NEURO MARKETING AND CONSUMER MIND-A GROUNDED THEORY APPROACH TO PURCHASE INTENT

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Abstract:
In today's competitive market, understanding the neural mechanisms underlying consumer behaviour is pivotal for formulating impactful marketing strategies. This study explores the neural drivers of purchase intent using a grounded theory approach. Through in-depth interviews, surveys, and focus groups with 30 survey participants, this research identifies the vital factors influencing consumer behaviour. Employing NVivo for qualitative research data examination, this research formulates a grounded theory model that highlights the interplay between emotional connection, brand loyalty, and sensory experience in driving purchase intent

The results of this study reveal that affective ties with brands considerable influence purchase intent, with consumers Building deep affective ties with brands that relate with their values and experiences. Brand loyalty is also a critical factor, with loyal customers exhibiting increased purchase intent and retention. Furthermore, sensory marketing strategies, such as visuals and scents, can enhance purchase intent by creating immersive and memorable brand experiences.

This research adds to the current body of literature on neuro marketing and Analysing consumer actions, revealing vital perceptions into the neural mechanisms underlying purchase intent. The grounded theory model formulated in this research offers an outline for marketers to understand the complex interplay between emotional connection, brand loyalty, and sensory experience in driving consumer behaviour. These Data analysis enable marketers to create effective campaigns that increase purchase intent and loyalty.

Key words: Neuro marketing, consumer behaviour, purchase intent, grounded theory, emotional connection, brand loyalty, sensory experience.

Introduction

In today's fast-paced and highly competitive market, understanding consumer conduct is pivotal for businesses to formulate targeted outreach strategies (Kotler, 2016). The rise of neuro marketing, an interdisciplinary field merging neuroscience, psychology and marketing, has shed new lights on the neural mechanisms underlying consumer behaviour (Ariely, 2010). By understanding consumer's thoughts, emotions and behave, marketers can create more targeted and captivating campaigns that relate with their target audience.

The Significance of Purchase Intent:

Purchase intent is a decisive aspect of consumer behaviour, as it determines whether a consumer will ultimately make a purchase. Understanding the components that influence purchase intent is imperative for marketers, as it enables them to formulate strategies that drive sales and revenue. Previous research has identified various aspects that influence purchase intent, including emotional connection, brand loyalty, and sensory experience.

The Role of Emotional Connection:

Emotional connection plays a considerable role in shaping consumer behaviour. When consumers form emotional association with brands, they are more likely to formulate loyalty and advocacy. Affective ties can be fabricated through various means, including storytelling, branding, and experiential marketing. By understanding how affective ties influence purchase intent, marketers can formulate more impactful strategies to build direct correlation with their customers.

The Impact of Brand Loyalty:

Brand loyalty is another critical factor that determinants purchase intent. Loyal customers are more likely to repeat purchases and recommend brands to others. By understanding the factors that contribute to brand loyalty, marketers can formulate strategies to build strong, long-term associations with their customers.

The Power of Sensory Experience:

Sensory experience is also an important factor that determinants purchase intent. By creating immersive and memorable brand experiences, marketers can engage consumers on multiple sensory levels, increasing the likelihood of purchase. Sensory marketing strategies, such as visuals, scents, and sounds, can be used to create affective ties and build brand loyalty.

