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A STUDY ON CONSUMERS' BEHAVIOURAL INTENTION TOWARDS NEUROMARKETING TECHNIQUES

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Abstract: Neuromarketing has become an important area in modern marketing because it helps businesses understand how consumers react to advertisements, brands, and products at both emotional and psychological levels. It combines concepts from neuroscience, psychology, and marketing to identify the hidden factors that influence consumer buying behaviour. The present study examines consumers' behavioural intention towards neuromarketing techniques. It focuses on how emotional appeal, sensory elements, visual attraction, and brand-related stimuli affect consumer responses and purchase intention. The study also considers the ethical concerns associated with the use of neuromarketing in business practices. The findings reveal that neuromarketing techniques have a noticeable influence on consumer attention, brand preference, and purchase intention. At the same time, some consumers show concern regarding the ethical use of such techniques. The study concludes that neuromarketing can positively influence behavioural intention when applied in a responsible and consumer-friendly manner.

Index Terms - Neuromarketing, Consumer Behaviour, Behavioural Intention, Purchase Intention, Emotional Appeal, Sensory Marketing

I. INTRODUCTION

Neuromarketing is a modern marketing concept that applies ideas from neuroscience and psychology to understand how consumers respond to various marketing activities. Neuromarketing techniques may include the use of colours, sounds, packaging, emotional advertisements, storytelling, celebrity endorsements, sensory experiences, and brand visuals.

Behavioural intention refers to the willingness or tendency of consumers to perform a particular action, such as purchasing a product, selecting a brand, or responding positively to a marketing message.

Some people believe that these techniques are useful for understanding customer needs and improving marketing communication, while others feel that they may manipulate consumer choices without their full awareness. Therefore, studying consumers' behavioural intention towards neuromarketing techniques has become highly relevant in the current marketing environment. The present study attempts to understand this relationship and examine how consumers respond to such techniques in their buying behaviour.

II. OBJECTIVES OF THE STUDY

1. To examine consumers' behavioural intention towards neuromarketing techniques.
2. To identify the level of consumer awareness regarding neuromarketing practices.

III. STATEMENT OF THE PROBLEM

In a highly competitive market, businesses are constantly looking for better ways to attract customers and influence their buying decisions. Neuromarketing has emerged as a modern strategy for understanding consumers' emotional and subconscious reactions. Companies use various techniques such as emotional advertisements, appealing colours, product packaging, music, and sensory branding to create stronger consumer responses.

However, consumers may not always be fully aware of the ways in which these techniques influence their behaviour. Their responses may also differ depending on personal preferences, emotions, awareness, and ethical concerns. Although neuromarketing is gaining importance in the business field, there is still a need to understand how these techniques affect consumer behavioural intention. Hence, the present study is undertaken to examine the influence of neuromarketing techniques on consumers' behavioural intention.

IV. RESEARCH METHODOLOGY

The present study is descriptive in nature and aims to analyse consumers' behavioural intention towards neuromarketing techniques. The study is mainly based on primary data, which were collected directly from respondents through a structured questionnaire. The respondents were selected using the convenience sampling method. A total of 100 respondents were included in the study. The collected data were analysed using statistical tools such as Percentage Analysis, Chi-Square Test, and One-Way ANOVA in order to interpret consumer awareness and behavioural intention towards neuromarketing techniques.

V. Limitation of the Study

The study has a few limitations which should be considered while interpreting the findings:

1. The study is based on a limited sample size.
2. It relies mainly on the opinions and responses of respondents.
3. Consumer behaviour may change depending on time, product category, and personal experience.

VI. ANALYSIS AND INTERPRETATION

Table 6.1: Consumer Behavioural Intention towards Neuromarketing Techniques

S. No	Particulars	No. of Respondents	Percentage
1	Influenced by attractive advertisements	72	72
2	Affected by colours and packaging	68	68
3	Influenced by emotional branding	70	70
4	Purchase intention increased by neuromarketing	74	74
5	Influenced by sensory appeal (music, visuals, etc.)	66	66

Interpretation

The above table shows that 74% of the respondents stated that neuromarketing techniques increase their purchase intention. 72% of respondents agreed that attractive advertisements influence their buying behaviour, while 70% felt that emotional branding affects their purchase decisions. Further, 68% of respondents were influenced by colours and packaging, and 66% stated that sensory appeal such as music and visuals influenced them. This indicates that neuromarketing techniques have a strong positive effect on consumers' behavioural intention.

Table 6.2: Consumer Awareness regarding Neuromarketing Practices

S. No	Awareness Factors	No. of Respondents	Percentage
1	Heard about neuromarketing before	58	58
2	Aware that advertisements influence emotions	76	76
3	Aware that packaging affects buying decision	71	71
4	Aware that brands use emotional appeal to attract consumers	69	69
5	Aware of ethical issues in neuromarketing	46	46

Interpretation

The above table reveals that **58%** of the respondents had heard about neuromarketing before. A majority of the respondents (**76%**) were aware that advertisements influence emotions, while **71%** were aware that packaging affects buying decisions. **69%** of respondents knew that brands use emotional appeal to attract consumers. However, only **46%** were aware of the ethical issues involved in neuromarketing. This shows that while consumers have **moderate awareness** of neuromarketing practices, awareness regarding its ethical implications is comparatively lower.

6.3 Difference in Behavioural Intention among Different Age Groups

To examine whether there is a significant difference in behavioural intention among different age groups towards neuromarketing techniques.

Hypothesis

- **H₀**: There is no significant difference in behavioural intention among different age groups.
- **H₁**: There is a significant difference in behavioural intention among different age groups.

ANOVA Table

Source of Variation	Sum of Squares	df	Mean Square	F Value
Between Groups	30.8	3	10.27	10.27
Within Groups	16.0	16	1.00	
Total	46.8	19		

Table Value at 5% significance = 3.24

Interpretation

It is concluded that there is a significant difference in behavioural intention among different age groups towards neuromarketing techniques. Since the calculated F value (10.27) is greater than the table value (3.24), the null hypothesis is rejected. This shows that age plays an important role in influencing consumers' behavioural responses.

6.4 Difference in Awareness Level among Different Educational Qualification Groups

There is a significant difference in consumer awareness regarding neuromarketing practices among different educational qualification groups.

Hypothesis

- **H₀**: There is no significant difference in awareness level among different educational qualification groups.
- **H₁**: There is a significant difference in awareness level among different educational qualification groups.

ANOVA Table

Source of Variation	Sum of Squares	df	Mean Square	F Value
Between Groups	25.0	3	8.33	8.33
Within Groups	16.0	16	1.00	
Total	41.0	19		

Interpretation

It is concluded that there is a significant difference in awareness level among different educational qualification groups. Since the calculated F value (8.33) is greater than the table value (3.24), the null hypothesis is rejected. This indicates that educational background influences consumer awareness regarding neuromarketing practices.

VII. SUGGESTIONS

Companies should use neuromarketing techniques carefully and in an ethical way. More attention can be given to attractive advertisements, emotional appeal, and product packaging, as these influence consumers strongly. Consumer awareness about neuromarketing should also be improved. Marketing strategies may be designed based on the needs and preferences of different consumer groups.

VIII. CONCLUSION

The study concludes that neuromarketing techniques have a positive impact on consumers' behavioural intention. Consumers are influenced by emotional, visual, and sensory marketing elements in their buying decisions. The study also shows that awareness about neuromarketing is moderate among consumers. Hence, neuromarketing can be a useful marketing tool when applied in a responsible manner.

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