Chapter 5
NeuroLogic:
Decoding Consumer Behavior With Neuroscience

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ABSTRACT

Neuromarketing has become a potent tool for comprehending consumer behavior by utilizing knowledge from neuroscience. This interdisciplinary method integrates principles from psychology, neurology, and marketing to reveal the underlying subconscious factors that influence consumer decision-making. Neuromarketers utilize methods such as EEG, MRI, eye-tracking, and facial coding to obtain significant data regarding consumer preferences, emotions, and reactions to marketing stimuli. This study examines the historical context, importance, technological tools, empirical investigations, objections, and regulatory framework related to neuromarketing. Neuromarketing enhances marketers' comprehension of customer behavior by connecting science and marketing, resulting in more efficient marketing techniques and more satisfaction for customers.

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INTRODUCTION

In the current dynamic environment regarding consumers' behavior, the application of neuroscience has been considered as an essential revolution. Although such approaches stem from surveys, focus groups, and observational studies, these approaches do not effectively identify subtle and, at times, subconscious factors that influence the consumers' choices and behaviors. NeuroLogic concept is a revolutionary union of neurology and commerce that holds the capacity to unmask the mystery of the human mind in pursuit of that most elusive and yet ever holy grail of the marketing age: truly effective control over people's behaviour (Bhardwaj et al., 2023).

The concept on which NeuroLogic operates works on a presupposition that benefiting decision making is clandestine most of the time. We are capable of listening and filtering through lots of information, even our unconscious minds have become programmed over thousands of years of evolution to be able to do this job well. These mechanisms, even though help us to survive, are involved in how we make a decision to perceive priorities, value and finally choose to consume goods or services (Fisher et al., 2010). Using subjects like fMRI, EEG, and eye-tracking, the researchers have the opportunity to look into the brain's activity to grasp what was virtually unattainable before. It helps in the understanding of the consumer's true reaction to marketing stimuli since it deals with hidden depths of the human mind. For example, if a consumer looks at an ad then classical measures can record his/her stated interest or intention to buy. But they cannot paint us the neurological picture of the actual parts of the brain that are utilized when a student is or is not stimulated, paying attention or is able to memorize what is taught. These neural responses are usually more accurate than self-reports because subjects' reports could be influenced by factors such as social desirability, lack of self-reflection, or forgetfulness (Fugate, 2007; Baños-González et al., 2020).

Another idea widely used in NeuroLogic is the dichotomy between the fast and slow systems, which in psychology is referred to as System 1 and System 2 thinking developed by Daniel Kahneman. System 1 is also called intuitive system, fast, and unconscious, and it is mainly responsible for decisions made on a daily basis. System 2 is broader and slower; it involves the conscious, intentional, and rational attitude more often, when dealing with more complex and unusual choices. This discussion helps the marketers to determine what system is active within given consumer situations and adjust its moves correspondingly. For example, impulse buying decisions are considered to be made by System 1, thus it can be expected that the advertisements aimed at the impulse buying decisions are likely to activate strong emotional processes, and are likely to be designed for a short time (Byrne et al., 2022).