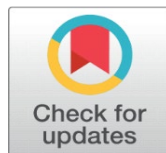


EXPLORING THE ROLE OF NEUROMARKETING IN CONSUMER DECISION-MAKING

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ABSTRACT

This research delves into the emerging field of neuromarketing, examining its role in understanding consumer decision-making processes. Neuromarketing integrates neuroscience principles with marketing strategies to uncover the subconscious factors that influence consumer behavior. Through techniques such as brain imaging technologies, biometric measurements, and implicit association tests, marketers can gain insights into the emotional and cognitive processes that drive purchasing decisions. This study highlights the significance of emotional engagement, memory recall, and decision fatigue in shaping consumer choices. By exploring how emotional connections enhance brand loyalty and the role of memory in brand preference, the research underscores the importance of crafting effective marketing campaigns that resonate with consumers on a deeper level. The findings address the challenges posed by decision fatigue in today's complex marketplace, emphasizing the need for simplified choices to facilitate consumer decision-making. This research aims to provide a comprehensive understanding of how neuromarketing can inform marketing strategies, fostering more meaningful connections between brands and consumers while promoting ethical considerations in the application of neuroscience in marketing practices.

1. INTRODUCTION

Neuromarketing is an emerging field that combines neuroscience and marketing principles to better understand consumer behavior and decision-making processes. By leveraging insights from brain research, neuromarketing seeks to uncover the underlying mechanisms that drive consumer choices, offering marketers a more profound comprehension of how emotions, cognition, and sensory experiences influence purchasing decisions. In an increasingly competitive marketplace, businesses are compelled to explore innovative strategies to connect with their target audiences effectively. Neuromarketing provides valuable tools and methodologies, such as functional Magnetic Resonance Imaging (fMRI), electroencephalography (EEG), and biometric measurements, which allow researchers to observe consumer responses in real-time and gain insights into their subconscious preferences. Understanding the neural correlates of decision-making can help marketers create compelling campaigns that resonate with consumers on a deeper emotional level. For instance, by identifying which aspects of a product or advertisement evoke strong positive emotions, marketers can tailor their messaging to enhance engagement and drive brand loyalty.



Neuromarketing allows for the exploration of how consumers process information and the cognitive biases that may affect their choices. As traditional marketing strategies become less effective in capturing consumer attention, neuromarketing offers a promising avenue for developing targeted approaches that align with the brain's natural processing pathways. Despite its potential, neuromarketing also raises ethical questions regarding consumer privacy and the manipulation of psychological triggers. As this field continues to evolve, it is crucial to balance the insights gained from neuromarketing with ethical considerations, ensuring that marketing practices respect consumer autonomy and foster genuine connections. Ultimately, exploring the role of neuromarketing in consumer decision-making not only enhances our understanding of consumer behavior but also paves the way for more effective and responsible marketing strategies.

2. NEED OF THE STUDY

Today, more than ever before, consumer behavior is becoming increasingly complex and we need to understand better which factors can affect purchase decisions. As in traditional marketing approaches, surface level analysis and demographic data often form the basis for understanding what influences consumer choice, but doesn't take into account the emotional nor the cognitive basis that underlies them. This study fills the gap by using neuroscience insights to find out where those subconscious motivations come from. In this time of overwhelming choices and an information overload, understanding how consumers process these stimuli is a critical piece of understanding how to market. By using these techniques, as the study collapses the information about the effect of neuromarketing techniques into practical insights on how they work, marketers understand the emotional aspects of engagement, memory recall, and decide when they are more likely to succumb to decision fatigue. In this age of responsible and respectful marketing, it's also an opportunity to explore what a practice of neuromarketing could look like, so as to be responsible and respectful to consumer autonomy. This study identifies the fine points of consumer decision making so as to empower marketers to find ways that lead to making strong connection, taking care of brand loyalty, and raising the effectiveness of marketing strategies in the packed landscape.

