









## Neuromarketing as a tool for brand positioning

### Neuromarketing como herramienta para el posicionamiento de una marca

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#### ABSTRACT

This research aimed to analyze the shared perspectives on neuromarketing as a tool for brand positioning. It was based on qualitative sociological research with a phenomenological design and an inductive approach. Likewise, hermeneutics was addressed to interpret the semi-structured interviews carried out with 7 study participants, which were processed through the ATLAS.ti software. The results indicate that understanding the consumer has become a crucial challenge for companies in the current dynamic marketing environment. As a trend, neuromarketing emerged, according to the participants, as an invaluable tool to unravel the emotions, motivations, and purchasing decisions of consumers. In addition, it was found that, for the participants, neuromarketing allows businesses to develop more effective and personalized strategies. It is concluded that, unlike traditional marketing, which is limited to promoting the brand and measuring results, neuromarketing delves into the brain processes determining the final purchase decision.

**Keywords:** brand, consumer, cultural sociology, marketing.

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#### RESUMEN

La presente investigación tuvo como propósito analizar las perspectivas compartidas sobre el neuromarketing como herramienta para el posicionamiento de marca. Se fundamentó bajo una investigación cualitativa sociológica, de diseño fenomenológico amparado y un enfoque inductivo. Asimismo, se abordó la hermenéutica para interpretar las entrevistas semiestructuradas realizadas a 7 participantes del estudio, que fueron procesadas por medio del software ATLAS.ti. Los resultados indican que, en el entorno dinámico del marketing actual, comprender al consumidor se ha convertido en un desafío crucial para las empresas. Como tendencia, el neuromarketing emergió, según los participantes, como una herramienta invaluable para desentrañar las emociones, motivaciones y decisiones de compra de los consumidores. Además, se costató que, para los participantes, el neuromarketing permite a los negocios desarrollar estrategias más efectivas y personalizadas. Se concluye que, a diferencia del marketing tradicional, que se limita a promover la marca y medir resultados, el neuromarketing ahonda en los procesos cerebrales que determinan la decisión final de compra.

**Palabras clave:** consumidor, marca, marketing, sociología cultural.

**Clasificación JEL:** M0, M5, M31

## INTRODUCTION

As new social trends emerge and expire, and are shaped by technological dynamics, companies have struggled to understand consumers and thus capture their attention. In order to develop attractive offerings, generate profits, and position the brand in the market, consumers are studied to understand the choice process.

In this regard, marketing is not just a process of buying and selling products, at least not in the direct sense, but rather a discipline and a process whose purpose is to anticipate, understand, satisfy, and generate needs. Along these lines, Álvarez and Zulueta (2021) mention that marketing is oriented toward consumers' needs, desires, and aspirations but from a consensual exchange perspective.

In other words, to understand why a given market is volatile, it is necessary to understand how the market transitioned



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to the digital environment. This is because most customers use digital tools and have faster access to the internet and information (Nam & Kannan, 2020). This causes companies to subject their production processes to constant behavioral analysis. Therefore, they seek to implement new marketing strategies since even introducing a new product and ensuring that customers recognize it involves addressing psychological, subjective, and cultural trends (Katsikeas et al., 2020).

In this context, neuromarketing emerges as a disciplinary convergence that combines neuroscience, psychology, and traditional marketing (Alsharif et al., 2021a). In other words, as a field, it focuses on the analysis of consumers' mental processes based on the study and monitoring of their reactions and comments to the commercial stimuli offered by different companies.

Thus, neuromarketing addresses one of the most complex and important challenges faced by traditional marketing, which establishes a behaviorist view of the consumer's mind, considering it a "Black Box" (Sung et al., 2020). Furthermore, to reinforce the concept underlying real consumer behavior, we must understand some elements that analyze and compare real behavior, which are found in the "black box" of the consumer's brain. For this reason, we recognize that the individual's brain is complex and dynamic when delving deeper into the subject. Therefore, understanding the fundamentals of neuromarketing involves a series of definitions that will help analyze them more concisely.

