



IMPACT OF VISUAL CUES IN ONLINE READYMADE GARMENT STORES: A NEUROMARKETING PERSPECTIVE

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ABSTRACT

This study examines how customer behaviour is affected by visual signals based on neuromarketing in the setting of online ready-made clothing retailers. Visual stimuli are essential for drawing in customers, evoking strong feelings, and influencing their intents to make a purchase, especially as the significance of digital experiences in e-commerce continues to expand. The study examines how consumers react to features including high-quality product photos, colour schemes, models, website layout, interactive views, and self-image features like virtual try-ons using a descriptive research approach and a structured questionnaire given to 200 respondents. Strong visual signals and consumer decision-making behaviour are significantly positively correlated, according to the results, which are statistically confirmed by an independent samples t-test. Based on neuromarketing concepts, the findings provide e-retailers with useful insights to improve user engagement and conversion rates through smart visual display.

Keywords: Visual Cues, Neuromarketing, Online Store, Retail Consumers, Consumer Attitude, Decision Making, Etc

1. INTRODUCTION

Consumer behaviour has changed as a result of e-commerce's explosive rise, especially in the fashion sector. Visual components have become more and more important for online ready-made clothing retailers to draw in, hold on to, and convert customers. Online venues must use rich visual stimuli to make up for the absence of physical connection, in contrast to physical stores where tactile and spatial sensations predominate. In this regard, understanding how visual signals like colours, pictures, product presentation, layout, and motion graphics affect customer perception, emotions, and purchase choices is made possible by

neuromarketing, which is the application of psychology and neuroscience concepts to marketing.

The way that internet buying is shaped is greatly influenced by visual signals. In order to communicate product quality and build confidence, components such as model representation, backdrop contrast, zoom capabilities, virtual try-ons, product photography, and even font styles are essential. Researchers have been able to decipher how these cues impact customers' subconscious preferences and cognitive load by using neuromarketing techniques including eye tracking, facial expression analysis, and electroencephalography (EEG). This is especially important when it comes to fashion commerce, where emotional resonance and visual attractiveness are important deciding considerations.

From a neuromarketing standpoint, this study investigates the effects of several visual signals utilised in online ready-made clothing retailers. It seeks to comprehend the ways in which these cues impact customer engagement, attention, emotion, and, eventually, purchase intention. The study has ramifications for marketers that want to enhance user experience and conversion rates by optimising web interfaces and developing visually compelling tactics.

2. LITERATURE REVIEW

2.1. VISUAL CUES IN ONLINE RETAIL

Consumer behaviour is greatly influenced by visual signals, which are an essential part of online retail interfaces [Demangeot and Broderick \(2016\)](#). Product presentation in the fashion sector, which includes 360-degree views, films, and high-definition photos, improves product assessment and lowers purchasing uncertainty [Jiang and Benbasat \(2007\)](#). The tactile experience of physical stores is frequently replaced by visual attractiveness, thus optimising it is crucial.

2.2. TYPES OF VISUAL CUES

Numerous types of visual signals have been identified via research, including colour, layout, typography, imagery, and movement. [Labrecque and Milne \(2013\)](#) assert that while well-structured layouts enhance perceived professionalism and ease of navigation, colours may elicit emotional reactions and convey brand identity. Consumer trust and relatability are also impacted by model representation, such as the usage of mannequins rather than actual models or a variety of body types [Kim and Lennon \(2008\)](#).

2.3. CONSUMER BEHAVIOUR AND NEUROMARKETING

Tools for comprehending the unconscious mechanisms behind consumer decision-making are provided by neuromarketing. While EEG gauges the cognitive involvement of visual stimuli, eye-tracking studies show where users concentrate their attention [Plassmann et al. \(2015\)](#). For example, it has been demonstrated that visually appealing and emotionally impactful pictures stimulate the brain's reward centres, increasing the desire of a product [Kühn et al. \(2016\)](#). Interfaces that are visually engaging have a direct effect on dwell duration and purchase intent when it comes to online clothing purchasing.

