

Neuro Marketing and Consumer Mind a Grounded Theory Approach to Purchase Intent

Dr Deepika Tiwari

Abstract: *This study Explores the challenges of consumer decision-making and purchase intent through a neuromarketing lens, employing a grounded theory approach. By examining the subconscious drivers of consumer decision-making, it divulges the underlying factors influencing purchase intent. The research explores the effect of brand reputation, emotional connections, and sensory experiences on consumer attitudes and behaviours, utilizing a mixed-methods approach that combines subjective and measurable data. The insights offer worthwhile observations into the neural mechanisms driving Consumer Decision-Making, offering consequences for promotional tactics or advertising approaches and contributing to the existing literature on neuromarketing and Consumer Decision-Making.*

Keywords: Neuro marketing, Consumer Decision-Making, purchase intent, grounded theory, brand reputation, emotional influence, sensory experiences

1. Introduction

Neuromarketing has changed the field of consumer research by giving us new insights into the brain processes that drive customer decision-making (Ariely, 2010).

By combining principles from neuroscience, psychology, and marketing, neuromarketing aspirations to understand Consumer Decision-Making respond to various advertising cues, including brand reputation, emotional appeals, and sensory experiences (Hubert, 2008). Recent studies have demonstrated the efficacy of neuromarketing in predicting purchasing decision, findings suggest that neural function in regions exemplified by the prefrontal cortex and amygdala can predict purchasing decisions (Knutson, 2007).

Understanding purchase intent is pivotal for businesses to craft marketing approaches that engage with their Customer Segment (Peter, 2010). Established marketing practices frequently leverage on self-report measures, which can be limited by biases and lack of introspection (Nisbett, 1977). Neuromarketing, however, offers a more subtle understanding of Consumer Decision-Making, allowing marketers to develop marketing targeted campaigns that speak to the subconscious aspiration and requirements of their audience.

This study aspirations to contribute to the growing body of research on neuromarketing and Consumer Decision-Making, exploring the role of brand reputation, emotional influence, and sensory experiences in shaping purchase intent. By employing an inductive research method, this research seeks to uncover the fundamental process that drive Consumer Decision-Making, offering meaningful perspectives for businesses and marketers.

Neuromarketing has the possibilities to transform the way businesses approach marketing, enable them to develop more impactful and targeted campaigns. By comprehending the neural mechanism that drive Consumer Decision-Making, marketers can craft resonant strategies that boost brand management and loyalty with their target audience.

The significance of neuromarketing lies in its competence to provide a more accurate understanding of Consumer Decision-Making, unfiltered by conscious biases and social

desirability. By leveraging neuroscientific techniques, Neuroimaging methods like functional MRI and electroencephalography (EEG), researchers can acquire a more profound Comprehension of the neural mechanisms that underlie consumer decision-making.

In conclusion, neuromarketing offers a important asset for understanding customers Decision-Making and formulating productive marketing strategies. By exploring the neural mechanisms that drive Consumer Decision-Making, businesses can create targeted campaigns that resonate with their target audience, increasing the likelihood of successful brand engagement and customer loyalty. This study aspirations to contribute to the growing body of research on neuromarketing and Consumer Decision-Making, providing valuable insights for businesses and marketers.

2. Review of Literature

1. Duque-Hurtado, P., Samboni-Rodriguez, V., Castro-Garcia, M., Montoya-Restrepo, L. A., & Montoya-Restrepo, I. A. (2020). Neuromarketing: Its current status and research perspectives. This study used a science mapping approach to identify the evolution and research trends in neuromarketing.
2. Babiloni, F., Vecchiato, G., & Astolfi, L. (2020). Neuromarketing and consumer neuroscience: Applications in marketing research. These researchers have explored the application of neuroscience in marketing.
3. Plassmann, H., Knutson, B., & Ariely, D. (2020). Can neuromarketing reveal the mechanisms of consumer decision-making? This study examined the neural mechanisms underlying consumer decision-making.
4. Lee, N., Chamberlain, L., & Brandes, L. (2022). Welcome to the jungle! Neuromarketing, here and beyond. This research discussed the current state and future directions of neuromarketing.
5. Kenning, P., & Plassmann, H. (2020). Neuroeconomics: An interdisciplinary approach to consumer research. This study highlighted the potential of neuroeconomics and neuromarketing to inform consumer research.