The term neuromarketing was coined in 2002 by Ale Smidts. However, with the rise and globalization of the internet, the proposal for a new industry was established as a way to merge neuroscience with marketing to implement new projects commissioned by Fortune Magazine (Iloka & Onyeke, 2020). Furthermore, the literature indicates that neuromarketing studies the communication process between the seller and the customer-consumer but focuses on the latter, analyzing their behavioral sensations during the purchase of a good or service (Alsmadi & Hailat, 2021). Likewise, its application has progressively expanded to aspects of traditional marketing, such as market intelligence, branding, and positioning, among others (Ismajli et al., 2022; Zito et al., 2021).

Currently, the concept of "neuromarketing" for professionals in the economics and administrative sciences goes beyond a marketing term, from the perspective that neuroscience and health sciences are linked to the concept of marketing. In other words, understanding the concept requires knowledge of these disciplines that study customer behavior, as it studies the physiological, psychological, and social processes that determine intention and behavior (Alsmadi & Hailat, 2021).

Therefore, neuromarketing can be defined as a discipline that focuses not only on studying a traditional market but also on understanding a more advanced one, with the aim of researching and studying the brain processes that explain people's behavior and decision-making in relation not only to a single stimulus but to a broad range of them. Therefore, the current trend is for these procedures to cover all fields of action of traditional marketing, namely market intelligence, product and service design, communications, pricing, and positioning, among others (Wichmann et al., 2022).

Therefore, as a complement to neuromarketing, it is also important to detail neuroimaging tools, which offer a diagnosis of the activity of the main brain processes and functions. Cognitive and affective processes such as emotion, attention, and memory are examined in response to marketing stimuli, including brands, products, services, and advertisements; they are of great help in understanding the neurophysiological bases of behavior and their relationship with conscious decision-making (Alsharif et al., 2021a).

On the other hand, consumer reactions below the level of consciousness are not feasible to study with traditional methods, as their understanding is mediated by categories whose expression does not always correspond to the expected response. Aspects such as impulse, subliminal perception, or collective behavior have been previously studied, but through the precepts of neuromarketing, they can be inserted into a more comprehensive and complex framework of understanding. Thus, neuromarketing tools allow us to understand, explore, analyze, and explain the unconscious factors of consumer and/or client choice (Alsharif et al., 2021a).

## THEORETICAL REVIEW

### Background studies

In today's dynamic marketing landscape, capturing consumer attention and generating a positive impact has become a crucial challenge for businesses. In this context, neuromarketing is emerging nationwide as an invaluable tool for understanding consumers' emotions, motivations, and purchasing decisions, allowing businesses to develop

more effective and personalized strategies.

In the case of small restaurants in Huancayo, Peru, neuromarketing strategies have proven particularly useful in boosting the success of their advertising campaigns. Tyagi and Tyagi (2022) highlight the importance of quality customer service, the impact of advertising on brand perception, the influence of brand awareness, and the use of warm colors and images to create a differentiated identity.

However, this study highlights that, far from being static, neuromarketing strategies must be constantly updated to adapt to changing consumer needs. Understanding new sociocultural trends in consumer behavior is essential to applying neuromarketing techniques in innovative and creative ways, captivating the palates and minds of Huancayo diners.

Weinreich (2022), in her study “Love at First Click: Why Emotion Measurement Ensures the Economic Success of Online Services,” highlights the crucial role of emotion measurement in achieving the commercial success and economic sustainability of online services. The author proposes a framework for understanding how users’ emotions influence their behavior and how, through the measurement and analysis of these emotions, companies can optimize their digital platforms and experiences to impact purchasing decisions and customer loyalty positively.

While digital marketing on social media has proven to be a powerful tool for local businesses, it is important to highlight the need to complement these strategies with a neuromarketing-based approach. At the local level, there is still a lack of research and applications on the subject, which represents an opportunity for companies seeking to differentiate themselves and better understand their consumers.

