

# A Study on the Awareness towards Neuromarketing among Marketing Professionals

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## ABSTRACT

This research paper aims to explore the level of awareness and perceptions of Indian marketing professionals regarding neuromarketing. The study utilizes a quantitative research approach with a convenience sampling technique, collecting data from 50 marketing professionals in India through a well-structured questionnaire. The questionnaire consists of two parts: Part A focuses on demographic aspects, while Part B investigates respondents' knowledge and opinions about neuromarketing. The findings provide insights into the demographics, awareness, and perceptions of Indian marketing professionals towards neuromarketing. The findings reveal that a majority of the respondents (90%) are familiar with neuromarketing, recognizing its impact on intensifying marketing practices and influencing consumer purchasing decisions. Respondents also acknowledge the significance of tailored information and the positive effect of scientific advancements, including neuromarketing, on marketing strategies. The Chi-Square test conducted indicates a significant association between awareness of neuromarketing among marketing professionals and the consumer's final decision to purchase. The rejection of the null hypothesis suggests that marketing professionals with higher awareness of neuromarketing techniques are more likely to influence consumer purchasing decisions. This finding emphasizes the importance of understanding and leveraging neuromarketing strategies to shape effective marketing campaigns. The results highlight that as marketing professionals gain knowledge about neuromarketing practices, they can employ targeted strategies to engage consumers at a subconscious level and drive their purchasing decisions. By leveraging consumer psychology and neuroscientific insights, marketers can create more persuasive and impactful marketing campaigns.

**Keywords:** Neuromarketing, Awareness, Indian Marketing Professionals, Perception, Quantitative Research

## 1. INTRODUCTION

The new era of Neuromarketing combines neuroscience, psychology, and marketing to understand consumer behaviour and optimize marketing strategies. It makes use of modern scientific techniques to learn more about the emotions, subconscious responses, and decision-making processes of customers. By employing neuroscientific methods such as brain imaging, eye tracking, and biometric measurements, neuromarketing aims to uncover hidden motivations and enhance the effectiveness of marketing campaigns. India's economy is among the fastest-growing in the world, presenting a unique landscape for the study of neuromarketing. With a diverse population and a rapidly expanding consumer market, it is essential for Indian marketing professionals to stay abreast of the latest developments in the field. Understanding the knowledge and thoughts of marketing professionals in India towards neuromarketing can provide useful information about the existing situation of adoption and the potential impact of this innovative approach. This research paper aims to explore the level of awareness and perceptions of Indian marketing professionals towards neuromarketing. By assessing their familiarity with neuromarketing techniques and their opinions regarding its implications for marketing practices, this study seeks to contribute to the existing literature on consumer behaviour and marketing strategies in India. The findings of this research will not only shed light on the current knowledge and attitudes of Indian marketing professionals towards neuromarketing but also

provide valuable insights for organizations seeking to incorporate neuromarketing techniques into their marketing strategies. By understanding the perceptions and expectations of marketing professionals, organizations can make informed decisions regarding the adoption and implementation of neuromarketing practices. The research methodology includes a quantitative approach, employing a convenience sampling technique to collect data from 50 marketing professionals across India. A well-structured questionnaire consisting of demographic aspects and specific questions related to neuromarketing will serve as the primary source of data collection. The collected data will be analysed and interpreted to derive meaningful insights into the awareness and perceptions of Indian marketing professionals towards neuromarketing. By exploring the current state of awareness and perceptions towards neuromarketing among Indian marketing professionals, this research aims to bridge the gap between academia and industry and provide practical recommendations for marketing practitioners. It is expected that the findings of this study will contribute to the growing body of knowledge on neuromarketing, particularly in the context of the Indian market, and pave the way for further research and advancements in this field. Overall, this research endeavour seeks to enhance our understanding of how Indian marketing professionals perceive and respond to the concept of neuromarketing. By investigating their awareness, attitudes, and opinions, this study will provide valuable insights for organizations and researchers, enabling them to harness the potential of neuromarketing to optimize marketing strategies and better meet the needs and preferences of Indian consumers.

## **2. REVIEW OF LITERATURE**

Ashok Kumar Parsoya's 2023 research explores neuromarketing, a scientific strategy that analyzes consumer behavior through neuro-sensory techniques. The study highlights neuromarketing's role in the modern era, its advantages over traditional methods, and its challenges. It discusses how neuromarketing provides deeper insights into consumer decision-making, helping companies convey product value and improve marketing strategies. The research also addresses ethical concerns and compares traditional and neuromarketing approaches in understanding both conscious and unconscious consumer behavior.