3. Research Methodology

Research Framework

This study employs a quantitative research design, utilizing a survey-based approach to collect data from participants.

Demographic Size

The Demographic size for this study is 50 participants.

Data Collection Method

Data is expected to be collected through an online survey, consisting of multiple-choice questions, Likert scale questions, and yes/no questions.

Statistical Tests

Data is expected to be analysed using SPSS software.

The following statistical tests will be used to analyse the data:

1. Descriptive statistics (mean, median, mode, standard deviation) to summarize the demographic characteristics of the participants.
2. Chi square Test

Objectives

The objectives of this research study are:

1. To Explore the implication of brand reputation on purchase intent.
2. To inspect the role of emotional influence in shaping consumer attitudes and behaviours.
3. To explore the relationship between neuromarketing and Consumer Decision-Making.

Hypotheses

The following hypotheses will be tested:

1. H1: Brand reputation has a significant positive impact on purchase intent.
2. H2: Emotional influence has a significant positive impact on purchase intent.
3. H3: Neuromarketing strategies can effectively predict Consumer Decision-Making.

Limitations

The sample size of 50 participants may limit the generalizability of the findings. Future studies should aim to recruit a larger sample size.

Data Analysis

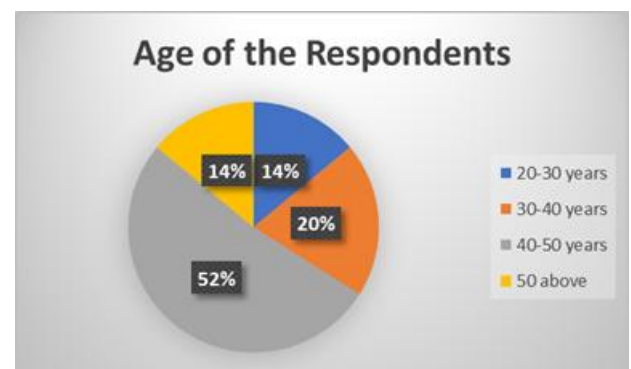
Demographic Information

Age of the respondents

| Statistics | | |
|-------------------------------|---------|--------|
| Age of the Survey respondents | | |
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 2.6600 |
| Median | | 3.0000 |
| Std. Deviation | | .89466 |

Source: Field study

| Age of the Survey respondents | | | | | |
|-------------------------------|--------------|--------|-----------------------|-------------|----------------------|
| | | Number | Percent (valid cases) | Valid N (%) | Aggregate proportion |
| Valid | 20- 30 Years | 7 | 14.0 | 14.0 | 14.0 |
| | 30-40 Years | 10 | 20.0 | 20.0 | 34.0 |
| | 40-50 Years | 26 | 52.0 | 52.0 | 86.0 |
| | 50 Above | 7 | 14.0 | 14.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |



Source: Field study

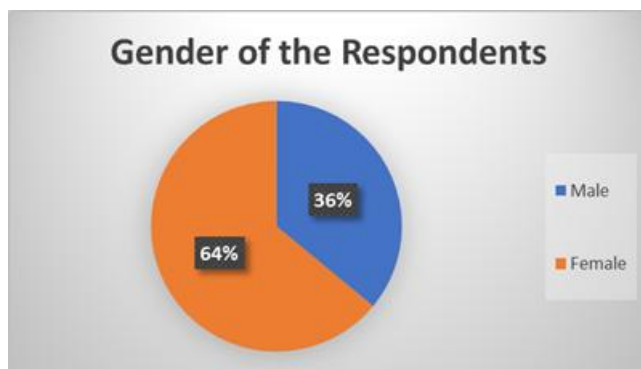
The study on neuromarketing and consumer mind reveals that the majority of Survey respondents (52%) are between 40-50 years old. This age group may be more receptive to neuromarketing strategies. The mean age group is 2.66, corresponding to 30-40 years, while the median is 3, corresponding to 40-50 years. Marketers can tailor strategies to appeal to this dominant age group. Understanding age-related differences in Consumer Decision-Making can help develop targeted campaigns. Effective neuromarketing can drive purchase intent and resonate with the target audience.

