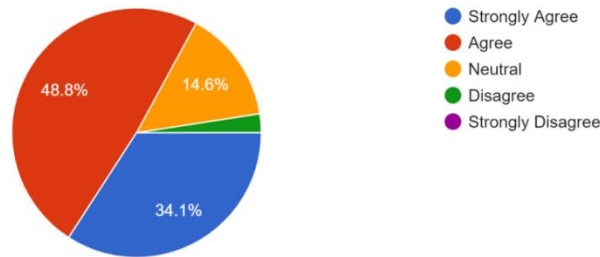
beauty of product influence to buy a product	No. of respondent
Strongly agree	37
Agree	36
Neutral	22
Disagree and strongly disagree	5
Total	100



according to survey 36.6% of respondents are have strongly agree and agree to give preference to beautiful products and 22% of respondents are neutral, 4.5% of respondents are both disagree and strongly disagree, It means majority of respondents have strongly agree and agree to give preference to beautiful products.

**Q4. Do you like particular selling price to particular products/brands?**

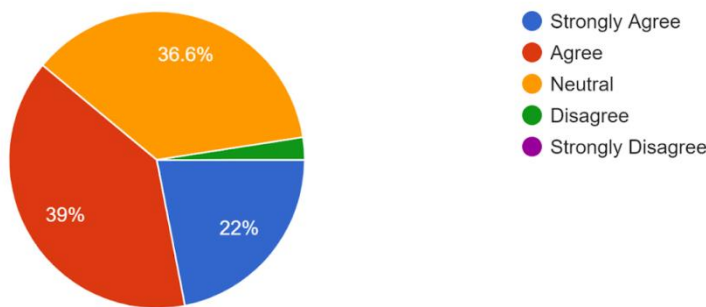
Selling price of product influence to buy a product	No. of respondent
Strongly agree	34
Agree	48
Neutral	14
Disagree	4
Total	100



according to survey 48.8% of respondents are have agree to like particular selling price to products and 34.1% of respondents are strongly agree, 14.6% of respondents are neutral , remaining 2.5% of respondents have disagree . It means majority of respondents have agree to like selling price of the particular product

**Q5. Do you like particular features in a product to particular brands?**

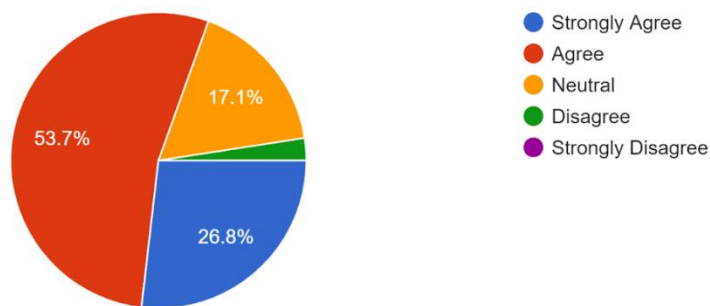
Features of product influence to buy a product	No. of respondent
Strongly agree	22
Agree	39
Neutral	36
Disagree	3
Total	100



according to survey 39% of respondents are have agree to like features to products and 36.6% of respondents are neutral, 22% of respondents are strongly agree , remaining 2.4% of respondents have disagree . It means majority of respondents have agree to like features of the particular product

**Q6. Do you like particular packaging in a product to particular brands?**

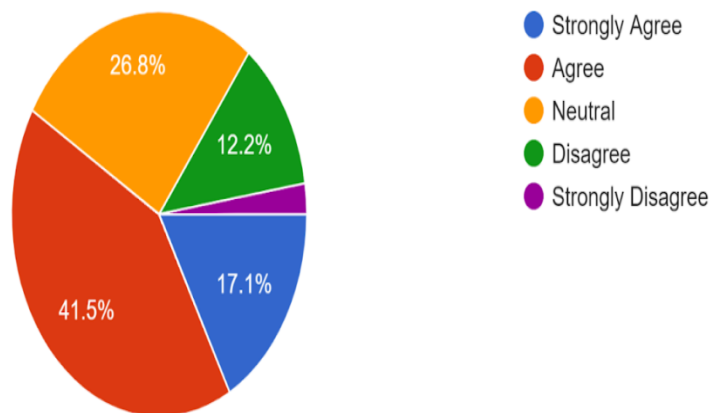
packaging of product influence to buy a product	No. of respondent
Strongly agree	27
Agree	53
Neutral	17
Disagree	3
Total	100



according to survey 53.7% of respondents are have agree to like particular packaging to products and 26.8% of respondents are strongly agree, 17.1% of respondents are neutral , remaining 2.4% of respondents have disagree . It means majority of respondents have agree to like particular packaging of the particular product