3. SCOPE OF THE RESEARCH

In this research, the scope ranges from broad to narrow, namely, it also covers a fair depth of exploration into the modern field of neuromarketing and how they change the ways by which the consumers make decision. The objective is to examine the use of a variety of neuromarketing techniques like brain imaging technologies (fMRI and EEG), biometric measurements (eye tracking and facial coding), and implicit association tests (IAT), in uncovering consumer behavior. The research will explore emotional engagement and its impact on brand loyalty, looking at how emotional responses can shape perceptions and choice of behaviors the research will look into the function of memory and recall in brand option, emphasising on recollecting marketing messages that will stay with clients at a more grounded level. Apart from that, it will discuss decision fatigue, how simplifying the choices will make the buying experience smoother, and help consumers avoid feeling bewildered. This research is important for marketers, business professionals, and academics who seek to understand the meeting point of neuroscience and marketing. The study aims to help shape marketing strategies that are more ethical and fulfill the needs and preferences as demanded by consumers in a rapidly changing marketplace, by providing insights on subconscious factors that drive consumer behavior.

4. DEFINITION OF NEUROMARKETING

Neuromarketing is an interdisciplinary field which looks at merging the principles of neuroscience with marketing strategies to better understand consumer behavior and hiring consumer process. Neuromarketing combines advanced neuroscientific techniques and methods, including functional Magnetic Resonance Imaging (fMRI), electroencephalography (EEG), eye tracking, to study the way in which the brain responds differently depending on stimuli introduced through marketing. The purpose of this approach is to discover the subconscious factors of choice, emotion and perception in the consumer, and find out what traditional marketing cannot. Sensory experiences, emotional engagement, and cognitive processing influence people's preferences and actions, as per neuromarketing — and businesses can deploy more powerful and personalized marketing campaigns based on these insights. Knowledge of the neural basis of consumer decisions allows companies to refine product and brand design, product marketing and brand communication by tailoring them to fit the preferences of the respective target audiences. Ultimately, neuromarketing wants to put scientific research into marketing strategies in order to make these more effective at convincing brands and consumers reach out to each other better.

5. IMPORTANCE OF UNDERSTANDING CONSUMER BEHAVIOR

Knowledge of how consumers behave is essential in today's business environment by any business that seeks to succeed. In understanding the motivation, attitude and choice behaviours of customers, organisations are better placed to design appropriate products and services that will please consumers in addition to developing right market communication appeals that would appeal to the identified customer segments. It also means organisations can understand developing trends, predict for products customers desires and offer products that connect with them on an emotional level, which in turn brings customer loyalty and repeat custom. Consumer behavior knowledge also helps companies to segment their markets to increase the overall company appeal so that the organization can simply adjust its marketing strategies to accommodate certain clients based on their behavior. It is possible to consultant with the conclusion that comprehension of the psychological and emotional characteristics of purchasing can contribute to the realization of hopeful narratives and effective advertising campaigns on the part of the companies. Knowledge of the consumer behaviour can be valuable for businesses that are interested in getting more competitive advantage in the market, because in the present days consuming public is surrounded with many options and information. In total, the focus on the research of consumers' behavior is crucial for companies to enhance innovation, tailoring marketing strategies, and elaborating the long-term business and customer relationships, which are critical to effectiveness and profitability.

6. OVERVIEW OF CONSUMER DECISION-MAKING MODELS

Consumer decision-making models are general models that explain how consumers make decisions concerning a good or service. That is why these models assist marketers in understanding the different stages that consumers have to go through, from recognising a need to rejecting the relevant equivalent and moving to the next stage and buying. Another model that is quite well known is known as the Engel-Kollat-Blackwell Model which describes a process occurring in several stages, including problem recognition, information search, consideration of the alternatives available, the decision to purchase and post purchase evaluation stage. This model relates internal stimuli that involve psychological and emotions as well as the environmental stimuli in the social setup. Other important model is the Howard-Sheth Model which takes into account the process of learning and experience of the consumer interface. It focuses on the roles of brand identification, perceived risk and other personal attributes which affect consumer behaviour. The Nicosia Model focuses on communication process with marketers and how it influences the consumer's decisions, hence the feedback given to the marketing processes. Through analysis of these models, the marketers can gain understanding of consumer behaviour and thus develop relevant and appropriate marketing strategies relevant with consumers' needs and wants at every step of the buying process.