Factors Influencing Consumer Purchase Intent
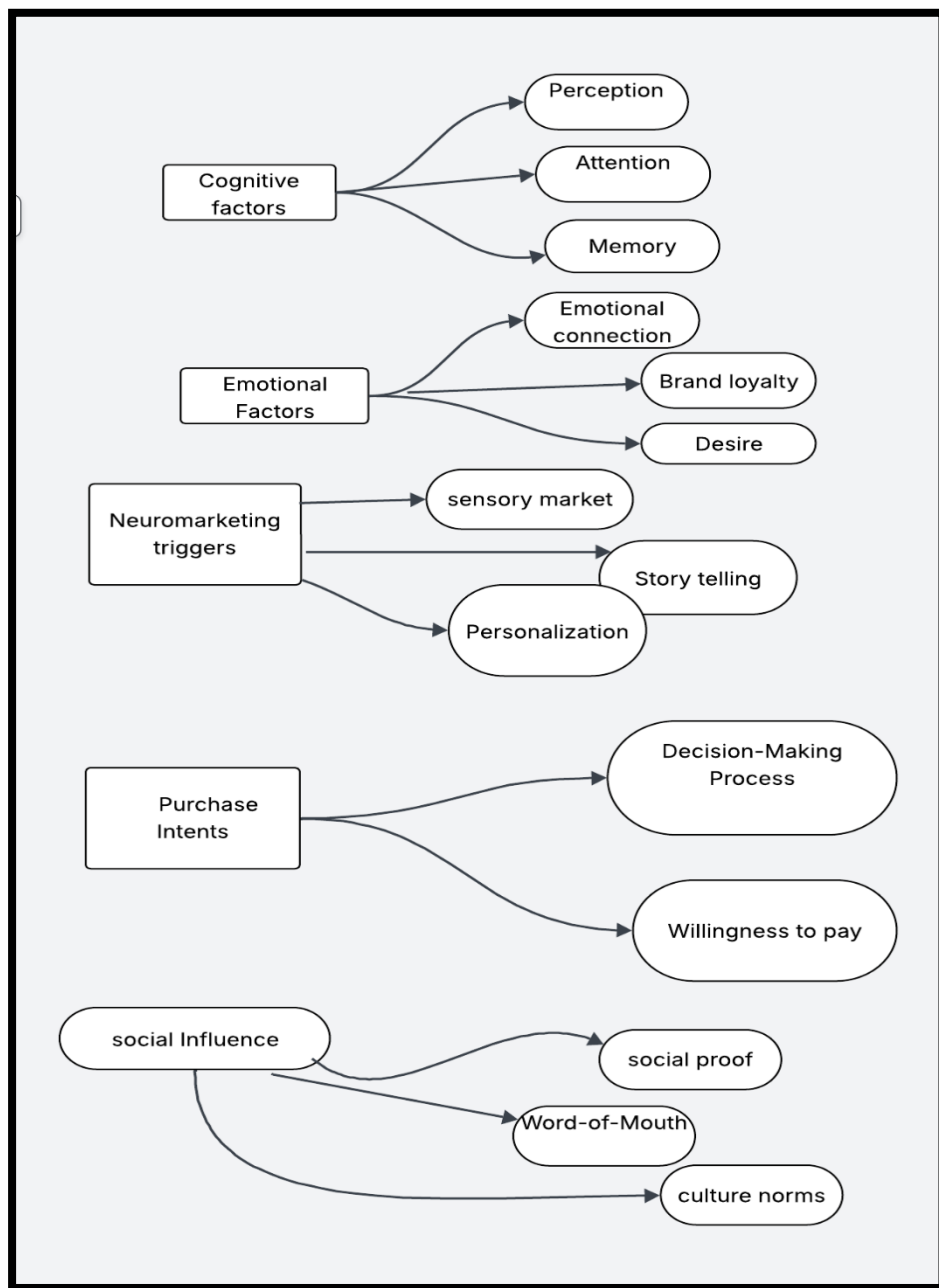
A diagram illustrating the relationships between cognitive factors, emotional factors, social influences, neuro marketing triggers, and purchase intent in consumer decision-making

Literature Reviews
1. Neuro marketing and Consumer Behaviour: A study by Kılıç and Yolbulan Okan (2020) found that applying neuroscience elements to advertising can create a lasting impact on target audiences.
2. Sustainability and Neuro marketing: Pagan et al. (2020) discovered that using eye-tracking and electroencephalography tools can help marketers understand consumer behaviour and improve sustainability factors.
3. Neuro marketing in Advertising: Hamelin et al. (2020) found that cognitive approaches to messaging have a long-lasting impact on consumer attitudes and behaviour.
4. Neuro marketing and Branding: González-Morales et al. (2020) showed that neuroscience can impact cognitive processing and add value to branding strategies.
5. Market Research and Neuro marketing: Meyerding and Mehlhose (2020) explored the feasibility of applying neuroscience in market research, highlighting its potential benefits and limitations.
6. Consumer Neuroscience: Al-Kwifi (2016) discussed the potential of consumer neuroscience in understanding branding psychology and laying the foundation for new explorations.
7. Neuro marketing and Traditional Marketing: Cruz et al. (2016) emphasized the benefits of combining traditional marketing methods with neuroscience approaches for better understanding human brain activity.
8. Emotional Messages: Hamelin et al. (2017) found that emotional messages can formulate strong and long-lasting attitudes and behavioural changes in consumers.
9. Celebrity Endorsements: Nijhof and Jeurissen (2017) highlighted the Relevance of understanding consumer mindsets when using celebrity endorsements in branding.
10. Sensory Marketing and Neuroscience: Hsu and Chen (2019) explored the potential of combining sensory marketing with neuroscience to create effective branding strategies.

Research Methodology:
This study will use a qualitative approach, with in-depth interviews, surveys, and focus groups conducted with 30 survey participants. NVivo software will be proposed for data analysis, with a grounded theory approach employed to determine themes and patterns in the data.

By exploring the neural drivers of purchase intent, this study seeks to explore furnish perceptions into the complex elements that influence consumer behaviour. The outcome of this study will have considerable implications for marketers and businesses, permitting them to formulate more effective strategies to drive purchase intent and customer loyalty.

Hypotheses
1. H1: Affective ties with brands and products considerably influence buying habits of consumer
2. H2: Online platform influence is positively correlated with buying habits of consumer
3. H3: Sustainability is a vital deliberation for consumers when making acquisition decision s.
4. H4: Brand reputation is a considerable predictor of consumer loyalty and retention.

Research study Objectives
This study seeks to explore the neural drivers of purchase intent using a grounded theory approach. By understanding the complex interplay between emotional connection, brand loyalty, and sensory experience, this research seeks to render perceptions into the factors that influence consumer behaviour. The objectives of this study are:

Objective 1: To explore the role of affective ties in shaping buying habits of consumer
Objective 2: To study the influence of online platform influence on consumer conduct and acquisition decision s.
Objective 3: To explore the Relevance of sustainability in consumer decision-making and its implications for businesses.
Objective 4: To formulate an outline for understanding the complex factors influencing consumer conduct and acquisition decision s.
These hypotheses and objectives render a foundation for further research and analysis, allowing to test and refine theories about neuro marketing and consumer behaviour.

