

# Chapter 7

## Research Insights and Trends in Neuroscience and Consumer Behaviour

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### ABSTRACT

*Of lately, there has been a rise in interest in the idea of studying consumers' emotional and cognitive responses using neuroscientific approaches. A branch of neuroeconomics known as “neuromarketing” or “consumer neuroscience,” this field applies findings from studies of the brain to marketing-related issues. The purpose of this study is to conduct a bibliometric analysis to uncover advances, research trends, and insights in consumer behaviour research utilizing neuromarketing. Neuromarketing and consumer behaviour are the main elements of this study, which suggests a new way to organize results and make evidence evaluation easier. Data is extracted from the Scopus database to gain deeper insights into the body of literature to achieve the study objectives. Using tools such as VoS Viewer, the study analyses the data and obtain the results and findings.*

### 1. INTRODUCTION

The idea of using neuroscience methods in marketing has led to the emergence of the concept of consumer neuroscience, also known as neuromarketing, and a growing number of specialist consulting firms. Among its offerings are sales forecasting, the identification of preferences and readiness to pay, and the discovery of the unconscious determinants of consumer behaviour (Bhardwaj, Kaushik & Arora,

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2024; Taneja, Shukla & Arora, 2024). Notable scholars made efforts to organise the growing body of literature in this new area (Fortunato et al., 2014), however, their initial focus was on providing a comprehensive review of the many tools that were available (Harris et al., 2018). Neuromarketing is a relatively new discipline that combines neuroscience with research on consumer behaviour. The “application of neuroscience in the marketing field” is the more literal definition of neuromarketing. Research into how consumers react to various aspects of marketing (i.e., products, packaging, ads, etc.) should incorporate neuroimaging techniques if this term is to be accepted. Because of this outlook, “neuromarketing” has replaced “consumer neuroscience” as the comparative and applied equivalent of the former (Kalaganis et al., 2021). In addition, it helps with a big problem that has been plaguing neuromarketing and traditional marketing: the theoretical tautology that exists between the two. Both neuromarketing and traditional marketing share some common ground; after all, the goal of most marketing campaigns is to get people to do what the marketers want them to do (in this case, buy something). But this isn't a very perceptive stance because it broadens the scope of neuromarketing, which makes its aim hard to pin down.

A major step forward in the research of how consumers' subconscious minds influence their decisions is neuromarketing. Following the first dispute that ruled the subject in 2002 (Brammer, 2004) and its beginnings in 2002 (Smidts, 2002), neuromarketing is rapidly acquiring legitimacy and is being adopted at an increasing pace among advertising and marketing experts. Neuroscientists and marketers have found common ground that allows them to bridge the gap between the two fields, thanks to recent advances in enduring science and neuroimaging technologies and the increase of advertising needs. Neuroimaging data can be more illuminating than poll or focus group responses since the subjects may not always be aware of the cognitive activity being assessed (Ozdemir & Koc, 2012). Research in marketing has progressed from focusing on how people consciously act to investigating how people subconsciously react to commercials, brands, and products (Stanton et al., 2017; Arora, 2020; Arora & Sharma, 2022). The current research aims at conducting a bibliometric analysis concerning neuroscience and consumer behaviour, a significant marketing area.

While studies are being conducted on this subject, bibliometric analysis must also be conducted. Bibliographic study is crucial for learning about renowned researchers, publications, and nations producing most of the research on the topic. The scientific community has long acknowledged bibliometric procedures, sometimes referred to as “analysis,” as a crucial part of the study evaluation process (Ellegaard & Wallin, 2015; Arora, 2024). According to Khan et al. (2021) and Donthu et al. (2021), bibliometric analysis has been increasingly prominent in business research over the past few years. According to Parra-González (2020), the term “biblio-

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