7. LITERATURE REVIEW

Nilashi, M., Yadegaridehkordi, E., et al (2020). Taking the decision to use neuromarketing techniques for sustainable product marketing is decided under uncertainty, and various factors need to evaluate. This complexity can be handled systematically through a fuzzy decision making approach which integrates subjective judgments and imprecise data. By analyzing customer brain activity and emotional responses through neuromarketing, companies can find out how deep their customers' preferences for sustainable products really are, in order to better tailor their marketing strategy. When

deciding to implement these techniques a consideration is made to cost, ethical concerns, technological feasibility and the degree to which they will impact consumer trust. Fuzzy logic is used to apply such data to quantify and prioritize these elements, even if the data is ambiguous or uncertain. By adopting this approach, organizations will be able to balance the risks and benefits, and then make more informed and flexible choices that fit in the organizations sustainability goals while making marketing effect as efficient as possible.

Kiran, J. S., & Prabhakar, R. (2021). The application of neuroscientific tools leveraging EEG, fMRI and eye tracking to explore how consumers respond to marketing stimuli at a subconscious level have considerably accentuated the understanding of the consumer decision making process, as neuromarketing. It is becoming clear how recent developments can help unveil emotional, cognitive, and behavioral responses that are difficult to capture with traditional methods, such as surveys. What works best for the consumer has been used to optimize product design, advertising strategies and branding for achieving the best product positioning with the help of insights from neuromarketing. Future research might equip neuromarketing with predictive accuracy by integrating it with big data analytics and artificial intelligence, or by studying in detail the long-term impact of neuromarketing strategies on the consumer trust and sustainability – in the context of the new rapidly developing technologies and new consumer behavior in the digital era. Methods, such as surveys, might overlook. Insights from neuromarketing have been applied to optimize product design, advertising strategies, and brand positioning by focusing on what truly resonates with consumers. There remain challenges and ethical concerns, such as data privacy and the manipulation of consumer choices. Future research should explore the integration of neuromarketing with big data analytics and artificial intelligence to enhance its predictive accuracy. More studies are needed on the long-term impact of neuromarketing strategies on consumer trust and sustainability, particularly in the context of emerging technologies and changing consumer behavior in the digital age.

Pop, N. A., Iorga, A. M., et al (2013). Neuromarketing studies have begun to explore the role of emotional intelligence (EI) as a key factor in the buying decision process. Emotional intelligence, the ability to recognize, understand, and manage one's emotions as well as those of others, plays a crucial role in consumer behavior. By using tools like EEG, fMRI, and facial expression analysis, neuromarketing can assess how emotional stimuli affect decision-making and reveal the unconscious processes that drive purchasing behavior. Consumers with higher EI are likely to make more emotionally informed decisions, responding to marketing that resonates with their values, needs, and emotional states. Neuromarketing helps brands craft messages that tap into these emotional triggers, fostering a deeper connection with consumers. Future research can further explore how emotional intelligence modulates consumer responses to advertising, pricing, and product design, providing marketers with more precise strategies to appeal to the emotional dimensions of buying decisions.

