


Chapter 5

How AI–Powered Neuromarketing Is Revolutionizing Consumer Decision– Making

Sushil Dashrath Shende

 <http://orcid.org/0009-0006-0439-8118>

School of Business, Indira University, Pune, India

ABSTRACT

This chapter explores impact of neuroscience & artificial intelligence (AI) on consumer behavior analysis. It presents an overview of neuromarketing tools such as EEG, fMRI, eye-tracking, facial & galvanic skin response, detailing how these technologies uncover subconscious consumer responses. Through AI integration, neuromarketing achieves precision, scale, & speed in interpreting complex neural & biometric data. It further examines how companies like Coca-Cola, Unilever, & P&G apply AI-driven neuromarketing for ad optimization, product design, & personalized engagement. Ethical considerations surrounding privacy, bias, & manipulation are analyzed, along with regulatory frameworks like GDPR. It also discusses how emotional & creative stimuli influence purchasing decisions & how AI leverages these insights for hyper-personalized marketing. Finally, it outlines emerging trends such as emotionally intelligent AI, immersive technologies like AR/VR, & brain-computer interfaces, while emphasizing the importance of ethical implementation in shaping the future of consumer engagement.

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SECTION I: UNDERSTANDING CONSUMER BEHAVIOR: THE REVOLUTION IN NEUROSCIENCE

1.1. Introduction

The rapid advancement of digital technologies has reshaped how consumers interact with brands, products, and marketing communications. Traditional research tools—such as surveys, interviews, and focus groups—remain useful but are limited by reliance on conscious self-reporting, susceptibility to bias, and inability to access subconscious drivers of behavior.

Neuromarketing emerged to address these constraints by integrating neuroscience, psychology, and marketing to examine the neural and physiological mechanisms that underpin consumer decision-making. Techniques such as EEG, fMRI, eye-tracking, GSR, and facial expression analysis provide insight into emotional arousal, attention, reward processing, and memory formation, involving brain regions such as the prefrontal cortex, amygdala, nucleus accumbens, insula, and hippocampus.

Artificial intelligence significantly expands the capabilities of neuromarketing. AI allows rapid processing of complex neural and biometric data, increasing precision, scalability, and predictive power. Machine learning models detect subtle neural signatures of engagement and emotional response, while deep learning supports interpretation of multimodal datasets. As a result, neuromarketing has become increasingly dynamic, data-driven, and applicable to real-world marketing contexts.

The study focuses on understanding how neuroscientific tools uncover subconscious processes, how AI enhances neuromarketing analytics, and how ethical, emotional, and behavioral factors shape consumer decision-making. Its objectives include examining neural mechanisms, evaluating AI-driven neuromarketing applications, identifying ethical challenges, exploring behavioral biases, and assessing emerging technologies. The research is guided by questions related to neural responses, AI's analytical contributions, consumer engagement, ethical risks, and future technological developments.

Adopting a qualitative, exploratory design, the study synthesizes secondary data from neuroscience, psychology, marketing, and AI literature. A thematic analysis identifies core themes involving neural processes, emotional responses, AI analytics, and ethical considerations. The work is organized into five chapters covering the introduction, literature review, methodology, analysis, and conclusions.

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