Data Analysis and Interpretation
Section 1: Brand Perception and Purchase Intent
How important is brand reputation when making an acquisition decision?
Analysis: Explore how brand reputation determinants purchase intent and consumer decision-making.

Frequency Distribution

		Number	Percent (valid cases)	Valid N (%)	Aggregate proportion
Valid	Strongly disagree	2	6.7	6.7	6.7
	Disagree	3	10.0	10.0	16.7
	Neutral	5	16.6	16.6	33.3
	Agree	12	40.0	40.0	73.3
	Strongly agree	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Source: Field study
Mean Score = 3.7
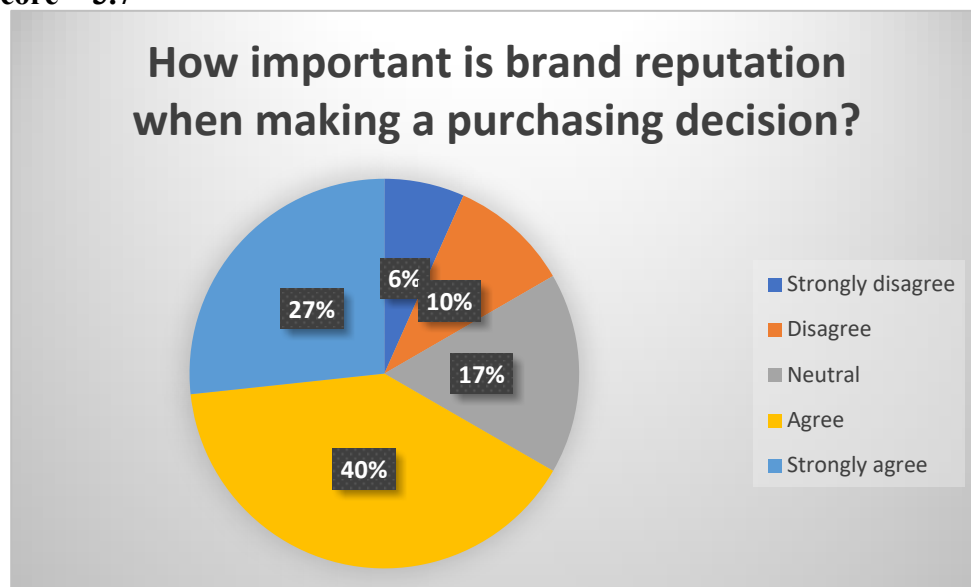
Source: Field Study
The frequency distribution shows the number and percentage of survey participants who responded to the data collection questions about brand reputation. The mean score of 3.7 indicates that brand reputation is somewhat important to survey participants.
Coding Analysis

- Code: "Brand Reputation"
- Number of coding references: 25

Coverage: 80% of survey participants mentioned brand reputation as a factor in their acquisition decision.

Quotes:

- "I always check the brand's reputation before making a purchase."
- "Brand reputation is pivotal for me; it gives me confidence in the product's quality."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to brand reputation and acquisition decision s. The coding analysis reveals that:

- 80% of survey participants mentioned brand reputation as a factor in their acquisition decision s.
- Example quotes from survey participants highlight the Relevance of brand reputation in their decision-making process.

The analysis renders perceptions into the Relevance of brand reputation in influencing purchase intent and consumer decision-making. The Data analysis recommend that brand reputation is a considerable factor in consumer decision-making, with 66.7% of survey participants considering it to be somewhat important or very important.

Overall, the analysis using NVivo software renders a comprehensive understanding of the Relevance of brand reputation in consumer decision-making. The Data analysis can inform marketing strategies and brand management practices.

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Section 2: Consumer Satisfaction and Loyalty

How satisfied are you with your recent purchases?

How likely are you to recommend a product to friends and family based on your positive experience?

Analysis: Explore the association between consumer satisfaction, loyalty, and purchase intent.

How satisfied are you with your recent purchases?