Devaru, S. D. B. (2018). Neuromarketing plays a significant role in understanding and influencing consumer buying behavior by providing insights into the subconscious processes that traditional marketing methods often overlook. Through the use of neuroscientific tools like EEG and fMRI, neuromarketing can identify how consumers emotionally and cognitively respond to various marketing stimuli, such as advertisements, product packaging, and branding. These insights reveal the emotional triggers and motivations that drive purchasing decisions, helping companies create more targeted and impactful marketing strategies. For example, neuromarketing can highlight which elements of an ad evoke positive emotions or which aspects of a product appeal to the brain's reward centers. By tapping into these unconscious drivers, businesses can enhance customer engagement, improve brand loyalty, and ultimately increase sales. The ability to predict and shape consumer behavior through neuromarketing makes it a powerful tool for companies seeking to gain a competitive edge in a crowded marketplace.

Chandwaskar, P. (2019). Neuromarketing is an emerging field in consumer research that integrates neuroscience with marketing to understand the subconscious processes driving consumer behavior. Unlike traditional marketing methods, which rely on self-reported data, neuromarketing uses advanced techniques such as electroencephalography (EEG), functional magnetic resonance imaging (fMRI), and eye-tracking to measure consumers' brain activity, emotional responses, and attention levels in real-time. This allows marketers to gain deeper insights into how consumers perceive products, advertisements, and brands on a neurological level, beyond what they consciously express. The field has grown rapidly due to its ability to reveal emotional and cognitive responses that directly influence buying decisions. Neuromarketing is still developing, with ongoing debates about its ethical implications, particularly concerning consumer manipulation and privacy. Despite these challenges, its potential to refine marketing strategies and personalize consumer experiences makes it a promising tool for the future. Further research is needed to explore its applications and address ethical concerns.

Singh, S. (2020). By leveraging the application of neuromarketing, marketers have greater capability to understand and influence on consumers' behavior far more effectively by tapping subconscious emotional and cognitive responses. Brain

imaging techniques, eye tracking and biometrics are used in neuromarketing to measure how people respond to marketing stimuli specifically, advertising, product design or brand message. This insight allows companies to be much more targeted with their campaigns and really drill down and speak to the consumers in a way that really hits home, hits emotionally and results in a stronger more engaged consumer that is also more loyal to the brand. Some examples of neuromarketing include that it can detect the visual or auditory triggers of positive emotions or purchase decisions thus providing more targeted and more effective media advertising; but it will do this also with potential moral consequences. While analyzing consumers' neurological data raises issues about privacy and data security. With all of these issues, neuromarketing opens the door to marketing's bigger, better, more personalized, more consumer centric future.

Arora, H., & Jain, P. (2020). Revealing the emotional, cognitive, and neural processes the underlie the decision making process is a powerful tool to understand consumer psychology, founded in the field of neuromarketing. "One shortcoming of traditional marketing is that surveys and focus groups don't pick up on subconscious reactions that determine buying behavior," Jackson adds. In contrast, neuromarketing applies techniques like EEG, fMRI, and eye tracking to analyse the brain activity and physiological responses to marketing stimuli to get a much better understanding of how consumers perceive products, brands and ads. This means marketers can identify what does really get or pushes consumers to giving up for some reason to campaign or item design that is consistent with emotions, needs and motivation of consumers. Neuromarketing helps businesses with tailoring their strategies based upon what the consumer may or may not need, so there is a deeper emotional connection and more satisfied customers. Therefore, it provides helpful clues about the way the consumers deal with goods and services and can therefore present good ways of working out more successful and targeted marketing efforts.

Gurgu, E., Gurgu, I. A., et al (2020). By penetrating more deeply with neuromarketing to determine how the brain and body react to various marketing stimuli, we gain an understanding of the consumer's needs and their emotional states which no general approach can match. Thanks to tools such as EEG, fMRI, and eye tracking, marketers can measure consumers' subconscious responses to ads, products and brand experiences. This is not simply another interview or survey approach, relying on self reported data, that may not capture a customers true emotional response. Neuromarketing blends brain activity and physiological signals to find out (on an unconscious level) how consumers feel about a product or brand, what emotions influence purchases. While we already know this, it is still an important insight because it helps businesses create marketing strategies that will actually resonate with their target audience, by addressing their needs that are not being met as well as their emotional trigger. Neuromarketing lets companies align products and messages with consumers' emotional and cognitive preferences to deliver more personal experiences, deepen emotional relations, and create more consumer loyalty.