By delving deeper into local consumers’ emotions, motivations, and behaviors, companies can develop more effective and personalized digital marketing strategies. This translates into greater brand awareness, improved public relations, superior service quality, and a better understanding of the opportunities offered by technology (Makrides et al., 2020). Ultimately, incorporating neuromarketing into digital marketing at the local level can be a key factor for business success, allowing companies to connect with their consumers in a deeper and more meaningful way.

### **Advantages and benefits**

Neuromarketing is positioned as an important field of study for companies that need innovative marketing strategies and need to strengthen their brand positioning (Alsharif et al., 2021b; Baños-González et al., 2020). This discipline offers a deep understanding of consumer preferences and behaviors, allowing companies to create more effective and personalized campaigns (Ismajli et al., 2022). By understanding the mental processes underlying purchasing decisions, companies can design messages and experiences that resonate more strongly with their target audiences. This translates into greater engagement, improved conversion, and lasting brand loyalty.

Neuromarketing is based on understanding user decisions through emotional and cognitive responses to specific stimuli (Gill & Singh, 2022). This is achieved through observation, testing, and research into marketing activities. Its main objective is to validate, investigate, and refute assumptions about user orientation in business. Neuromarketing emerges from marketing development and uses neuroscience techniques to analyze brain responses to information or stimuli. Its effectiveness has generated controversy due to its manipulative potential. However, the business value of neuromarketing lies in the responsibility of its ethical use.

A fundamental element is that neuromarketing is distinguished by its ability to understand consumer thinking at the crucial moment of purchase. Unlike traditional marketing, which is limited to promoting the brand, communicating the product, and measuring results, neuromarketing studies the factors determining the final decision. Its advantages include providing new perspectives, anticipating consumer desires, and helping to understand buyer emotions and decisions (Rawnaque et al., 2020).

### **Neuromarketing strategies**

Strategies are key to consumers’ preferences, interests, and purchasing behaviors, thus offering more relevant and engaging experiences.

### **AI and neuromarketing**

Today’s organizations face the challenge of positioning themselves and competing in a rapidly and constantly changing business landscape (Lorenzo-Romero et al., 2020). In fact, some authors describe this environment as

hypercompetitive and even chaotic (Nam & Kannan, 2020).

Making a sale in the current environment is far from a simple task. Realizing a sale is an increasingly complex process, not only due to increased competition but also due to various factors such as greater consumer awareness, a longer sales cycle, and the increased number of stimuli to which users are exposed.

The cosmetics and fashion industries have been leading fields in adapting their communication and marketing strategies to adapt to new consumer trends. This has driven the development of AI-based technologies as innovative tools for both digital and offline marketing. These tools have become strategic elements for brands, as they allow them to thoroughly understand changes in consumer behavior and thus optimize their campaigns.

The rise of online shopping versus physical stores has driven the need to implement innovative point-of-sale strategies to attract and retain consumers (Shankar et al., 2021). Furthermore, the proliferation of digital communication channels has empowered consumers by allowing them to interact directly and easily with companies and each other. In this context, new digital marketing technologies make it possible to create, communicate, and deliver value to customers more effectively.

AI-based technologies allow companies to extract valuable insights into consumer behavior that were previously inaccessible (Abrardi et al., 2022). This helps companies create value for their customers more effectively and efficiently, as they can conduct real-time consumer analysis without having to wait for traditional market research methods (Tirandazi et al., 2023).

The digital age has turned consumers into prolific data generators, primarily in unstructured formats. This information, often chaotic and without a defined order, hides patterns of behavior and individual preferences that companies can leverage to better understand their customers (Campbell et al., 2020).

This model offers countless benefits to companies, allowing them to thoroughly understand their customers' expectations and establish fluid and effective communication. Additionally, using AI models helps optimize pricing strategies, reduce marketing costs, anticipate and mitigate potential risks, and successfully launch new products, even with limited prior experience.