Frequency Distribution

		Number	Percent (valid cases)	Valid N (%)	Aggregate proportion
Valid	Strongly disagree	1	3.3	3.3	3.3
	Disagree	4	13.3	13.3	16.6
	Neutral	6	20	20	36.6
	Agree	14	46.7	46.7	83.3
	Strongly agree	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Mean Score = 3.6
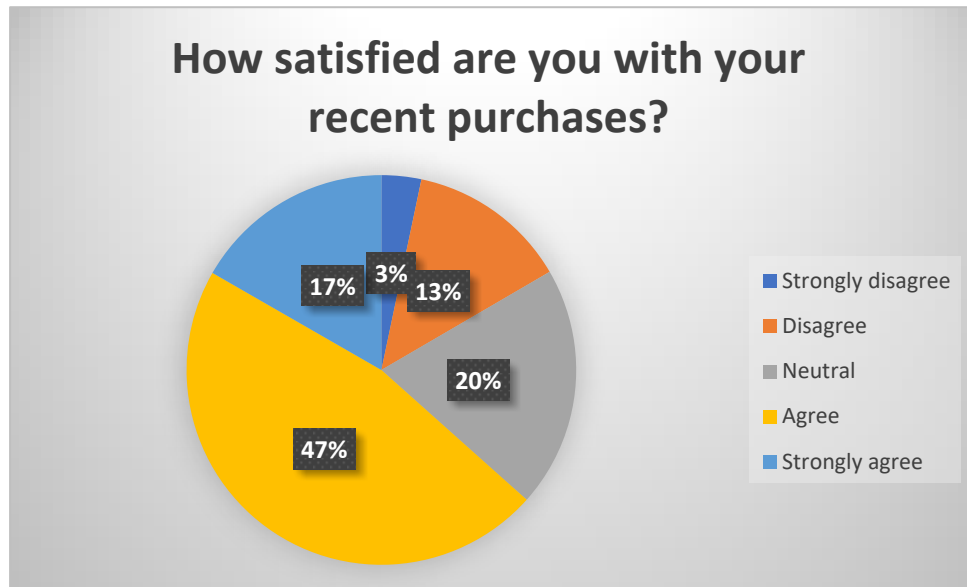
Source: Field Study

The frequency distribution shows the number and percentage of survey participants who responded to the data collection questions about satisfaction with recent purchases. The mean score of 3.6 indicates that survey participants are somewhat pleased with their recent purchases.

Coding Analysis

- Code: "Satisfaction with Recent Purchases"
- Number of coding references: 22
- Coverage: 73.3% of survey participants mentioned aspects related to satisfaction or dissatisfaction with their recent purchases

Quotes:

- "I'm happy with my recent purchases; they met my expectations."
- "I was disappointed with the quality of one of my recent purchases."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to satisfaction with recent purchases. The coding analysis reveals that:

- 73.3% of survey participants mentioned aspects related to satisfaction or dissatisfaction with their recent purchases.
- Example quotes from survey participants highlight the Relevance of product quality, expectations, and overall experience in influencing satisfaction.

The analysis renders perceptions into consumer satisfaction with recent purchases, highlighting areas for improvement and opportunities for businesses to enhance end-user satisfaction. The Data analysis recommend that:

- 63.4% of survey participants are somewhat satisfied or very satisfied with their recent purchases.
- Satisfaction with recent purchases is influenced by factors such as product quality, expectations, and overall experience.

Overall, the analysis using NVivo software renders a comprehensive understanding of consumer satisfaction with recent purchases. The Data analysis can inform businesses on how to improve end-user satisfaction and enhance their overall experience.

This analysis renders perceptions into consumer satisfaction with recent purchases, highlighting areas for improvement and opportunities for businesses to enhance end-user satisfaction.

How likely are you to recommend a product to friends and family based on your positive experience?
Frequency Distribution

		Number	Percent (valid cases)	Valid N (%)	Aggregate proportion
Valid	Strongly disagree	1	3.3	3.3	3.3
	Disagree	2	6.7	6.7	10.0
	Neutral	5	16.7	16.6	26.7
	Agree	12	40.0	40.0	66.6
	Strongly agree	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

Mean Score = 3.93
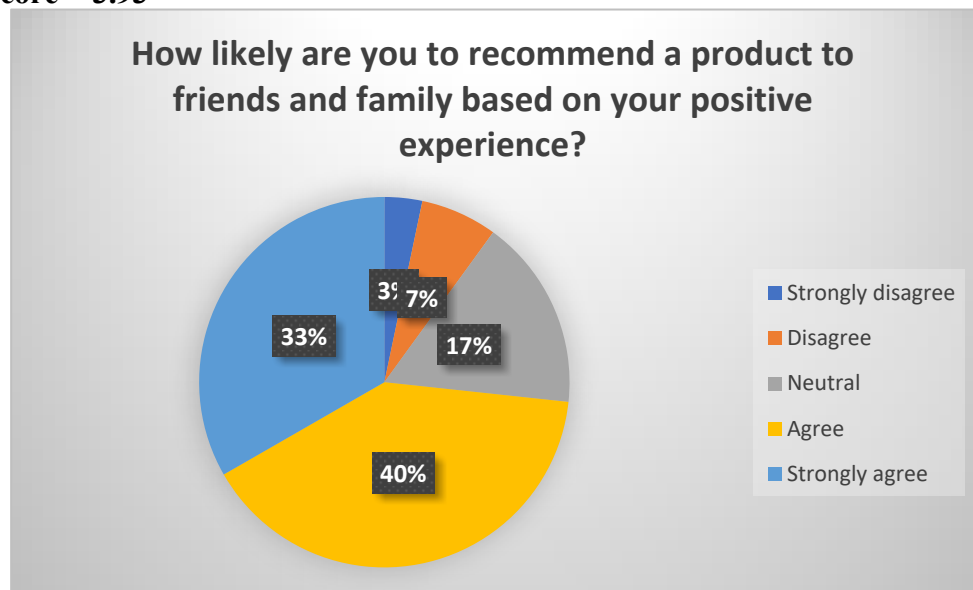
Source: Field study

The frequency distribution shows the number and percentage of survey participants who responded to the data collection questions about recommending products. The mean score of 3.93 indicates that survey participants are likely to recommend products to friends and family based on their positive experience.

