


Chapter 6

Neuromarketing Intelligence to Understand Customer Behaviour: An Integrated Framework and Future Research Agenda

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ABSTRACT

For a long time, neuromarketing has garnered significantly greater attention when it comes to understanding customer behaviour. However, the field has diverged and become fragmented. As a result, the purpose of this article is to perform a thorough study of existing literature in order to know how neuromarketing can help to understand customer behaviour, and to develop a conceptual framework. This study conducts a systematic literature review based on the PRISMA framework based on 398 Scopus-indexed articles published since 2005. Based on the synthesis, this study created a conceptual framework that depicts the antecedents, mediators, and outcomes of neuromarketing research to better understand consumer behaviour. Furthermore, this work recognized some ignored areas and suggested some research options in neuromarketing research. To the best of the author's knowledge, this is the first study to develop the conceptual framework to understand the consumer behaviour best on neuromarketing articles published during 2005 to 2022.

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INTRODUCTION

Traditional marketing and consumer behaviour research studies have attempted to develop a buying behaviour model to predict consumer purchase decisions accurately. As per the neoclassical theories, the consumer makes rational choices based on utility maximization (Ackerman, 1997). Based on the cognitive aspect, the consumer buying decision was theorized as a problem-solving process with different consecutive stages of problem recognition, information search, alternative options, purchase, and post-purchase actions (Kotler, 1997). However, this process has received major criticism, after the ascendent theories on the “irrational” aspect of consumer behaviour (Belk, Ger, & Askegaard, 2003). These theories state that consumers do not act rationally for most of their consumption decisions. On the other hand, studies have confirmed that consumer decision-making processes do not follow a pre-determined consecutive path, as in the case of impulse buying, where consumers may not go for an information search or evaluation of alternatives before decision-making (Mohan, Sivakumaran, & Sharma, 2013). This multifaceted nature of consumer decision-making has created confusion in developing a model and predicting consumer decision-making.

As per the theory of planned behaviour (Ajzen, 1991), attitudinal antecedents affect the intentions that shape the behaviour. However, previous studies showed that intention may not turn into actual behaviour always (Foxall, 2005). Therefore, the effectiveness of using purchase intention measures for predicting consumer purchase behaviour is questionable. To address this issue, a frequently adopted approach is to follow past behaviour to predict future behaviour, which can increase the accuracy of the outcome (De Cannière, De Pelsmacker, & Geuens, 2009). Nowadays, big data analysis can reach a higher level of accuracy for consumer decision model development. Still, this analysis is based on demographic and behaviour input while ignoring the psychographic data (Zhang & Zhang, 2007).

Based on the above discussion, the traditional marketing research activities to predict the model consumer decision model are in the doubtful arena which paves the way to develop a conceptual framework that would show a path in theory development in neuromarketing research. Neuromarketing is prevalent and has received much more attention in various research areas around the globe today (Lim, 2018). Neuromarketing is a branch in the field of commercial marketing communication (Chatterjee, Chaudhuri, & Vrontis, 2023). The objective of neuromarketing is to give a solution to various marketing problems by combining the different neuroscience theories and methods with marketing, psychology, and related disciplines to develop a neuro scientifically sound explanation of the marketing activities on target customer behaviour (Lim, 2018). Neuromarketing research examines various areas of the brain and how they react when there are any external marketing stimuli

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