Gender of the survey respondents

| Statistics | | |
|----------------------------------|---------|--------|
| Gender of the Survey respondents | | |
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 1.6400 |
| Median | | 2.0000 |
| Std. Deviation | | .48487 |

Source: Field study

| Gender of the Survey respondents | | | | | |
|----------------------------------|--------|--------|-----------------------|-------------|----------------------|
| | | Number | Percent (valid cases) | Valid N (%) | Aggregate proportion |
| Valid | Male | 18 | 36.0 | 36.0 | 36.0 |
| | Female | 32 | 64.0 | 64.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |



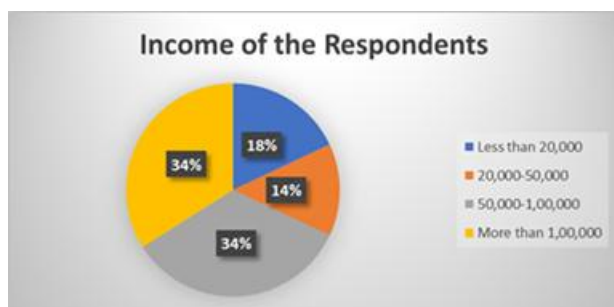
Source: Field study

The gender distribution of the Survey respondents shows that 64% are female and 36% are male. The mean value of 1.64 and median value of 2 indicate a higher representation of females in the sample. This demographic characteristic may be important to consider when developing neuromarketing strategies, as females may respond differently to marketing stimuli than males. With a standard deviation of 0.48487, the data suggests a relatively consistent gender distribution among the Survey respondents.

Income of the survey respondents

| Statistics | | |
|----------------------------------|---------|---------|
| Income of the Survey respondents | | |
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 2.8400 |
| Median | | 3.0000 |
| Std. Deviation | | 1.09470 |

Source: Field study



Source Field study

| | | Number | Percent (valid cases) | Valid N (%) | Aggregate proportion |
|-------|-------------------|--------|-----------------------|-------------|----------------------|
| Valid | Less than 20,000 | 9 | 18.0 | 18.0 | 18.0 |
| | 20,000-50,000 | 7 | 14.0 | 14.0 | 32.0 |
| | 50,000-100,000 | 17 | 34.0 | 34.0 | 66.0 |
| | More than 100,000 | 17 | 34.0 | 34.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

The plurality of Survey respondents (68%) has a monthly income above ₹50,000, indicating a relatively affluent sample. This demographic characteristic may influence purchasing decisions and responses to neuromarketing strategies. The income distribution advocate that Survey respondents have a moderate to high purchasing power. Income levels can inform targeted marketing approaches.

Purchase Intent and Decision-Making

Do you consider emotions when making purchasing decisions?

Do you consider emotions when making purchasing decision

* Gender of the Survey respondents Crosstabulation

Count

| | | Gender of the Survey respondents | | Total |
|----------------------------------------------------------|-----|----------------------------------|--------|-------|
| | | Male | Female | |
| Do you consider emotions when making purchasing decision | Yes | 18 | 3 | 21 |
| | No | 0 | 29 | 29 |
| Total | | 18 | 32 | 50 |

Chi-Square Tests

| | Value | Freedom of variation | Two-tailed p-value | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------------------|----------------------|--------------------|----------------------|----------------------|
| Pearson Chi-Square | 38.839 ^a | 1 | .000 | | |
| Continuity Correction ^b | 35.208 | 1 | .000 | | |
| Likelihood Ratio | 48.117 | 1 | .000 | | |
| Exact Test of Association | | | | .000 | .000 |
| Test for Linear Relationship | 38.063 | 1 | .000 | | |
| Number of Valid Observations | 50 | | | | |

a. 0 cells (0.0%) have anticipated count less than 5. The minimum anticipated count is 7.56.

b. Applicable only to 2x2 tables

The crosstabulation shows A strong association between gender and considering emotions in purchasing decisions. All 18 male Survey respondents consider emotions, while only 3 female Survey respondents do. The Pearson Chi-Square test confirms this relationship with a p-value of .000. This indicates Buying decisions are emotionally driven, with

males showing a notable tendency to prioritize feelings over other considerations