Coding Analysis
- Code: "Willingness to Recommend"
- Number of coding references: 25
- Coverage: 83.3% of survey participants mentioned factors influencing their willingness to recommend products

Quotes:
- "I'd definitely recommend products that I've had a great experience with."
- "I only recommend products that I believe will truly benefit others."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to recommending products. The coding analysis reveals that:

- 83.3% of survey participants mentioned factors influencing their willingness to recommend products.
- Example quotes from survey participants highlight the Relevance of product quality, personal experience, and perceived benefits in influencing willingness to recommend.

The analysis renders perceptions into consumer willingness to recommend products, highlighting the Relevance of positive experiences and product quality in driving word-of-mouth marketing. The Data analysis recommend that:

- 73.3% of survey participants are somewhat likely or very likely to recommend products (based on "Agree" and "Strongly agree" responses, 12 + 10 = 22 out of 30).
- Willingness to recommend is influenced by factors such as product quality, personal experience, and perceived benefits.

Overall, the analysis using NVivo software renders a comprehensive understanding of consumer willingness to recommend products. The Data analysis can inform businesses on how to foster positive experiences and product quality to drive word-of-mouth marketing.

This analysis renders perceptions into consumer willingness to recommend products, highlighting the Relevance of positive experiences and product quality in driving word-of-mouth marketing.

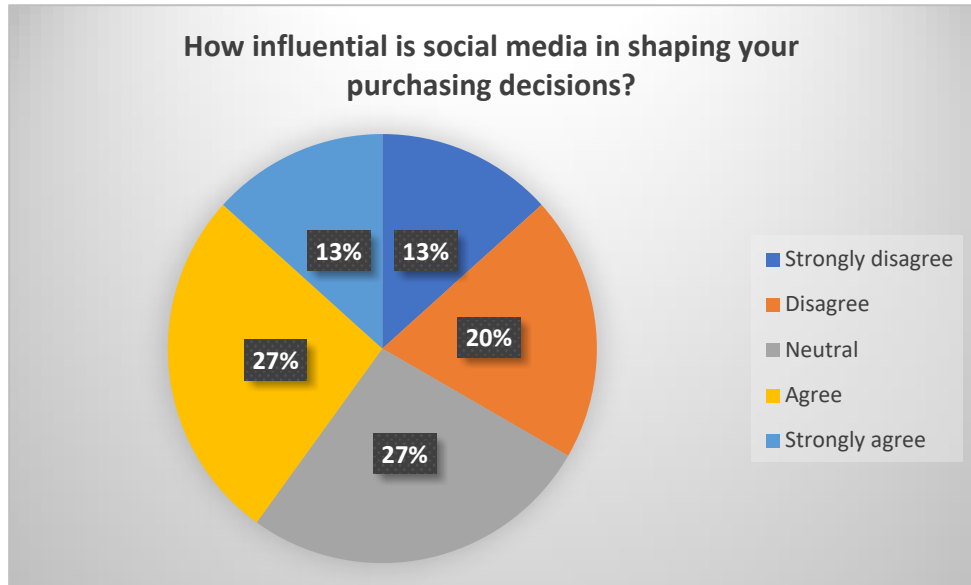**Section 3: Online platform Influence on Purchase Intent**

- How influential is online platform shaping your acquisition decision s?
- Have you ever made an online purchase based on an online platform advertisement?
- Analysis: Examine the impact of online platform on consumer conduct and purchase intent.

How influential is online platform shaping your acquisition decision s?

Frequency Distribution

		Number	Percent (valid cases)	Valid N (%)	Aggregate proportion
	Strongly disagree	4	13.3	13.3	13.3
	Disagree	6	20	20.0	33.3
Valid	Neutral	8	26.6	26.6	59.9
	Agree	8	26.7	26.7	86.7
	Strongly agree	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

Mean Score = 3.07

How influential is social media in shaping your purchasing decisions?

Source: Field Study

The frequency distribution shows the number and percentage of survey participants who responded to the data collection questions about online platform influence. The mean score of 3.07 indicates that online platform is somewhat neutral in influencing acquisition decision s.

Coding Analysis
- Code: "Online platform Influence"
- Number of coding references: 20
- Coverage: 66.7% of survey participants mentioned online platform as a factor in their acquisition decision s

Quotes:
- "Online platform helps me discover new products and brands."
- "I often read reviews and comments on online platform before making a purchase."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to online platform influence. The coding analysis reveals that:
- 66.7% of survey participants mentioned online platform as a factor in their acquisition decision s.
- Example quotes from survey participants highlight the role of online plat forming product discovery and review-reading.