### Neuromarketing techniques

In order to understand neuromarketing, it is important to identify the tools used to create a better connection with consumers, increase sales, and generate positive feedback about a company's brand. These tools are used to generate knowledge that informs strategies that help strengthen customer loyalty. According to the literature, the techniques are as follows:

- First, Eye Tracking was found, which focuses on the eyes, that is, observing the consumer's movements and determining the product that is the focus of attention. This is typically used to analyze how an individual responds to products placed on shelves like those used in supermarkets (Iloka & Anukwe, 2020).
- Secondly, the electroencephalogram, which is widely used because of its flexibility and low cost. The application of this tool consists of measuring the brain's electrical activity, where electrodes are placed on the scalp to perform the analysis and measure which brain structure or area generates the most nervous activity. This information is valuable for analyzing decisions in a company's advertising or marketing context (Khurana et al., 2021).
- Third, functional magnetic resonance imaging (fMRI), a tool that provides more detailed information about how the brain processes visual and emotional information. This technique offers other metrics and visualization possibilities, hence the more meticulous analysis (Alsharif & Mohd Isa, 2024).
- Fourth, magnetoencephalography allows for the study of live brain activity based on the magnetic fields inherent to neuronal activity when the user is subjected to stimuli designed to explore their reaction. This strategy more accurately identifies consumer preferences and behaviors, while the brain activity signal is of higher quality than previous techniques. However, the cost is considerably higher, making this practice somewhat unusual (Alsharif et al., 2023).
- Fifth, there is galvanic response measurement, a technique focused on skin reactions to visual stimuli, using electrodes placed on the fingers.
- Finally, heart rate testing is a technique that helps measure consumers' physiological activity in response to marketing stimuli. Through heart rate, it can be observed whether the subject being analyzed shows rejection or interest in the stimulus shown to him since the level of emotion, interest, or stress varies (Tirandazi et al., 2023).

## METHODOLOGY

### Type of study

This study is classified as applied research in the field of neuromarketing and focuses on how prevailing brand stereotypes affect consumer decisions. The primary purpose was to derive insights into how these perceptions impact brand positioning. The research adopted a qualitative approach characterized by a deep dive into consumers' subjective perceptions of brands. This method is ideal for exploring marketing stimuli's emotional and cognitive responses, using techniques such as interviews and focus groups to collect descriptive data from the subjects studied (Thelwall & Nevill, 2021).

### Research design

The research design was based on a phenomenological model aimed at understanding consumers' experiences and perceptions of brands. This approach helped capture the interpretations and meanings that individuals assign to brand interactions, which is crucial for understanding how consumer perspectives are formed and their relationship to brand positioning. Furthermore, the hermeneutic variant of this methodology was used, which allowed for the interpretation of how marketing elements influence brand perception and facilitated a more in-depth and structured analysis of the responses obtained during the study (Jedličková et al., 2022).

### Categories, subcategories and categorization matrix

Neuromarketing Elements: neuromarketing tactics that can influence brand perception and positioning were explored. This included studying how certain images, colors, and words evoke specific emotional responses that can be critical for brand preference and loyalty.

Subcategory 1. Emotional Responses: immediate emotional responses to specific marketing stimuli were analyzed to understand how these affect brand perception and its desired positioning.

Subcategory 2. Purchase Decisions: this subcategory focused on how neuromarketing elements directly influence purchasing decisions, considering variables such as attention, memory, and desire generated by different marketing strategies.

Subcategory 3. Brand Loyalty: this subcategory examined how stimuli designed using neuromarketing principles strengthen brand loyalty, studying the relationship between repeated exposure to certain stimuli and consumer loyalty.

### Participants

**Table 1.**  
Participants

N.	Participant	Gender	Working conditions	Years of payroll
1	Social actor 1	Female	Payroll	4
2	Social actor 2	Male	Payroll	5
3	Social actor 3	Male	Payroll	6
4	Social actor 4	Male	Payroll	5
5	Social actor 5	Male	Payroll	5
6	Social actor 6	Male	Payroll	10
7	Social actor 7	Male	Payroll	12

**Source:** Own elaboration

Sampling was consolidated using the convenience sampling technique. This type of sample is characterized by being useful when studying small groups or when intentionally identifying key participants. Therefore, the study was conducted with a sample of seven consumers, composed of consumers with different levels of exposure and affinity toward specific brands. This allowed for a diverse analysis of how different consumer profiles react to neurological marketing stimuli.