2.4. VISUAL CUES AND PURCHASE DECISION

Visual design components can help or hurt the decision-making process, according to research. For instance, [Flavián et al. \(2016\)](#) discovered that trust and contentment, which function as mediators in purchasing choices, are impacted by the quality of visual information. Additionally, although minimalistic and user-centred designs improve usability and engagement, excessive visual clutter can cause cognitive overload [Deng and Poole \(2010\)](#).

2.5. GAPS IN LITERATURE

Although visual merchandising and online consumer behaviour have been the subject of much research, few studies explicitly use neuromarketing methodologies to assess the efficacy of visual signals in online ready-made garment scenarios. The majority of the material now in publication concentrates on either general e-commerce or particular fashion markets, with little attention paid to the subconscious effects of these visual components.

3. OBJECTIVES

- 1) To analyze the influence of various visual cues on consumer attention, emotion, and engagement in online readymade garment stores using neuromarketing insights.
- 2) To evaluate the impact of neuromarketing-based visual cues on consumers' purchase intentions and decision-making behavior in the context of online fashion retail.

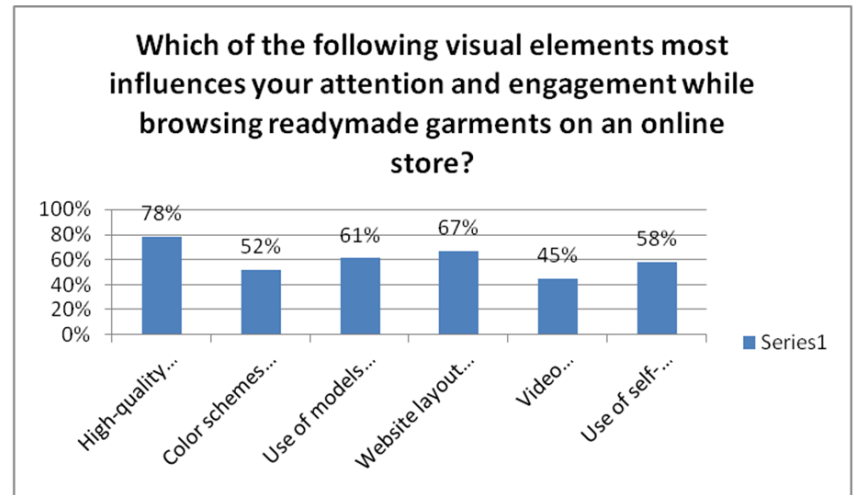
4. METHODOLOGY

In order to investigate the influence of visual cues in online ready-made clothing businesses from a neuromarketing standpoint, the current study used a descriptive research methodology. The information is gathered through the use of a structured questionnaire approach that was created especially to record respondents' opinions, feelings, and intents to buy as they are impacted by different visual components including colour, layout, imagery, and model representation. To measure customer responses, the survey contains both closed-ended and Likert-scale questions. Two hundred respondents who often purchase online for clothing were chosen as the sample size. In order to ensure relevance and contextual correctness in data collection, the study uses a non-probability purposive sampling approach, focussing on customers who have previously dealt with online fashion retail.

4.1. INFLUENCE OF VISUAL CUES ON CONSUMER ATTENTION, EMOTION, AND ENGAGEMENT

Visual cues are essential touchpoints for interacting with customers and influencing their online buying experience in the digital retail setting, especially in the ready-made clothing industry. Online retailers mostly rely on visual components to convey product value and aesthetics, in contrast to conventional stores where sensory interactions like touch and feel influence customer judgement. High-resolution photos, vivid colour schemes, well-organised layouts, and model presentations are examples of features that not only draw in customers but also

elicit feelings that affect perception and trust. These visual cues are essential for increasing consumer engagement because they may improve product attractiveness, lessen cognitive burden, and produce immersive experiences. Because visual cues affect not just a customer's opinion of a product but also whether or not they decide to buy it, their strategic usage in online clothing shopping has become crucial for drawing in and keeping customers.