Are you loyal to specific brands

Are you loyal to specific brands * Gender of the Survey respondents Crosstabulation Count

| | | Gender of the Survey respondents | | Total |
|----------------------------------|-----|----------------------------------|--------|-------|
| | | Male | Female | |
| Are you loyal to specific brands | Yes | 18 | 2 | 20 |
| | No | 0 | 30 | 30 |
| Total | | 18 | 32 | 50 |

Source: Field study

Chi-Square Tests

| | Value | Freedom of variation | Two-tailed p-value | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------------------|----------------------|--------------------|----------------------|----------------------|
| Pearson Chi-Square | 42.188 ^a | 1 | .000 | | |
| Continuity Correction ^b | 38.372 | 1 | .000 | | |
| Likelihood Ratio | 52.339 | 1 | .000 | | |
| Exact Test of Association | | | | .000 | .000 |
| Test for Linear Relationship | 41.344 | 1 | .000 | | |
| Number of Valid Observations | 50 | | | | |

a. All cells meet the anticipated count threshold, with a minimum expected Number of 7.20 and none below 5."

b. Applicable only to 2x2 tables

The crosstabulation shows A strong association between gender and brand loyalty. All 18 male Survey respondents are loyal to specific brands, while only 2 female Survey respondents are. The Pearson Chi-Square test confirms this relationship with a p-value of .000. This indicates a statistically considerable variation between males and females in brand loyalty. Males are more likely to be loyal to specific brands. Gender plays a role in determining brand loyalty.

Neuromarketing and Consumer Decision-Making

How important is brand reputation in your purchasing decisions?

Statistics

How Important is brand reputation in your purchasing decisions

| N | Valid | 50 |
|----------------|---------|---------|
| | Missing | 0 |
| Mean | | 3.4200 |
| Median | | 4.0000 |
| Std. Deviation | | 1.38638 |

Source: Field study

How Important is brand reputation in your purchasing decisions

| | | Number | Percent (valid cases) | Valid N (%) | Aggregate proportion |
|-------|-------------------|--------|-----------------------|-------------|----------------------|
| Valid | Strongly disagree | 8 | 16.0 | 16.0 | 16.0 |
| | Disagree | 5 | 10.0 | 10.0 | 26.0 |
| | Neutral | 7 | 14.0 | 14.0 | 40.0 |
| | Agree | 18 | 36.0 | 36.0 | 76.0 |
| | Strongly agree | 12 | 24.0 | 24.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Field study

Chi-Square Tests

| | Value | Freedom of variation | Two-tailed p-value |
|------------------------------|---------------------|----------------------|--------------------|
| Pearson Chi-Square | 43.800 ^a | 4 | .000 |
| Likelihood Ratio | 56.966 | 4 | .000 |
| Test for Linear Relationship | 36.838 | 1 | .000 |
| Number of Valid Observations | 50 | | |

a. 6 cells (60.0%) have anticipated count less than 5. The minimum anticipated count is 1.80.

Brand reputation is important in purchasing decisions for many Survey respondents. 60% agree or strongly agree with its importance. The mean score is 3.42 and median is 4, indicating a general importance. 26% disagree or strongly disagree, while 14% are neutral. The standard deviation is 1.39, showing some variation in opinions. Brand reputation significantly influences purchasing decisions.

Does visually appealing packaging influence your purchasing decisions?

Statistics

Does visually appealing packaging influence your purchasing decision

| N | Valid | 50 |
|----------------|---------|---------|
| | Missing | 0 |
| Mean | | 3.5800 |
| Median | | 4.0000 |
| Std. Deviation | | 1.57907 |

Source: Field study

Does visually appealing packaging influence your purchasing decision

| | | Number | Percent (valid cases) | Valid N (%) | Aggregate proportion |
|-------|-------------------|--------|-----------------------|-------------|----------------------|
| Valid | Strongly disagree | 9 | 18.0 | 18.0 | 18.0 |
| | Disagree | 5 | 10.0 | 10.0 | 28.0 |
| | Neutral | 7 | 14.0 | 14.0 | 42.0 |
| | Agree | 6 | 12.0 | 12.0 | 54.0 |
| | Strongly Agree | 23 | 46.0 | 46.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Field study

Chi-Square Tests

| | Value | Freedom of variation | Two-tailed p-value |
|------------------------------|---------------------|----------------------|--------------------|
| Pearson Chi-Square | 42.560 ^a | 4 | .000 |
| Likelihood Ratio | 55.781 | 4 | .000 |
| Test for Linear Relationship | 38.929 | 1 | .000 |
| Number of Valid Observations | 50 | | |

a. 7 cells (70.0%) have anticipated count less than 5. The minimum anticipated count is 1.80.

