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## “Neuromarketing Strategies and Their Impact on Sales Conversion”

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### Abstract

*The present work explores the impact of neuromarketing on sales conversion. Through empirical research based on surveys and data analysis, it examines the responses of purchasing decision-makers in the working age group and their reactions to the application of various neuromarketing techniques. The results reveal that the evaluated neuromarketing techniques have an impact and influence the purchasing decision, highlighting the importance of incorporating neuromarketing techniques into marketing strategies. This study contributes to marketing knowledge by providing recommendations for building marketing strategies, campaigns, and calls to action based on consumer behaviors and neuromarketing insights.*

**Keywords:** *Neuromarketing, Sales conversion, Digital marketing strategies, Emotional stimuli, Consumer psychology, Scarcity perception, Social validation, Purchase decision, Sensory marketing.*

### Research Summary: “Neuromarketing Strategies and Their Impact on Sales Conversion”

The study titled “Neuromarketing Strategies and Their Impact on Sales Conversion” focuses on exploring the impact of emotional stimuli and various neuromarketing techniques on consumer purchase decisions. The research was conducted with the objective of analyzing and understanding how different digital marketing strategies can be more effective in terms of sales conversion when

techniques such as strategy personalization, incorporation of emotional narratives, use of testimonials, and implementation of scarcity and urgency principles are applied.

## Research Objectives

The study was structured around a general objective: to analyze the impact of neuromarketing strategies on sales conversion by evaluating how the application of neuroscientific techniques influences consumer behavior and improves commercial outcomes in various marketing contexts. Based on this general objective, three specific objectives were defined to guide the development of the research:

1. Identify some of the most effective neuromarketing techniques to influence the consumer decision-making process and their impact on sales conversion.
2. Evaluate the effect of neuromarketing strategies on brand perception and customer loyalty, and how these factors contribute to sales conversion.
3. Investigate the relationship between a good experience in terms of attention, sensory impressions, and visual, auditory, and personal stimuli with consumers' purchase decisions.

## Methodology

The research adopted a quantitative approach with a non-experimental observational design and cross-sectional analysis without variable manipulation. The sample consisted of 116 randomly selected participants representing various demographic segments. Data collection was conducted through a structured questionnaire on Google Forms, which included closed-ended questions with Likert scales. This questionnaire evaluated the emotions and perceptions of consumers in response to neuromarketing stimuli.

A literature review was conducted to contextualize the study within the theoretical framework of neuromarketing and its impact on sales conversion. The collected data were analyzed using descriptive and correlational statistical techniques, allowing the identification of patterns between emotional responses and purchase decisions.

The choice of a quantitative approach and a non-experimental design facilitated the observation of responses in natural conditions, avoiding biases. This methodology provides valuable information to understand how emotional stimuli influence sales conversion, supporting the implementation of effective neuromarketing strategies.

## Results

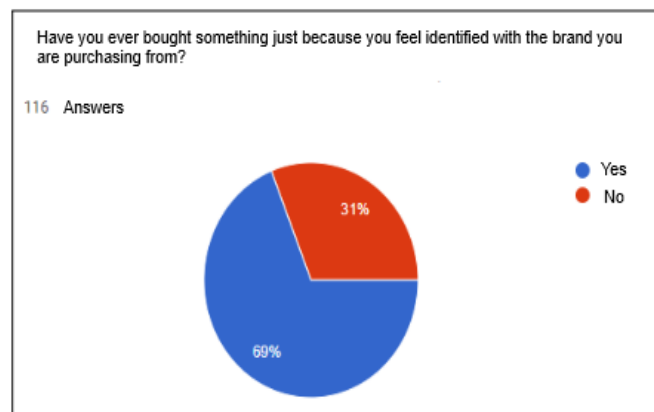
Examining the impact of neuromarketing stimuli on consumers' purchase decisions revealed that the emotions generated by these stimuli significantly influence purchase intention. Specifically, patterns of emotional responses, such as positive activation and emotional connection with the brand, were identified, correlating with more favorable purchase decisions. For example, in **Table 1**, some behavior patterns related to these stimuli are identified. This information is complemented by **Graph 1**, which illustrates the correlation between emotional activation and purchase intention, showing that consumers who experience higher emotional activation are 69% more likely to make a purchase.