According to the results, 78% of respondents chose high-quality product photographs as the visual aspect that most significantly influences their interest and engagement when they browse online ready-made clothing businesses. Other crucial elements that influence the buying experience are the employment of models or mannequins to exhibit clothing (61%), and the design and usability of websites (67%). Additionally significant are visual components, such as colour schemes and backdrop designs, which 52% of participants said were influential. Furthermore, 58% of users are engaged by self-image elements like virtual try-ons, but 45% of respondents choose 360-degree views or video demos, which have a somewhat lesser impact. These results demonstrate the variety of ways that visual signals may draw in customers and make online purchasing more interesting.

4.2. IMPACT OF NEUROMARKETING-BASED VISUAL CUES ON CONSUMERS' PURCHASE INTENTIONS AND DECISION-MAKING BEHAVIOR

Because neuromarketing-based visual signals directly affect the subconscious processes that drive consumer choices, they have a significant impact on customers' buy intentions and decision-making behaviour. Online merchants may elicit emotional reactions and create a more engaging shopping experience by utilising well-designed visual components, such as colour, photography, layout, and product placement. These visual cues cause neurological reactions that improve customer involvement and increase the likelihood that a customer will have a positive opinion of a product and, eventually, buy it. High-quality images, for example, may make products seem more appealing and increase their desirability, while colour schemes can arouse feelings that complement the consumer's mood or brand identification and increase the possibility that they will make a purchase. Furthermore, interactive elements like as virtual try-ons appeal to the consumer's need for customisation,

which can strengthen their sense of emotional connection and confidence in their choice of product. All things considered, these neuromarketing techniques successfully help customers make decisions, boosting the likelihood that they would make a purchase and raising online businesses' total conversion rates.

To test the hypothesis □ There is no significant impact of neuromarketing-based visual cues on consumers □ purchase intentions and decision-making behavior in online fashion retail □ t-test has been applied, the results are as under:

Table 1 Independent T-test

Group	Sample Size (n)	Mean Score	Standard Deviation
Strong Visual Cues (A)	100	8.12	0.73
Weak Visual Cues (B)	100	5.12	0.67

Table 2 T-test Summary

Statistic	Value
t-Statistic	30.42
Degrees of Freedom (df)	198
p-Value	< 0.000001
Significance	Yes (p < 0.05)

Customers exposed to strong neuromarketing-based visual cues and those exposed to weak or no such signals had significantly different purchase intentions, according to the results of an independent samples t-test performed on a sample size of 100 participants per group. With a mean score of 8.12, Group A (strong visual cues) outperformed Group B (weak cues), which had a mean score of 5.12. The difference is statistically significant, as indicated by the t-statistic of 30.42 and the very low p-value (< 0.000001). Consequently, the null hypothesis is rejected and it is concluded that, in the context of online fashion shopping, neuromarketing-based visual signals significantly improve customers' buy intentions and decision-making behaviour.

5. CONCLUSIONS

The study emphasises how neuromarketing-based visual signals significantly influence customer behaviour in online ready-to-wear retailers. The results unequivocally show that components like effective colour schemes, interactive product displays, personalised self-image features, and high-quality photographs have a big impact on customer attention, emotional involvement, and purchase intention. Strong visual stimuli elicit a more positive response from customers and increase their propensity to make purchases, according to statistical research backed by a sizable sample. These findings support the use of neuromarketing concepts in e-commerce, particularly in the retail fashion industry, where customer decisions are heavily influenced by aesthetic attractiveness.

6. RECOMMENDATIONS

To increase customer engagement and boost sales, online fashion merchants should carefully include visual components based on neuromarketing into their digital platforms. High-quality product photos, eye-catching colour schemes, user-friendly website navigation, and interactive elements like 360-degree views and

virtual try-ons should all be prioritised. The emotional bond with items may also be strengthened by implementing customised marketing tools that let customers picture clothing using their own photos. In order to consistently improve the buying experience and keep a competitive edge in the ever changing digital marketplace, retailers need also routinely examine how customers engage with these visual signals.

CONFLICT OF INTERESTS

None.

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