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NEUROMARKETING: UNDERSTANDING THE SUBCONSCIOUS MIND OF CONSUMERS

Dr. Kalyanrao Kulkarni¹, *Viveka Priya P², Baswaling¹, Sachin S¹**ABSTRACT**

Neuromarketing is an emerging interdisciplinary field that combines neuroscience, psychology, and marketing to understand consumers' subconscious responses to marketing stimuli. Traditional marketing methods rely on self-reported data, which may not accurately capture true consumer preferences.

Neuromarketing techniques such as EEG, fMRI, and eye-tracking help analyse brain activity, emotional engagement, and decision-making processes. This study explores how subconscious factors influence consumer behaviour and how businesses can leverage these insights to create effective marketing strategies. The paper also highlights ethical considerations and the future scope of neuromarketing in the digital era.

KEYWORDS: Neuromarketing, Consumer Behaviour, Subconscious Mind, Decision-Making, Emotional Marketing, Branding

1. INTRODUCTION

In today's highly competitive market, understanding consumer behaviour has become more complex than ever. Consumers often make decisions subconsciously, influenced by emotions, perceptions, and cognitive biases rather than rational thinking. Neuromarketing bridges this gap by studying brain responses to marketing stimuli such as advertisements, branding, and product design.

Unlike traditional research methods, Neuromarketing provides deeper insights into what consumers actually feel and think, rather than what they say. With rapid advancements in technology, companies are increasingly adopting neuromarketing to enhance customer engagement, brand loyalty, and purchase intention.

2. LITERATURE REVIEW (SUMMARIZED)

• Gerald Zaltman (2003)
Found that 95% of purchasing decisions occur in the subconscious mind, emphasizing the importance of emotional

triggers.

- Antonio Damasio (1994)
Highlighted that emotions play a critical role in decision-Making, challenging the assumption that consumers are purely rational.
- Read Montague (2004)
Demonstrated how brand perception (Pepsi vs Coca-Cola) affects brain activity and consumer preference.
- Martin Lindstrom (2008)
Explained how sensory branding and subconscious cues influence consumer behaviour.
- Plassmann et al. (2012)
Showed how price perception changes brain response, affecting perceived product value.

2.1 Research Studies**Study 1:**

A study by Read Montague revealed that consumers preferred Pepsi in a blind test, but chose Coca-Cola when brand names

were shown. This indicates that branding strongly affects subconscious preferences.

Study 2:

Research by Antonio Damasio showed that emotions play a crucial role in decision-making, suggesting that consumers rely more on feelings than logic.

Study 3:

According to Hilke Plassmann, higher-priced products are often perceived as better, even when there is no actual difference. This shows the influence of price on the subconscious mind.

“These studies clearly demonstrate that consumer decisions are largely influenced by subconscious factors rather than rational thinking.”

3. OBJECTIVE OF THE STUDY

- To understand the role of the subconscious mind in consumer decision-making
- To analyse the effectiveness of neuromarketing techniques
- To examine how emotions influence purchasing behaviour
- To identify practical applications of neuromarketing in modern marketing

4. STATEMENT OF THE PROBLEM

Traditional marketing research methods often fail to capture true consumer intentions due to biases and inaccurate self-reporting. This creates a gap between what consumers say and what they actually do. The problem lies in understanding hidden psychological triggers that influence buying decisions, which neuromarketing aims to address.

5. SCOPE OF THE STUDY

This study focuses on the application of neuromarketing techniques in understanding consumer behaviour, particularly in advertising, branding, and digital marketing. It is limited to theoretical analysis and secondary data, with reference to real-world applications across industries.

6. RESEARCH METHODOLOGY

- **Type of Research:** Descriptive and exploratory
- **Data Source:** Secondary data (journals, articles, case studies)
- **Tools Studied:** EEG, FMRI, eye-tracking, facial coding
- **Approach:** Qualitative analysis of existing literature

and case findings

7. RESULTS AND DISCUSSION

The findings indicate that:

- Emotional engagement significantly influences purchase decisions
- Visual attention (colors, design, packaging) directly impacts consumer interest
- Brand familiarity activates reward centers in the brain
- Subconscious stimuli (music, storytelling, sensory cues) increase recall and loyalty

Neuromarketing proves more reliable than traditional surveys in predicting consumer behaviour. However, high costs and ethical concerns limit its widespread adoption.

8. RECOMMENDATIONS

- Companies should integrate neuromarketing insights with traditional methods
- Focus on emotional storytelling in advertisements
- Use sensory branding (visual, sound, touch) effectively
- Ensure ethical use of consumer data and transparency
- Small businesses can adopt simplified neuromarketing techniques like A/B testing and eye-tracking tools

9. CONCLUSION

Neuromarketing provides a powerful framework for understanding the subconscious drives of consumer behaviour. By combining neuroscience with marketing strategies, businesses can create more effective and engaging campaigns. While challenges such as cost and ethical concerns exist, the future of marketing is increasingly leaning towards data-driven and brain-based insights. Understanding not just what consumers say, but what they truly feel, is the key to success in modern marketing.

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