

CUTTING-EDGE RESEARCH IN COMMERCE AND MANAGEMENT: A TECHNOLOGY PERSPECTIVE

Neuromarketing, Consumer Behaviour &
Digital Marketing Strategies Perspective



Dr.V.Dheenadhayalan

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PREFACE

In the age of digital acceleration, understanding the consumer has become both an art and a science. As traditional marketing models evolve under the influence of artificial intelligence, behavioral analytics, and immersive digital platforms, the field of commerce and management finds itself at the intersection of neuroscience, ethics, and technological innovation.

This edited volume, *Cutting-Edge Research in Commerce and Management: A Technology Perspective – Neuromarketing, Consumer Behaviour & Digital Marketing Strategies Perspective*, brings together a diverse and thought-provoking collection of research that explores the subconscious drivers of consumer decisions, the ethical dimensions of digital engagement, and the strategic deployment of AI in marketing ecosystems.

The contributions span a wide array of themes—from the emotional resonance of neuromarketing and sensory branding to the rise of digital fashion twins and the paradoxes of fast fashion among Generation Z. Scholars investigate the influence of influencers, the role of producers in shaping consumption behavior, and the evolving landscape of social commerce and brand engagement. The volume also addresses pressing concerns such as cyber scams facilitated by social media ads and the transparency challenges in digital marketing, with blockchain emerging as a potential solution.

What distinguishes this volume is its interdisciplinary lens—blending insights from psychology, technology, ethics, and strategic management to decode the modern consumer mind. Whether examining AI-driven personalization, the ethical implications of avatar-based marketing, or the neural underpinnings of purchase intent, each paper contributes to a deeper understanding of how digital transformation is reshaping consumer behavior and marketing strategy.

We extend our sincere appreciation to the contributors whose rigorous scholarship and innovative perspectives have enriched this compilation. Their work reflects the intellectual vitality and relevance of contemporary research in commerce and management.

This book is intended to serve as a resource for academics, practitioners, and students alike—inviting them to engage with the evolving dynamics of consumer engagement, and to envision marketing strategies that are not only effective but also empathetic, ethical, and future-ready.

Dr. V. Dheenadhayalan
Editor
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CHAPTER 13

THE INFLUENCE OF SENSORY MARKETING ON CONSUMER BEHAVIOR: A NEUROMARKETING PERSPECTIVE

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Abstract

This study uses a neuromarketing technique to investigate how sensory marketing affects customer behavior. Using the five senses – sight, hearing, smell, taste, and touch – sensory marketing aims to improve customer experiences. EEG, eye tracking, and GSR are examples of neuromarketing methods that are used to analyze subconscious reactions to sensory stimuli. The study emphasizes how auditory and olfactory signals elicit emotional reactions, while visual aspects like color and design draw attention. Experiences with taste and texture enhance brand loyalty and recall even more. Multisensory approaches boost customer engagement and impact purchasing decisions, according to research. The significance of matching brand identity with sensory cues is emphasized throughout the article.

Neuromarketing provides deep insights into the emotional and cognitive effects of sensory components. With the help of this research, marketers may create campaigns that have a significant impact. Additionally, it talks about how ethical issues affect consumer choices. The paper ends with recommendations for additional research as well as real-world applications.

Keywords: *Sensory Marketing, Neuromarketing, Consumer Behavior, and Neuropsychology in Marketing.*

Introduction

Traditional marketing strategies that just emphasize product attributes or logical argumentation are insufficient to sway consumer choices in the current marketing environment. Consumers today are more and more influenced by experience and emotional aspects. Using one or more of the five human senses – sight, sound, smell, taste, and touch – sensory marketing has become a potent tactic for developing immersive and memorable brand experiences. Strategic use of sensory components in marketing campaigns can influence perceptions, elicit feelings, improve brand memory, and eventually influence consumer behavior.

This study explores the intersection of sensory marketing and neuromarketing to investigate how various sensory inputs influence consumer behavior at a neurological and psychological level. It examines the effectiveness of individual senses as well as the combined impact of multisensory experiences in shaping purchase decisions. The

integration of neuromarketing insights into sensory marketing strategies enables brands to connect with consumers on a deeper, more meaningful level, creating lasting impressions that go beyond the product or service itself.