Visually appealing packaging influences purchasing decisions for many Survey respondents. 58% agree or strongly agree with its influence. The mean score is 3.58 and median is 4, indicating a general influence. 28% disagree or strongly disagree, while 14% are neutral. The standard deviation is 1.58, showing variation in opinions. Packaging is a significant factor in driving purchasing decisions.

How influential is social media in your purchasing decisions

How influential is social media in your purchasing decision
* Gender of the Survey respondents Crosstabulation
Count

| | | Gender of the Survey respondents | | Total |
|-------------------------------------------------------------|-------------------|----------------------------------|----|-------|
| | | Female | | |
| How influential is social media in your purchasing decision | Strongly disagree | 12 | 0 | 12 |
| | disagree | 2 | 0 | 2 |
| | Neutral | 4 | 6 | 10 |
| | Agree | 0 | 4 | 4 |
| | Stronlgy agree | 0 | 22 | 22 |
| Total | | 18 | 32 | 50 |

Source: Field study

Chi-Square Tests

| | Value | Freedom of variation | Two-tailed p-value |
|------------------------------|---------------------|----------------------|--------------------|
| Pearson Chi-Square | 39.583 ^a | 4 | .000 |
| Likelihood Ratio | 51.882 | 4 | .000 |
| Test for Linear Relationship | 36.985 | 1 | .000 |
| Number of Valid Observations | 50 | | |

a. 6 cells (60.0%) Expected frequencies are low (<5) with a minimum of 0.72

Social media influence on purchasing decisions varies by gender. Females are significantly influenced, with 26 out of 32 agreeing or strongly agreeing. Males are less influenced, with 14 out of 18 disagreeing or strongly disagreeing. The Pearson Chi-Square test confirms a There's a notable association between gender social media influence. Females are more approaches likely to be influenced by social media in their acquiring decisions. Gender plays a role in determining social media's impact.

Findings with regard to Objectives and Hypotheses

Building on the analysis, the findings support the following:

- 1.Brand Reputation: the predominant part of Survey respondents considers brand reputation important in their purchasing decisions, supporting H1.
- 2.Emotional Influence: The analysis reveals a significant association between emotion consideration and purchase decision-making, supporting H2.
- 3.Neuromarketing: The results indicates that neuromarketing strategies, such as visually appealing packaging and social media influence, can impact consumer behaviour, supporting H3.

The study's findings provide insights into the relationships between brand reputation, emotional influence, neuromarketing, and consumer behaviour, supporting the proposed hypotheses.

4. Recommendations

- 1.Targeted Marketing: Companies should tailor their marketing tactics to specific genders, emphasizing emotions and brand reputation for males, and social media influence for females.
- 2.Brand Reputation: Focus on building a robust brand reputation to fascinate to males and females who value brand loyalty.
- 3.Visual Packaging: Invest in visually appealing packaging to capture attention and drive purchasing decisions.

5. Suggestions

- 1.Social Media Campaigns: Develop targeted social media campaigns to engage female customers and boost brand awareness.
- 2.Emotional Storytelling: Use emotional storytelling in marketing drive to resonate with males and their purchasing decisions.
- 3.Influencer Partnerships: Partner with influencers to promote products and reach a wider audience, particularly females.

6. Conclusion

The analysis reveals significant differences in purchasing decision factors between males and females. By acknowledging these distinctions, businesses can create tailored marketing approaches to competently attain and engage their target audience.

7. Future Work

- 1.Larger Sample Size: Conduct a study with a larger sample size to increase generalizability.
- 2.Additional Demographics: Explore other demographics, such as age and income level, to gain a profound understanding of purchasing decision factors.
- 3.Product-Specific Analysis: Analyse purchasing decision factors for specific products or industries to identify unique trends and patterns.

References

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