## **Data collection techniques and instruments**

Semi-structured interviews, galvanic skin response analysis, and eye tracking were used to assess physiological and cognitive responses to marketing stimuli. These tools were essential for objectively measuring the effectiveness of neuromarketing strategies and comparing the participants' responses to gain a better understanding of their individual and shared perspectives.

## **Procedures**

The study began with an exploratory phase to identify the most influential elements of neuromarketing, followed by a detailed analysis of how these elements affect consumer behavior. An inductive approach was used to discover patterns and relationships in the collected data.

## **Data Analysis**

In addition to the structural study typical of hermeneutic phenomenology, qualitative content analysis was used to classify and evaluate responses to marketing stimuli. This allowed for a detailed interpretation of the data in relation to the theoretical concepts of neuromarketing. ATLAS.ti software was used to systematize the data, facilitating the organization, coding, and analysis of unstructured data. This combinatorial protocol identified trends and complex relationships between fragments of information, nonverbal information, trends described in the literature, and the synthesis generated by the authors.

## **Scientific Rigor**

The study's rigor was ensured through the triangulation of methods and data. Furthermore, various sources and techniques were used to validate the findings and increase the reliability and transferability of the results. In addition to the traditional approach of analyzing the structure of the phenomenon according to the participants, the findings were analyzed using a comparison and contrast program, a necessary innovation due to the study's novelty.

## **Ethical Aspects**

Strict ethical guidelines were followed to protect the integrity and privacy of participants. First, it was ensured that all data collection procedures and methods were carried out with the participants' informed consent, in compliance with relevant ethical regulations, and with strict attention to safety measures.

Second, the results were compared with the participants to ensure that the interpretations reflected their subjective representation of the phenomenon and that the objective results reflected the diagnosed factors. Finally, it was ensured that the research report did not reveal sensitive information or facilitate the identification of participants and brands, in an effort to avoid potential conflicts of interest.

## **RESULTS**

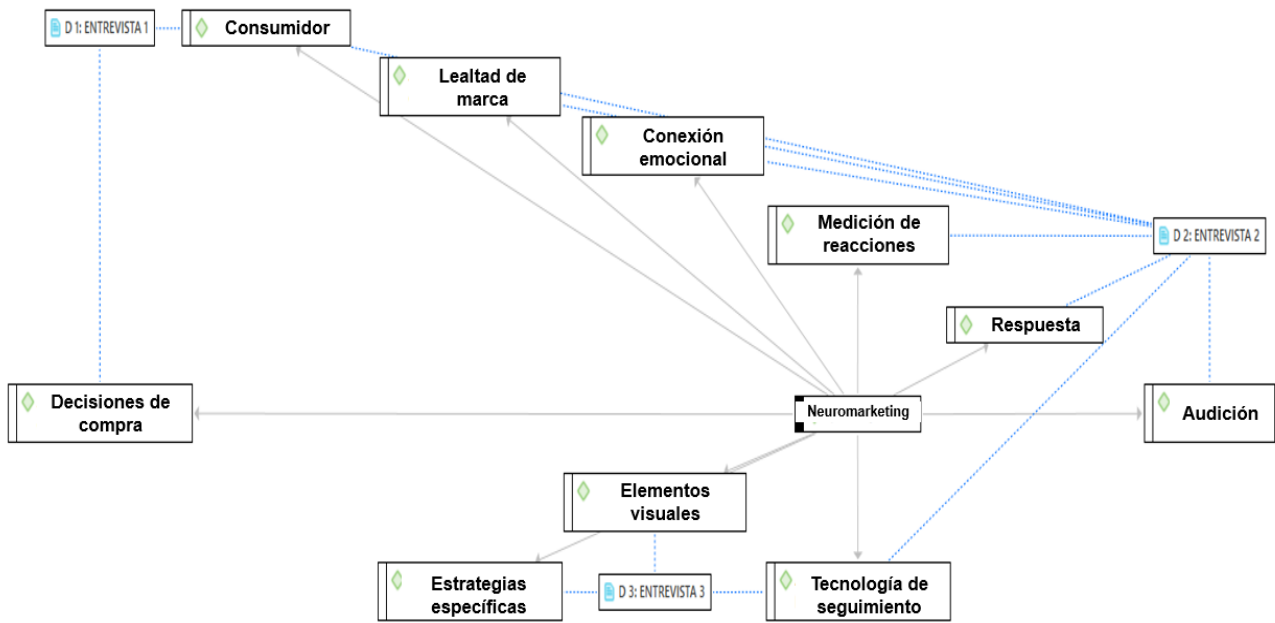
The study's main findings are presented below, especially regarding aspects related to the participants' representation of neuromarketing techniques. In addition, the results of the triangulation process are presented, emphasizing the discussion rather than the structure of the description. For the co-occurrence analysis, only codes that appeared five or more times were considered.