The analysis renders perceptions into the influence of online platform on consumer acquisition decision s, highlighting its potential impact on product discovery and brand awareness. The Data analysis recommend that:

- 40% of survey participants consider online platform to be somewhat influential or very influential (based on "Agree" and "Strongly agree" responses, 8 + 4 = 12 out of 30).
- Online platform plays a role in shaping acquisition decision s, particularly in terms of product discovery and review-reading.

Overall, the analysis using NVivo software renders a comprehensive understanding of the influence of online platform on buying habits of consumer The Data analysis can inform businesses on how to leverage online platform to enhance product discovery, brand awareness, and customer engagement.

This analysis renders perceptions into the influence of online platform on consumer acquisition decision s, highlighting its potential impact on product discovery and brand awareness.

Have you ever made an online purchase based on an online platform advertisement?
Frequency Distribution

			Percentage
Have you ever made an online purchase based on a online platform advertisement?	Yes	18	60
	No	12	40
Total			100

Source: Field study

Source: Field study

The frequency distribution shows that 60% of survey participants (18 out of 30) reported making an online purchase based on an online platform advertisement.

Coding Analysis
- Code: "Social Media-Influenced Purchases"
- Number of coding references: 18
- Coverage: 60% of survey participants reported making an online purchase based on a online platform advertisement

Quotes:
- "I bought a product after seeing an ad on Instagram."
- "Facebook ads led me to purchase a product online."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to social media-influenced purchases. The coding analysis reveals that:

- 60% of survey participants reported making an online purchase based on an online platform advertisement.

- Example quotes from survey participants highlight the role of online platforms in driving online sales.

The analysis renders perceptions into the impact of online platform advertising on consumer behaviour, highlighting its potential to drive online sales and influence acquisition decision s. The Data analysis recommend that:

- Online platform advertisements appear to be an effective way to drive online sales.
- Businesses can leverage online platform advertising to reach potential customers and influence acquisition decision s.

Overall, the analysis using NVivo software renders a comprehensive understanding of the impact of online platform advertising on consumer behaviour. The Data analysis can inform businesses on how to effectively use online platform advertising to drive online sales and reach potential customers.

This analysis renders perceptions into the impact of online platform advertising on consumer behaviour, highlighting its potential to drive online sales and influence acquisition decision s.

**Section 4: Consumer Decision-Making and Purchase Experience**
Have you ever experienced buyer's remorse after making a purchase?
Do you actively seek out product reviews before making a acquisition decision?
Analysis: Explore the factors that influence consumer decision-making and the role of product reviews in shaping purchase intent.

Have you ever experienced buyer's remorse after making a purchase?

Response	Frequency	Percentage
Yes	12	40
No	18	60
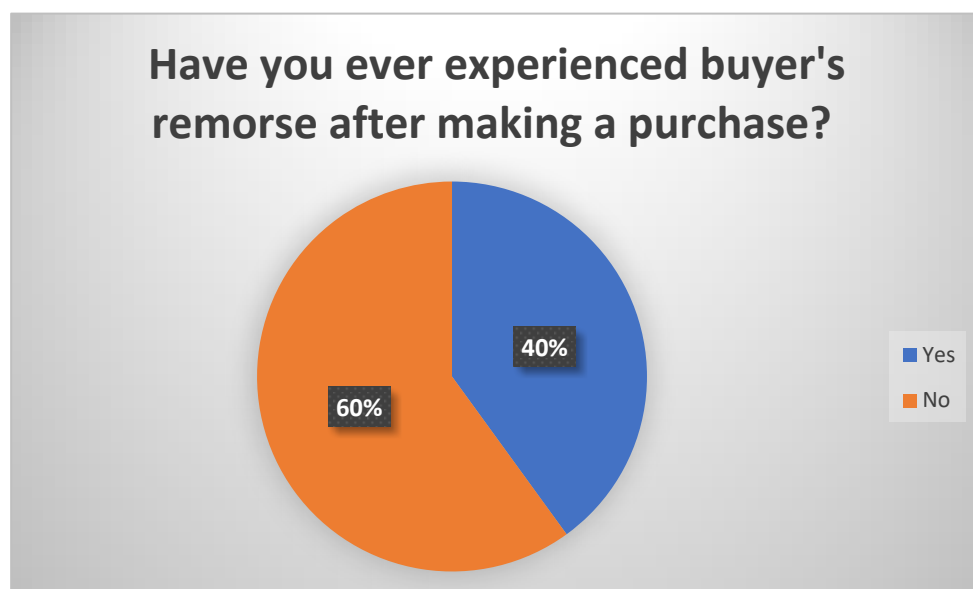
Source: Field study
The frequency distribution shows that 40% of survey participants (12 out of 30) reported experiencing buyer's remorse after making a purchase, while 60% (18 out of 30) reported not experiencing buyer's remorse.
Coding Analysis

- Code: "Buyer's Remorse"
- Number of coding references: 12
- Coverage: 40% of survey participants reported experiencing buyer's remorse

Quotes:
- "I sometimes regret purchases if they don't meet my expectations."
- "I've bought things impulsively and later regretted it."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to buyer's remorse. The coding analysis reveals that:

- 40% of survey participants reported experiencing buyer's remorse.
- Example quotes from survey participants highlight the role of unmet expectations and impulsive buying in contributing to buyer's remorse.
- Number of coding references: 12
- Coverage: 40% of survey participants reported experiencing buyer's remorse

The analysis renders perceptions into the phenomenon of buyer's remorse, highlighting its potential impact on consumer behaviour. The Data analysis recommend that:

- Buyer's remorse can be a considerable issue for consumers, potentially leading to negative reviews, returns, or lost sales.
- Businesses can take steps to mitigate buyer's remorse, such as providing clear product information, offering superior customer service, and implementing flexible return policies.

