

Cracking Consumer Code: Exploring How Neuromarketing Deciphers Product Features and Influences Consumer Behavior

Diya Chouhan¹ and Shraddha Sengar²

B.B.A. Student, Graduate School of Business, Indore¹

Assistant Professor, Graduate School of Business, Indore²

diya62chouhan@gmail.com and shraddharajput8819@gmail.com

Abstract: Ever felt the pressure of wondering how a consumer, amidst a sea of options, standing in a store aisle, staring at a myriad of products, struggling to decide on a purchase – and contemplating how they will select your product? Worry not, as our most recent study serves as your roadmap to uncovering the secrets of the ideal purchase! This research paper presents an insightful exploration of consumers' preferences, focusing on the factors that affect their decision-making when buying any product. In our study, we conducted a survey using a cleverly crafted questionnaire to uncover what truly matters to consumers when purchasing. The questionnaire included five key elements: quality, price, appearance, design, and functionality, all playing unique roles in the intricate dance of decision-making. To gain a deeper understanding, we employed cutting-edge neuromarketing techniques, including EEG and fMRI, to peek into the hidden corners of consumers' minds.

Keywords: Brain, EEG, Emotional Triggers, fMRI, Marketing Cues, Neuromarketing

REFERENCES

- [1] Delgado MR. Reward-related responses in the human striatum. *Ann. NY Acad. Sci.* 2007;1104:70–88.
- [2] Al Suradi H, Park W, Eid M (2020) EEG-based neurohaptics research: a literature review. *IEEE Access* 8:49313–49328.
- [3] Amin SU, Alsulaiman M, Ghulam Muhammad M, Hossain S, Guizani M (2020) Deep learning for EEG motor imagery-based cognitive healthcare.
- [4] Abdulmotaleb El Saddik M, Hossain S, Kantarci B (eds) *Connected health in smart cities*. Springer International Publishing, Cham, pp 233–254.
- [5] Ariely D, Berns GS (2010) Neuromarketing: the hope and hype of neuroimaging in business. *Nat Rev Neurosci* 11(4):284–292.
- [6] Benedek M, Kaernbach C (2010) A continuous measure of phasic electrodermal activity. *J Neuro-sci Methods* 190(1):80–91
- [7] Braeutigam S (2013) Magnetoencephalography: fundamentals and established and emerging clinical applications in radiology. *ISRN Radiol* 2013:1
- [8] <https://doi.org/10.1196/annals.1390.00>
- [9] <https://doi.org/10.1109/ACCESS.2020.2979855>
- [10] https://doi.org/10.1007/978-3-030-27844-1_12
- [11] <https://doi.org/10.1038/nrn2795>
- [12] <https://doi.org/10.1016/j.jneumeth.2010.04.028>
- [13] <https://doi.org/10.5402/2013/529463>