

# Chapter 9

## Neuromarketing Insights Into the Lactovegetarian Consumer Mind: Leveraging Neuroscience for Resonant Marketing Strategies

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### **ABSTRACT**

*The lactovegetarian movement has transcended its origins as a dietary choice to become a multifaceted phenomenon encompassing ethical, environmental, and health-conscious considerations. As consumers become increasingly discerning about the products they purchase and the companies they support, businesses must adapt their marketing approaches to resonate with this rapidly growing and conscientious demographic. Neuromarketing, the application of neuroscience principles to marketing practices, offers a potent tool for unraveling the intricate cognitive and emotional processes that shape lactovegetarian consumer behaviour. This comprehensive research paper synthesises findings from neuroscience, psychology, consumer behaviour studies, and prior neuroimaging investigations to explore the neural underpinnings of lactovegetarian consumer decision-making. The insights shed light on the ethical motivations, emotional drivers, health/environmental consciousness, social identity dynamics, and trust factors influencing lactovegetarians. By leveraging these findings, businesses can develop more effective marketing*

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*strategies tailored to the lactovegetarian mindset - crafting compelling narratives, fostering trust, and aligning offerings with this segment's deeply held values and aspirations. After extracting Scopus publications on neuromarketing till April, 2024 underlying themes of the research was studied using VOS Viewer.*

## **INTRODUCTION**

The lactovegetarian lifestyle, once confined to niche communities, has emerged as a mainstream phenomenon, sparking widespread discourse and challenging conventional consumption norms. What began as a dietary choice rooted in ethical concerns for animal welfare has evolved into a multifaceted movement encompassing a diverse array of motivations, including environmental sustainability, personal health, and a profound sense of moral responsibility. This burgeoning consumer segment has garnered significant attention from businesses and marketers alike, as they grapple with the need to adapt their strategies and offerings to resonate with the unique values and priorities of lactovegetarian consumers. Further, artificial intelligence and concepts like marketing in metaverse have affected multi business scenarios ((Arora & Sharma, (2023); Kumar, Arora & Erkol Bayram, G. (Eds.) (2024)). As the demand for plant-based foods and ethically sourced dairy products continues to surge across various sectors, from food and beverage to fashion and cosmetics, it has become increasingly crucial for businesses to gain a nuanced understanding of the complex cognitive and emotional processes that shape lactovegetarian consumer behaviour. Traditional market research methods, while valuable, often fail to capture the depth and nuance of the psychological and neurological factors that underpin consumer decision-making. This is where neuromarketing, a burgeoning field that integrates neuroscience principles with marketing strategies, offers a powerful lens through which to explore the intricate workings of the lactovegetarian mind.

By leveraging cutting-edge neuroimaging techniques, such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), in tandem with psychological measures and qualitative interviews, researchers can unravel the neural underpinnings that drive lactovegetarian consumer decision-making. Through a comprehensive exploration of the ethical considerations, emotional processing, health and environmental consciousness, social identity dynamics, and trust factors that resonate deeply with this unique consumer segment, this research paper aims to provide businesses with a roadmap for crafting more effective and resonant marketing strategies tailored to the lactovegetarian mindset.

The findings presented in this paper are derived from a synthesis of academic literature spanning multiple disciplines, including neuroscience, psychology, and consumer behaviour studies, as well as insights from previous neuroimaging inves-

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