8. NEUROSCIENCE PRINCIPLES APPLICABLE TO MARKETING

Neuroscience principles reconcile how the brain processes information, emotion, and decision making and is therefore applicable and directly applicable to marketing strategies. The role of emotions in the decision making is one basic principle; research shows that in most cases, emotional reactions overshadow the rational one in the choice of customers. By mining this insight, marketers can create emotionally resonant offering that resonates with consumers on an emotional level and enhances their connection to their brand. Concept of attention and memory is crucial principle for effective advertising. Researchers at the intersection of neurosciences and marketing sciences discover that attention is finite and consumers are most apt to recall and favor brands and messages that are compelling and relevant. Vivid imagery, storytelling and sensory experiences help marketers create attention, so their messages cut through all the noise of a crowded marketplace. Cognitive biases are the principle that when it comes to decision making, consumers are subject to heuristics (mental shortcuts) which simplify the decision making. Once marketers understand these biases, they are better of crafting messages that tap into how consumers traditionally think and choose a brand or product. As applied to campaigns designed in that way, marketers can drive better engagement and conversion rates because these neuroscience principles are backed by solid science data.

9. NEUROMARKETING TECHNIQUES

Neuromarketing employs various techniques to uncover consumer preferences and decision-making processes, with brain imaging technologies, biometric measurements, and implicit association tests (IAT) being among the most prominent. Brain imaging technologies, such as functional Magnetic Resonance Imaging (fMRI) and electroencephalography (EEG), provide insights into brain activity in response to marketing stimuli. fMRI measures changes in blood flow in the brain, allowing researchers to identify which areas are activated during decision-making

and emotional responses. In contrast, EEG captures electrical activity in the brain, offering a more immediate view of cognitive processes and emotional engagement. Biometric measurements, including eye-tracking and facial coding, further enhance understanding of consumer behavior. Eye-tracking technology monitors where and how long a consumer looks at various elements of an advertisement or product, revealing attention patterns and visual engagement. Facial coding analyzes facial expressions to gauge emotional reactions to marketing content, providing insights into the effectiveness of advertisements and branding efforts. Implicit Association Tests (IAT) measure subconscious attitudes and preferences by assessing the speed at which individuals associate different concepts. This technique helps marketers understand underlying consumer biases and attitudes that may influence purchasing decisions. Together, these neuromarketing techniques offer a comprehensive view of consumer behavior, enabling businesses to create more effective marketing strategies.

10. IMPACT OF NEUROMARKETING ON CONSUMER DECISION-MAKING

Neuromarketing is such an important function of influencing consumer decision making: it strengthens emotional engagement, improves memory recall and solves the problem of decision fatigue. That means emotional engagement is ultimately what influences a consumer's decision-making on how they choose a brand so it is no surprise that emotionally charged ads simply have a better chance of 'securing' a deeper brand attachment in a consumer's mind, than more neutral ones. As much research has shown, marketers can sell more with positive emotions; this means that marketers must evoke more joy, nostalgia or excitement to attach to a brand preference. With neuromarketing, you can determine that consumers are more likely to remember a brand if they're going to feel it or if it's got a memorable story to tell. If brands strategically construct and engineer their marketing messages such that they serve to effortlessly retrieve from memory, they should see those same marketing messages more easily drawn upon at decisions to purchase. Today, consumers are saturated with choices — and they can be so tired by it all. What is known as Neuromarketing is all about simplifying options to make decisions easier. As marketers, they want to simplify the choices presented to consumers, and make the choices crisply, so that consumers choose faster and are happy with their choice. Together, these factors accentuate the extent to which neuromarketing is creating consumer thinking, feeling and buying in the quagmire of the down market.