Kulkarni and Kulkarni (2022) examined the awareness and attitudes of Indian marketing professionals towards neuromarketing through a quantitative study. Findings revealed moderate awareness, with many professionals having limited knowledge, but overall positive attitudes towards its potential to enhance marketing practices and understand consumer behavior. Awareness and attitudes varied significantly by demographics, with younger and more educated professionals showing higher awareness and more favorable views. The study emphasized the need for increased education and training on neuromarketing to help organizations leverage its techniques for better understanding consumer preferences and gaining a competitive edge.

Verma and Shukla (2022) conducted a study to understand the awareness and application of neuromarketing in the Indian context. A mixed-methods technique was used in the study, which included interviews and surveys with Indian marketing experts. The results showed that respondents had a moderate understanding of neuromarketing, and an adequate number of them were interested in finding out more about how to use it in their marketing plans. The study also highlighted the challenges and barriers faced by marketing professionals in implementing neuromarketing techniques.

Gogoi and Mochahari (2021) explored the shift from traditional marketing to neuromarketing, which applies neuropsychology to study consumer behavior. The study focuses on the awareness of neuromarketing among North-Eastern Indian startups, particularly in Assam, where the concept is relatively unknown. Despite this, startups recognize the value of understanding consumer psychology. The research examines neuromarketing's potential to provide deeper insights into consumer behavior, its applications, challenges, and how local entrepreneurs can adopt these techniques to improve marketing strategies.

Anjali Yadav (2020) examines the use of neuromarketing as a method to access the subconscious of customers in order to find out more about their preferences and perceptions. Traditional marketing, reliant on consumer responses, is becoming outdated as consumers often struggle to articulate their desires clearly. The study focuses on Indian consumers' awareness and consent regarding neuromarketing research. Using an exploratory and descriptive approach, the research gathers primary data through responses from neuromarketing service providers in India via an online questionnaire, alongside secondary data.

Das and Chatterjee (2020) investigated the adoption of neuromarketing among Indian marketing professionals through surveys across various sectors. The study found a moderate level of awareness and adoption of neuromarketing. Key factors influencing its adoption included perceived usefulness, ease of use, and organizational support. The research emphasized neuromarketing's potential to enhance marketing strategies and provide deeper insights into consumer behavior in the Indian context.

Singh and Rani (2020) conducted a qualitative study using in-depth interviews to explore the awareness and perceptions of Indian marketing professionals about neuromarketing. The findings revealed limited awareness of the field, with only a small percentage of respondents familiar with it. However, the study highlighted positive perceptions of neuromarketing's potential to enhance marketing strategies and understand consumer behavior.

Sharma and Gupta (2019) examined the awareness and acceptance of neuromarketing among Indian marketing professionals using a mixed-methods approach with surveys and interviews. The study found moderate awareness, with many professionals having limited knowledge of the field. Despite this, respondents displayed a positive attitude and acceptance towards using neuromarketing techniques to understand consumer behavior and improve marketing effectiveness.

Kumar (2018) explores the rising use of neuroscience techniques in marketing, known as neuromarketing, which studies consumer brain activity to understand preferences and responses to marketing stimuli. Traditional market research struggles to answer key questions about consumer behavior, but neuromarketing tools provide deeper insights. The purpose of the study is to evaluate Indian consumers' knowledge about neuromarketing and the use of neuroscientific methods in marketing research. The study comes to a conclusion about Indian consumers' awareness of neuromarketing through the use of exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

Jorge. (2014) This article surveys key neuromarketing techniques and their practical results. It aims to define neuromarketing, highlight its importance, and compare its advantages over traditional research methods. The study also addresses ethical issues, presents key techniques, and showcases studies where neuromarketing was applied. Additionally, it identifies limitations and discusses ways to develop and use consumer data. The article offers theoretical insights and explores business cases, implementation, and achievements in neuromarketing, contributing to the field's growth.

Alcakovic and Miljkovic (2010) explored neuromarketing, an emerging field combining marketing and neuroscience to analyze how the brain responds to marketing stimuli. The article highlights neuromarketing's innovative techniques and applications for understanding consumer preferences and behavior, emphasizing its potential benefits. However, it also addresses ethical concerns, with critics comparing it to an Orwellian "Big Brother" tool. The research provides a balanced perspective, examining both the advantages and ethical implications of neuromarketing, offering a nuanced view of its impact on the marketing landscape.

### **3. RESEARCH METHODOLOGY:**

Research methodology refers to the systematic approach and techniques employed to conduct research. It involves the selection and application of appropriate methods, tools, and procedures to collect, analyse, and interpret data. A framework for guaranteeing the validity, reliability, and rigor of the research process is provided by the methodology.