The first relevant result was the emergence of 11 experience-related codes developed to structure the text fragments based on the technical elements of neuromarketing. In this regard, the most frequent code was "reaction measurement," which allowed for examining fundamental issues. The first of these was the subject's own awareness of the application of neuromarketing techniques, the alteration of the experience, and their feelings about it. The second issue was directly related to the need for an appropriate design of the stimulus-measurement relationship, ensuring that it is as minimally invasive and non-threatening as possible.

As can be seen in figure 1, reaction measurement occupies a central place between neuromarketing as a set of strategies, response, and emotional connection. This was verbalized in terms of the various moments of the consumption process, but participants paid particular attention to the beginning of the relationship with the stimulus; hence, the need to establish an attractive presentation and an ecological and context-adjusted reaction measurement.



**Figure 1.**  
Concurrences of the codifications



**Source:** own elaboration extracted from ATLAS.ti  
**Note:** the figure appears in its original language.

For the examination of the aforementioned codes, an analysis was carried out using the system to identify the most recurrent categorical quotations per question in the interviews conducted. The following is a summary table of the co-occurrence by code derived from the objective triangulation analysis of the interviews.

**Table 2.**  
Codes with Co-Occurrence

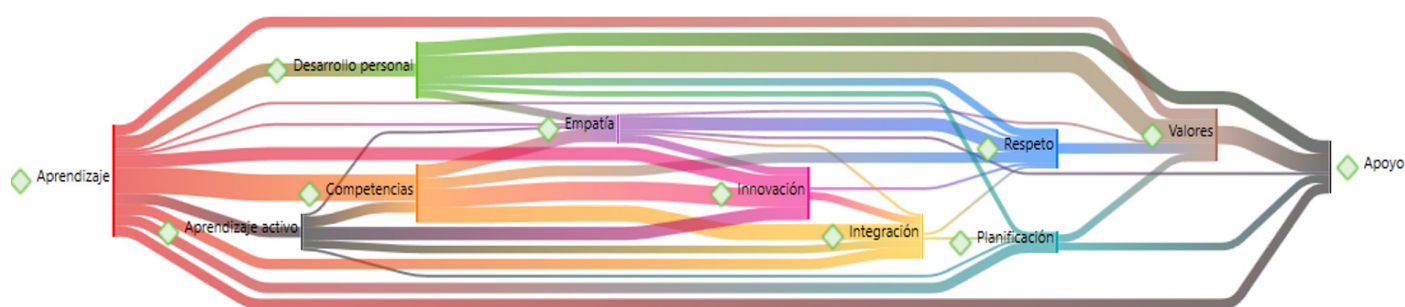
Code	Co-Occurrence
Reaction Measurement	32
Emotional Connection	15
Brand Loyalty	6
Response	8
Values	6
Neuromarketing	7
Empathy	7
Innovation	11
Integration	9
Specific Strategies	12
Planning	7

**Source:** own elaboration extracted from ATLAS.ti

As a result of the analysis, each code was classified in a Sankey-type concurrency matrix. This grouped the union of codes that became the emerging categories, as seen below.