**Tabla. 1: Identification of Behavior Patterns**

| Neuromarketing Strategy | Survey Result | Percentage (%) |
|-------------------------|---------------|----------------|
|-------------------------|---------------|----------------|

| Neuromarketing Strategy      | Survey Result           | Percentage (%) |
|------------------------------|-------------------------|----------------|
| Gift or Discount             | Inclined to Buy         | 85%            |
| Seller's Attractiveness      | Bought out of Affection | 62%            |
| Seller's kindness            | Bought of kindness      | 60%            |
| Advertising and Testimonials | Bought for Testimonials | 89%            |

**Gráfica. 1: Emotional Connection with the Brand**



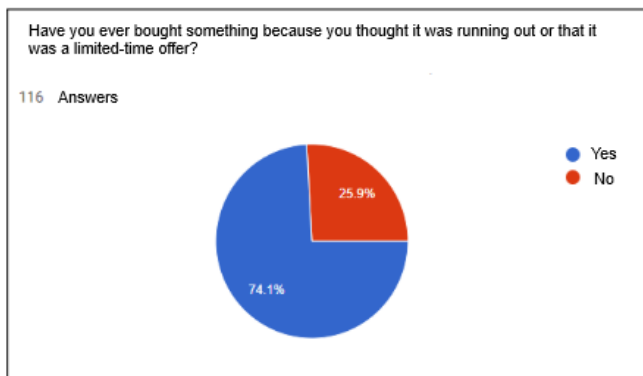
Moreover, it was observed that techniques employing the principle of scarcity significantly impact buying behavior. In **Table 2**, the result of this principle is shown, where 74% of respondents stated that this strategy motivates them to make quicker purchasing decisions. This trend suggests that the perception of a product as limited in availability can generate a sense of urgency, leading consumers to act more decisively.

This finding is complemented by **Graphs 2 and 3**, illustrating how respondents made a purchase decision because they thought a particular product or service was running out, and how testimonials from other consumers about positive experiences with products in a scarcity situation increased purchase intention by 89%. These data conclude that not only does the perception of scarcity drive purchase action, but social validation through testimonials reinforces this trend. Together, the results indicate that consumers are more inclined to acquire products perceived as limited and backed by positive experiences from others, highlighting the effectiveness of combining scarcity with social influence in marketing strategies.

**Tabla. 2: Effectiveness of Neuromarketing on Purchase Decision**

| Neuromarketing Strategy | Survey Result           | Percentage (%) |
|-------------------------|-------------------------|----------------|
| Perception of Scarcity  | Bought out of Urgency   | 74%            |
| Impulsivity             | Bought without Planning | 77%            |

### Gráfica. 2: Perception of Scarcity



### Gráfica. 3: Testimonial Trust



## Research results

The research results highlight that neuromarketing plays a crucial role in sales conversion by influencing consumers' purchase decisions. The findings suggest that psychological factors such as the perception of scarcity and social validation significantly affect consumer behavior. Respondents showed a tendency to act quickly on limited-time offers, indicating that the sense of urgency can be a powerful motivator in the purchasing process. Furthermore, positive testimonials and shared experiences reinforce consumer confidence and facilitate decision-making. Overall, this research emphasizes the importance of applying neuromarketing strategies in developing effective campaigns, highlighting how understanding human behavior can significantly increase conversion rates and sales.

## Discussion and Conclusions

The conclusion of the research highlights that neuromarketing is fundamental for optimizing sales strategies, as it allows companies to connect more effectively with consumers. The findings indicate that understanding the emotional and psychological factors behind purchase decisions can lead to a significant increase in sales conversion. The discussion suggests that by implementing neuromarketing techniques, brands can create more engaging and personalized experiences that foster customer loyalty. This approach not only enhances the effectiveness of campaigns but also provides a competitive advantage in an increasingly saturated market.

## Recommendations

It is recommended that companies integrate neuromarketing into their marketing strategies to maximize their impact on sales conversions. Continuous research on consumer behavior is essential to identify the emotions and motivations influencing their purchasing decisions. Additionally, brands should train their teams

in neuromarketing techniques and data analysis to properly interpret results and adjust their approaches. Implementing A/B testing can be useful for assessing the effectiveness of different strategies. Finally, maintaining constant communication with consumers is essential to build trust and foster long-term loyalty.