**Q7. Are you more likely to purchase a product when you know that stocks for the product would end soon?**

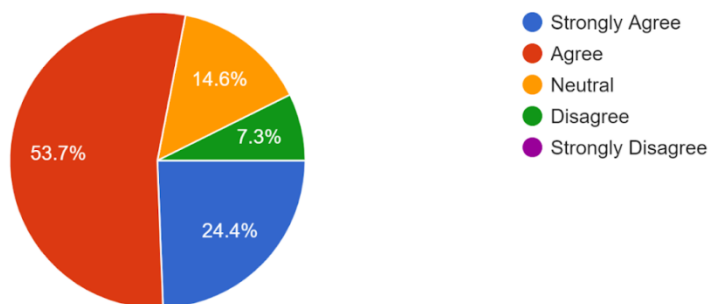
Stock of product influence to buy a product	No. of respondent
Strongly agree	17
Agree	41
Neutral	27
Disagree	12
Strongly Disagree	3
Total	100



according to survey 41.5% of respondents are have agree to like purchase a product when that stocks for the product would end soon and 17.1% of respondents are strongly agree, 26.8% of respondents are neutral , 12.2% of respondents have disagree . and 2.4% of respondents are strongly disagree It means majority of respondents have agree to like purchase a product when that stocks for the product would end soon

**Q8. Are you more likely to purchase a product if there is a offer with it?**

offer of product influence to buy a product	No. of respondent
Strongly agree	24
Agree	54
Neutral	15
Disagree	7
Total	100

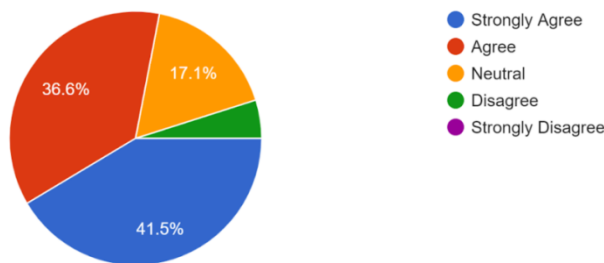


according to survey 53.7% of respondents are have agree to like purchase their offer to products and 24.4% of respondents are strongly agree, 14.6% of respondents are neutral , remaining 7.3% of respondents have disagree . It means majority of respondents have agreed to like offer of the particular product.

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**Q9. Do you link particular service provider in a product to particular brands?**

offer of product influence to buy a product	No. of respondent
Strongly agree	41
Agree	36
Neutral	17
Disagree	6
Total	100

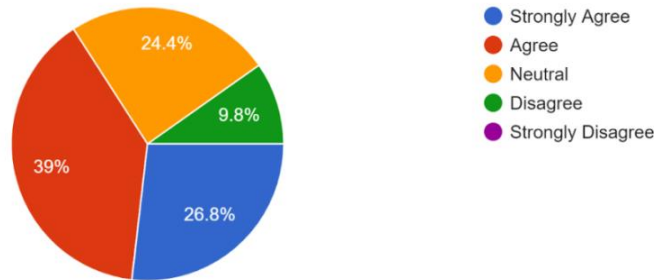


according to survey 41.5% of respondents are have strongly agree to like service provide to products and 36.6% of respondents are agree, 17.1% of respondents are neutral , remaining 4.8% of respondents have disagree . It means majority of respondents have strongly agree to like service provider of the particular product



**Q10. Do you believe Neuromarketing influences your buying decision?**

offer of product influence to buy a product	No. of respondent
Strongly agree	27
Agree	39
Neutral	24
Disagree	10
Total	100



According to survey 26.8% of respondents are have strongly agree to believe in neuromarketing and 39% of respondents are agree, 24.4% of respondents are neutral, remaining 9.8% of respondents have disagree. It means majority of respondents have agree to believe in neuromarketing influences to buying decision of the particular product

**09. Conclusion:** Neuromarketing and its tools represent a modern and expanding field that generates intense debate concerning ethical principles and the accuracy of its use. It is a new way of studying marketing. In particular, it could become a useful support for marketing applications to find the correct audience for a particular product. A thorough understanding of brain cognitive mechanisms could find answers to many questions in the field of marketing. It was found that people relate to various aspects like color, smell and visual aesthetics/beautiful of the product more than we realize. Also, a strong sense of brand recognition goes in with these factors. They feel losses and the fear of missing out greatly which companies use to garner attention. Through the study conducted we can clearly see how neuromarketing impacts consumer behaviour. People give into companies' tactics without realizing. Neuromarketing helps bring the consumers towards the product in an efficient and scientific manner. This field even though not relatively new, still has a lot to garner. There are certain aspects of neuromarketing that are being used, without us even realizing how they affect our decision making. This is exactly why it has also gained criticism, the question of neuro ethics come into play, to the point of how to protect the consumers. Neuromarketing, if it is correctly used with particular attention to ethical principles, it could help marketing operators understand how to present and sell products more efficiently. In particular, it could become a useful support for marketing applications to find the correct audience for a particular product, and lure the audience to the product.

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