Co-occurrence analysis using the Sankey graph facilitated the visualization and understanding of the connections between different entities or data sets. This type of visualization was fundamental in the qualitative analysis of the data, as it revealed how certain elements are interrelated, including preferences, socioeconomic status, product design, brand awareness, and purchase intention.

**Figure 2.**  
*Co-occurrence Analysis*



**Source:** own elaboration extracted from ATLAS.ti

**Note:** the figure appears in its original language.

For example, Participant 2, a high-status participant, indicated that while he was familiar with Brand A—he knew about its quality and had consumed its products in the past—at the time of the study, he showed a clear lack of interest, justified by overexposure to those products. This fatigue with Brand A's product line was confirmed through measurement techniques and the literature reviewed.

From a neuromarketing perspective, the graph analysis demonstrated a significant interconnection between the support provided by marketing strategies and the values the brand sought to convey. The interviews revealed that this link was crucial for the overall development of an effective brand strategy.

The following is a summary of the key categories identified based on the development of the strategies. This summary is also presented in a contrasting manner based on the findings of similar relevant studies:

### **Promoting Values Through Support, Ethics, and Respect**

Neuromarketing tactics focus not only on performance and immediate appeal but also on developing an ethical and respectful perception of the brand (González-Morales et al., 2020).

### **Collaboration and Solidarity**

Mutual support between the brand and its consumers can foster values of collaboration and solidarity, which strengthens the sense of community and shared responsibility (González-Cabrera and Trelles-Arteaga, 2021).

### **Developing Socio-Emotional Competencies, Empathy, and Understanding**

The support provided through neuromarketing strategies involves understanding and addressing the consumer's needs and challenges. Hence, its goal is to foster empathy and promote healthy relationships with the brand (Ismajli et al., 2022).

### **Autonomy and Responsibility**

By receiving a properly supported marketing message, consumers developed a relationship of autonomy and responsibility with the brand. Together, these essential values must be cultivated through marketing that promotes independence, backed by the necessary support (Anker, 2020).

### **Security and Trust**

Consistent and well-targeted marketing can help create a climate of security and trust with the brand, values that are fundamental to the consumer's emotional and psychological well-being (Haudi et al., 2022).

### **Inclusion and Diversity**

Consumers can support a marketing approach that tends to be inclusive and respectful of diversity if it responds to their values. Therefore, the values of inclusion and respect for differences should be strengthened when presenting the product, regardless of those differences (Patrick & Hollenbeck, 2021).



## Perseverance and Determination

Neuromarketing strategies can influence the development of values such as perseverance and determination, as consumers who experienced marketing supported by stories and success stories learned the importance of effort and persistence, which was also reflected in their brand loyalty (Rajagopal, 2022).

## Celebrating Collective Success

When success is shared through mutual support in marketing campaigns, it fosters the appreciation of collective success over individualism, promoting collaboration and appreciation of shared achievements (Vences et al., 2020).

## DISCUSSION

Neuromarketing, as a term that combines the principles of neuroscience, psychology, and other health sciences in relation to marketing, has emerged as a revolutionary tool in brand positioning (Levallois et al., 2021). Methodologically, this discipline is based on studying how the human brain reacts to marketing stimuli to design strategies that effectively impact consumers. Currently, competition in various markets is particularly complex, leading to information overload. Therefore, neuromarketing offers conceptual constructs and empirical data tailored to market niches, contributing to creating new strategies that highlight the brand's proposition and generate rational, emotional, and subconscious connections with the public.

First, it is crucial to understand that neuromarketing relies on advanced technologies, such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), to observe brain activity. This data allows companies to identify which elements capture the greatest attention and promote positive emotions. For example, by analyzing brain responses, a brand can determine which colors, shapes, and words create the deepest impact on the viewer, translating into better brand recall and more favorable purchasing decisions (Siddique et al., 2023).