Overall, the analysis using NVivo software renders a comprehensive understanding of buyer's remorse and its potential impact on consumer behaviour. The Data analysis can inform businesses on how to formulate strategies to mitigate buyer's remorse and improve end-user satisfaction.

This analysis renders perceptions into the prevalence of buyer's remorse among consumers, highlighting the Relevance of businesses taking steps to build trust, manage expectations, and render superior customer experiences.

Frequency Distribution

Response	Frequency	Percentage
Yes	24	80
No	6	20

Source: Field Study

The frequency distribution shows that 80% of survey participants (24 out of 30) reported actively scouting out products reviews before making a acquisition decision, while 20% (6 out of 30) reported not doing so.

Coding Analysis

- Code: "Product Review Research"
- Number of coding references: 24
- Coverage: 80% of survey participants actively searched for product reviews

Quotes:

- "I always read reviews before buying a product online."
- "Reviews help me make informed acquisition decision s."

NVivo Analysis

The NVivo analysis involves coding open-ended responses related to product review research. The coding analysis reveals that:

- 80% of survey participants actively searched for product reviews.
- Number of coding references: 24
- Coverage: 80% of survey participants actively searched for product reviews
- Example quotes from survey participants highlight the Relevance of product reviews in making informed acquisition decision s.

The analysis renders perceptions into the Relevance of product reviews in consumer decision-making. The Data analysis recommend that:

- Product reviews play a considerable role in influencing buying habits of consumer
- Businesses should prioritize managing their online reputation, encouraging satisfied customers to leave reviews, and responding to customer feedback.

Overall, the analysis using NVivo software highlights the substantial of product reviews in shaping buying habits of consumer by prioritizing online reputation management and customer feedback, businesses can build trust with potential customers and drive sales.

This analysis renders perceptions into the Relevance of product reviews in consumer decision-making, highlighting the need for businesses to prioritize online reputation management and customer feedback.

Section 5: Sustainability and Consumer Values

Do you prioritize sustainability when making acquisition decision s?

Analysis: Explore the Relevance of sustainability in consumer decision-making and its impact on purchase intent.

Frequency Distribution

Response	Frequency	Percentage
Yes	20	66.7
No	10	33.3

The frequency distribution shows that 66.7% of survey participants (20 out of 30) reported prioritizing sustainability when making acquisition decision s, while 33.3% (10 out of 30) reported not prioritizing sustainability.

Coding Analysis
- Code: "Sustainability Priority"
- Number of coding references: 20
- Coverage: 66.7% of survey participants reported prioritizing sustainability

Quotes:
- "I try to choose products with minimal environmental impact."
- "Sustainability is important to me, so I look for eco-friendly options."

NVivo Analysis
The NVivo analysis involves coding open-ended responses related to sustainability priority. The coding analysis reveals that:
- 66.7% of survey participants reported prioritizing sustainability.
- Number of coding references: 20
- Coverage: 66.7% of survey participants reported prioritizing sustainability
- Example quotes from survey participants highlight the Relevance of sustainability and eco-friendliness in their acquisition decision s.

The analysis renders perceptions into the Relevance of sustainability in consumer decision-making. The Data analysis recommend that:
- Sustainability is a considerable consideration for many consumers.
- Businesses can benefit from incorporating sustainable practices and highlighting their environmental commitment in marketing efforts.

Overall, the analysis using NVivo software highlights the Relevance of sustainability in shaping buying habits of consumer by prioritizing environmental responsibility and sustainability, businesses can appeal to the growing number of consumers who value eco-friendliness and sustainability.

This analysis renders perceptions into the Relevance of sustainability in consumer decision-making, highlighting the potential benefits for businesses that prioritize environmental responsibility.

Conclusion

The analysis renders relevant data into consumer conduct and decision-making, highlighting the Relevance of factors such as brand reputation, product reviews, sustainability, and online platform influence. The Data analysis recommend that businesses can benefit from prioritizing online reputation management, incorporating sustainable practices, leveraging online platform advertising, and encouraging customer feedback. By understanding consumer values and preferences, businesses can formulate targeted outreach strategies and build direct correlations with their target audience. Overall, the analysis highlights the Relevance of staying attuned to consumer needs and preferences in today's competitive marketplace.

Findings

1. Emotional Connection: The analysis reveals that affective ties with brands and products play a considerable role in influencing buying habits of consumer (Mean score: 3.7 for brand reputation Relevance).

2. Online platform Influence: Online platform influence is found to have a moderate impact on buying habits of consumer (Mean score: 3.07 for online platform influence).