Review of Literature

In recent years, sensory marketing has attracted a lot of attention due to its capacity to produce engaging customer experiences. In order to affect consumer perception and behavior, it is described as a marketing strategy that appeals to one or more of the five senses (Krishna, 2012). According to academics, sensory stimuli have the power to arouse feelings, mold memories, and strengthen brand associations.

With visual components including color, style, and packaging having a significant influence on customer attention and product evaluation, sight is frequently the most prominent sense in marketing (Labrecque & Milne, 2012). According to eye-tracking research, appealing images improve brand remember and engagement (Wedel & Pieters, 2008).

Another important factor in customer behavior is sound. Background music has been shown to affect mood, perceived waiting time, and shopping speed (Yalch and Spangenberg, 2000). Additionally, brand familiarity and loyalty are improved by consistent audio branding (Kellaris & Kent, 2004).

Strong emotional reactions and memories have been reported to be evoked by smell. According to Herz (2004), fragrance is a powerful motivator for consumer behavior because olfactory cues are processed in the limbic system, the brain's emotional center. In retail settings, recognizable and pleasant fragrances can boost customer intent to buy and dwell duration (Spangenberg et al., 1996).

In the food, cosmetics, and textile industries, taste and touch are particularly important. According to Krishna and Morrin (2008), tactile perceptions like warmth and texture have a big impact on customer happiness and product assessment. Although taste is frequently industry-specific, it has a significant impact on consumers' emotional attachment to food brands (Rozin, 2006).

EEG, FMRI, and GSR are examples of neuromarketing tools that have improved our knowledge of how the brain processes sensory inputs. According to research by Plassmann et al. (2008), price and brand signals cause changes in brain activity, indicating that complex interactions between sensory and cognitive elements influence consumer choices.

Behavioral analytics complements these insights by providing data on consumer interactions, preferences, and engagement patterns. When combined with neuromarketing, it offers a holistic view of both conscious and subconscious consumer behavior (Lee et al., 2007).

Tools Used in Neuromarketing

- Electroencephalography, or EEG, measures brainwave activity to identify emotional reactions, engagement, and attentiveness.

- By tracking blood flow in the brain, fMRI (Functional Magnetic Resonance Imaging) can identify the areas of the brain that become active when exposed to marketing stimuli.
- Eye tracking: Monitors gaze patterns to determine regions of focus and visual attention on packaging or ads.
- Galvanic Skin Response, or GSR, uses variations in skin conductivity to gauge emotional arousal.

Impact of Each Sense on Consumer Behavior:

- **Visual Marketing:** Visual elements like color schemes, logos, and packaging play a vital role in capturing attention and shaping brand perception. Warm colors may evoke excitement, while cooler colors can promote calmness (Labrecque & Milne, 2012).
- **Auditory Marketing:** Background music and brand sounds influence the emotional environment of a retail or digital space. Faster tempos may increase shopping speed, while slower ones encourage lingering (Yalch & Spangenberg, 2000).
- **Olfactory Marketing:** Scents are processed in the limbic system, the emotional center of the brain. Pleasant and familiar smells increase time spent in stores and can enhance brand recall (Herz, 2004).
- **Gustatory Marketing:** Taste contributes to product loyalty, especially when combined with emotional experiences. Brands like Coca-Cola and Cadbury create strong gustatory connections with consumers.
- **Tactile Marketing:** Touch influences perceived product quality. Soft textures may imply comfort or luxury, while weight can suggest durability (Krishna & Morrin, 2008).

Applications in Business and Branding

- Multisensory store designs that use background music, thoughtful lighting, and smell diffusers are examples of applications in business and branding retail.
- Digital marketing: Using both visual and aural cues in apps and internet advertisements.
- Food and Hospitality: Using flavor and aroma to enhance visitor experiences.
- Product packaging: Using visual components and tactile materials to affect shelf attractiveness.

Conclusion

When paired with data from neuromarketing, sensory marketing offers brands a powerful way to engage with customers more deeply. Businesses may produce memorable experiences, encourage emotional involvement, and favorably impact purchasing decisions by appealing to the senses and triggering subconscious reactions. The future of marketing

will continue to change as technology develops and behavioral data and neuro-insights are integrated.

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