Another significant advantage of neuromarketing is its ability to uncover consumers' true preferences, which are often not verbalized in traditional studies. As observed in this study, various purchasing decisions are made in ways that fall below the threshold of consciousness and contradict stated beliefs and ideals.

Therefore, neuromarketing provides added value by revealing which factors or subprocesses are crucial in the design of marketing strategies—something that conventional methods fail to detect. This allows brands to adjust their products and services according to consumers' preferences and more effectively personalize their advertising messages.

From a consumer perspective, the use of neuromarketing raises certain ethical dilemmas, as highlighted in specialized studies (Clark, 2020). One refers to the concern that this technique could be used to manipulate purchasing decisions and exploit consumers' emotional or cognitive vulnerabilities without their full knowledge or consent. This ethical debate is increasingly relevant in a world where privacy and personal autonomy are highly valued (Luna-Nevarez, 2021).

In the business context, neuromarketing also presents challenges. Its implementation requires a considerable investment in technology and expertise, which can be an obstacle for small and medium-sized businesses (Crespo-Pereira et al., 2020). Additionally, the results obtained through neuromarketing studies should be interpreted with caution. Neural responses are complex and can be influenced by numerous external factors requiring careful and contextual analysis. The study identified fatigue, the influence of brand values, novelty, and the cognitive dynamics of the subjects, especially in relation to perception-attention-memory.

Despite these challenges, the future of neuromarketing looks promising, especially with the advancement of more accessible and less invasive technologies, as highlighted by all participants. Tools such as eye tracking, which analyzes eye movement to understand where a consumer's attention is directed, make neuromarketing a more accessible resource for a wider variety of businesses (Iloka & Anukwe, 2020).

Regarding practical applications, neuromarketing has been successfully used to improve the user experience on digital platforms, optimize product packaging design, and refine advertising campaigns. These uses demonstrate its ability to better understand consumers and create genuinely engaging and memorable experiences (Zito et al., 2021).

Finally, neuromarketing remains a fertile field for research in both academic and professional settings. As more studies and data become available, neuromarketing practices can be refined, offering more precise alternatives and more effective strategies. This, in turn, will contribute to a better understanding of consumer psychology and the creation of more ethical and human-centered marketing (Alsmadi & Hailat, 2021).

Thus, neuromarketing not only offers brands a set of tools to effectively position themselves in the individual and social subjectivity of consumers, but also raises important questions about ethics in advertising and respect for consumer autonomy. In this dynamic and constantly evolving context, brands that use this tool responsibly and ethically will be able to achieve their commercial objectives and gain the trust and loyalty of their customers.

Ultimately, support and values in the context of neuromarketing are deeply interconnected. A marketing strategy that emphasizes support improves brand positioning and contributes significantly to the overall development of brand perception, promoting fundamental values for market acceptance and preference. Based on the above, the following word cloud is established, which is inherent to the final analysis of information triangulation.

**Figure 3.**  
Word cloud



**Source:** own elaboration extracted from ATLAS.ti

**Note:** the figure appears in its original language

## CONCLUSIONS

In today's dynamic marketing environment, understanding consumers has become a crucial challenge for companies. Neuromarketing is emerging as an invaluable tool for unraveling consumers' emotions, motivations, and purchasing decisions, allowing businesses to develop more effective and personalized strategies. Unlike traditional marketing, which is limited to promoting a brand and measuring results, neuromarketing delves into the brain processes that determine the final purchasing decision. This in-depth understanding of consumer behavior opens up a whole range of possibilities for optimizing marketing strategies and strengthening brand positioning. However, it is important to emphasize that neuromarketing must be used ethically and responsibly; data privacy and respect for consumer choices are fundamental aspects that should not be overlooked.

In short, neuromarketing is positioned as an indispensable tool for companies seeking to successfully navigate the complex landscape of modern marketing, allowing them to connect with their consumers on a deeper level and build strong and lasting brands in the digital age.

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