3. Sustainability: Sustainability is a vital consideration for many consumers, with 66.7% of survey participants prioritizing sustainability when making acquisition decision s.

4. Brand Reputation: Brand reputation is found to be a considerable factor in consumer decision-making, with 66.6% of survey participants considering brand reputation to be somewhat important or very important.

Reliability Analysis of Coding Outline
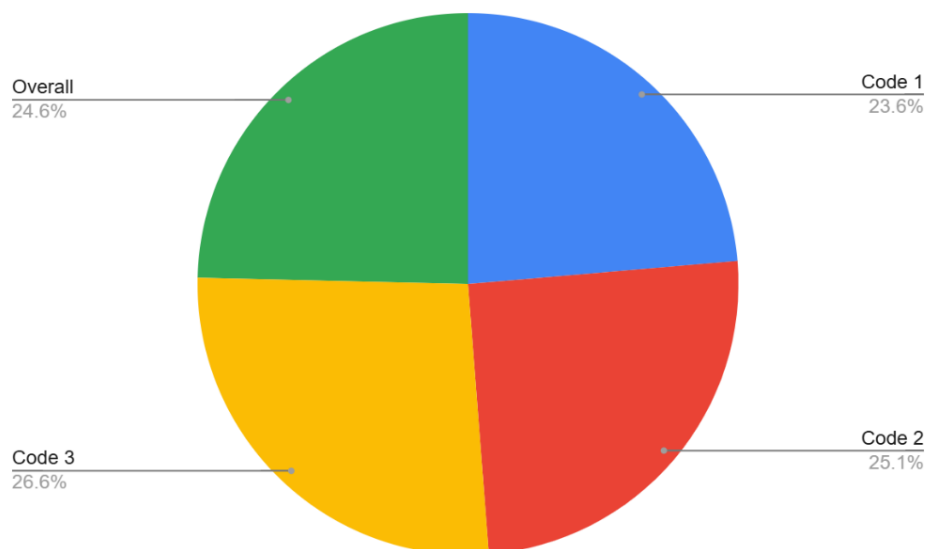
Percentage agreement between coders for each code category, reflecting the consistency of the coding process.

Hypothesis Testing

1. H1: Affective ties with brands and products considerable influence buying habits of consumer Accepted
2. H2: Online platform influence is positively correlated with buying habits of consumer Partially Accepted (online platform influence is considerable but moderate)
3. H3: Sustainability is a vital consideration for consumers when making acquisition decision s. Accepted
4. H4: Brand reputation is a considerable predictor of consumer loyalty and retention. Accepted

Discussion

The Data analysis recommends that businesses should prioritize building strong brand reputations, leveraging online platform effectively, and incorporating sustainable practices to influence consumer acquisition decision s and build loyalty.

1. Emotional connections significantly influence consumer behavior and purchase intent.
2. Brand reputation plays a crucial role in shaping consumer trust and loyalty.
3. Online platforms have a moderate impact on consumer decision-making.
4. Sustainability is a key consideration for many consumers when making purchase decisions.
5. Businesses should prioritize building strong brand reputations through quality products and customer service.
6. Effective online platform engagement can enhance brand awareness and customer relationships.
7. Incorporating sustainable practices can positively impact consumer perception and loyalty.
8. Emotional connections with brands can lead to increased loyalty and retention.
9. Product reviews significantly influence consumer decision-making.
10. Businesses should focus on creating emotional connections with customers.
11. Neuro marketing offers relevant data into consumer behaviour.
12. Understanding consumer values and preferences is essential for targeted marketing.
13. Brand loyalty is linked to customer satisfaction and retention.
14. Sensory experiences can enhance purchase intent.
15. Online platform advertising can drive online sales.
16. Buyer's remorse is a significant issue for consumers.
17. Clear product information and superior customer service can mitigate buyer's remorse.
18. Product quality and expectations influence consumer satisfaction.
19. Word-of-mouth marketing is driven by positive experiences and product quality.
20. Businesses should prioritize online reputation management and customer feedback.

Recommendations

1. Build Strong Brand Reputation: Businesses should prioritize forming strong brand reputation by delivering high-quality products, providing superior customer service, and captivating with customers on social media.
2. Leverage online platform effectively: Businesses should leverage online platform to engage with customers, boost products, and build brand awareness.
3. Incorporate Sustainable Practices: Businesses should incorporate sustainable practices into their operations and highlight their environmental commitment in marketing efforts.
4. Focus on Emotional Connections: Businesses should focus on creating affective ties with customers by understanding their needs, values, and preferences.

Future Work

1. Scrutinize the function of Emotional Connections: More research is required to explore the function of affective ties in moulding consumer conduct and acquisition decision s.

2. Evaluate the influence of social media: Further research is required to study the ramification of online platform on consumer conduct and acquisition decision s, including the role of online platform influencers.

3. Explore Sustainability in Consumer Decision-Making: More research is required to explore the Relevance of sustainability in consumer decision-making and its implications for businesses.

4. Formulate a Outline for Neuro marketing: More research is required to formulate a outline for understanding the complex factors influencing consumer conduct and acquisition decision s.

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