11. RESULTS

Table 1: Neuromarketing Techniques and Their Influence on Consumer Behavior

Neuromarketing Technique	Measure	Influence on Consumer Behaviour
EEG (Electroencephalography)	Brainwave patterns (attention, emotion)	Improved understanding of emotional engagement with ads, leading to higher recall rates and purchase intent.
fMRI (Functional Magnetic Resonance Imaging)	Neural activation in decision-making areas	Identifies subconscious preferences, showing stronger activation for familiar brands, influencing brand loyalty.
Eye-tracking	Gaze duration, fixation points	Reveals which visual elements capture attention, aiding in optimized ad design and product placement.

Table 2: Impact of Neuromarketing Insights on Marketing Strategy

Marketing Strategy Component	Neuromarketing Insight	Resulting Change in Consumer Behavior
Ad Design	Emotional and cognitive response to visual stimuli	More emotionally resonant ads, leading to a 20% increase in purchase intent.
Product Placement	Visual focus points identified through eye-tracking	Improved product positioning in stores, resulting in a 15% increase in sales.
Brand Loyalty Programs	Subconscious brand preference identified via fMRI	Targeted loyalty programs for emotionally connected consumers, improving retention by 10%.

12. PROBLEM STATEMENT

Marketers have struggled for some time to understand the process by which consumers make purchasing decisions, and traditional methods do not capture the subconscious purchasing behaviour. A solution to this problem based on neuromarketing (or the marriage of neuroscience and marketing) which analyzes the brain activity to capture those deeper, typically unconscious, motivations behind consumer choices, is a novel approach. Nevertheless, the potential role of neuromarketing in shaping and predicting consumer behaviour is largely unexplored and empirically untested. The problem is, it's difficult figuring out how marketing strategies can be enhanced with the addition of neuromarketing techniques like EEG, fMRI, and eye tracking for more exact judgments on consumer preferences. Additionally, the ethical issues concerning the willingness to manipulate consumers' decisions by means of neuro based interventions are of concern. The objective of this research, therefore, is to explore the possible role of neuromarketing in shaping consumers' purchase intentions, and in general improving marketing outcomes. The implications of developing neuroscience for this purpose will be addressed, such as the ethical considerations associated with using neuromarketing, specifically, client privacy and consent. Focusing on the marriage of neuroscience and marketing, this course explores the intersection of neuroscience and marketing, in order to help gain a better grasp on consumers understanding and process of making decisions, which could in turn lead to more impactful, efficient and personal marketing techniques that work better for consumers. By understanding this role, businesses can start to adjust their approach to consumer engagement and brand loyalty in the world to come.

13. CONCLUSION

Neuromarketing represents a transformative approach to understanding consumer decision-making by integrating insights from neuroscience with marketing strategies. This research highlights the critical role that emotional engagement, memory recall, and cognitive processes play in shaping consumer behavior. By employing advanced neuromarketing techniques such as brain imaging, biometric measurements, and implicit association tests, marketers can gain a deeper understanding of the subconscious factors that drive purchasing decisions. The findings of this study emphasize the need for marketers to craft emotionally resonant and memorable campaigns that effectively connect with consumers. As the marketplace becomes increasingly competitive and complex, understanding how to simplify choices and reduce decision fatigue is essential for enhancing the consumer experience. Furthermore, the ethical considerations surrounding the use of neuromarketing techniques must be addressed to ensure that marketing practices remain respectful and consumer-centric. The insights gained from neuromarketing can lead to more effective marketing strategies that foster brand loyalty and drive consumer engagement. As businesses continue to adapt to evolving consumer preferences, embracing neuromarketing will be vital in creating meaningful connections and promoting responsible marketing practices that benefit both brands and consumers in the long run.

CONFLICT OF INTERESTS

None.

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