#### **Objectives:**

1. To assess the awareness and understanding of neuromarketing among Indian marketing professionals.
2. To examine the perceptions and attitudes of marketing professionals towards the use of neuromarketing techniques to intensify marketing practices.
3. To investigate the impact of the newest advances in scientific methodology, such as neuromarketing, on marketing practices.
4. To identify the perceived benefits of incorporating neuromarketing into marketing strategies from the perspective of companies.

#### **Hypotheses:**

H<sub>0</sub>: There is no significant relationship between awareness of neuromarketing and the use of neuromarketing practices among Indian marketing professionals.

H<sub>1</sub>: There is a significant relationship between awareness of neuromarketing and the use of neuromarketing practices among Indian marketing professionals.

#### Statement of the problem:

The problem at hand revolves around the assessment of awareness and understanding of neuromarketing among Indian marketing professionals.

#### Sources of information:

Primary sources refer to the collection of first-hand information directly from the respondents as marketing professionals. This is typically done using self-constructed questionnaires or personal interactions, allowing for direct access to the thoughts, opinions, and experiences of individuals. Secondary sources of information encompass published documents, websites, reference books, and journals, from which existing knowledge and insights related to the research topic can be derived. These sources serve as valuable references for conducting literature reviews, obtaining background information, and gaining a contextual understanding of the subject matter. By utilizing secondary sources, researchers can leverage the existing body of knowledge to support and enrich their own research findings, contributing to a comprehensive and well-informed study. Accordingly, the secondary data is being collected through various company sites, publications such as Springer, IEEE and Elsevier etc.

#### Sample size:

The sample size for the study conducted on awareness towards neuromarketing among Indian marketing professionals was determined to be 50 respondents. The selection of this sample size aimed to ensure a representative and diverse representation of the target population. The respondents were categorized based on various demographic aspects, including gender, age group, designation in the organization, educational qualification, Jaipur.

**Sampling Technique:** Convenience Sampling Method (Non-Probability Based)

#### Statistical tools and techniques:

The data collected from the respondents was subjected to analysis and interpretation using several tools and techniques. Simple percentages were calculated to understand the distribution and proportion of responses for different variables. Tables, graphs, and charts were utilized to visually represent the data and highlight patterns, trends, and relationships. Additionally, a chi-square test was employed as a statistical tool to examine the association or independence between categorical variables in the data. This test helped in determining whether there were any significant relationships or differences among the variables under investigation.

## 4. DATA ANALYSIS AND INTERPRETATION

### Demographic aspects

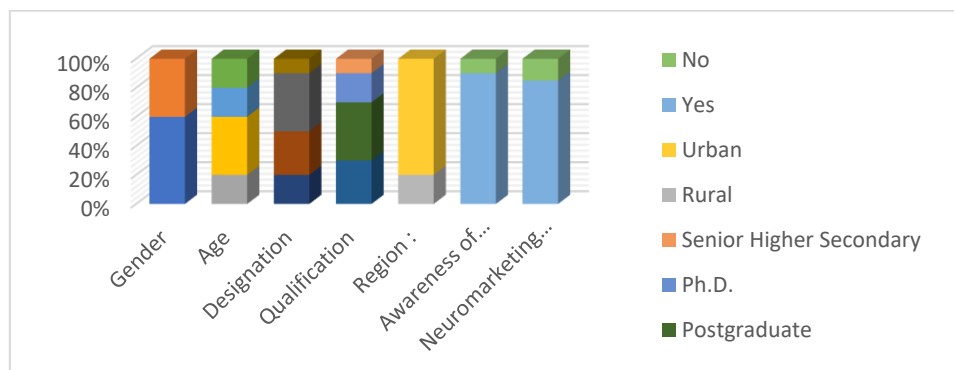
Sr.No.	Questions	Findings
1	Gender-wise Classification	The survey had a majority of male respondents, accounting for 60% (30 individuals), compared to 40% (20 individuals) female respondents. This highlights the gender distribution among Indian marketing professionals participating in the study.
2	Age Group Classification	The largest age group represented was 30-39 years, comprising 40%. The remaining age groups—20-29, 40-49, and 50 & above—each accounted for 20% of the respondents, reflecting a broad range of career stages among participants.

3	Designation in the Organization	Senior marketing managers formed the largest group, with 40% (20 respondents), followed by assistant marketing managers at 30% (15 respondents). Marketing executives accounted for 20% (10 respondents), while marketing heads represented the smallest group at 10% (5 respondents). This indicates a diverse mix of experience and responsibilities among the participants.
4	Educational Qualification	The majority of respondents held postgraduate degrees (40%, 20 individuals), followed by graduates (30%, 15 individuals). Ph.D. holders accounted for 20% (10 respondents), and those with senior higher secondary qualifications made up 10% (5 respondents). This distribution reflects varying levels of academic backgrounds among the professionals.
5	Region-wise Classification	Most respondents (80%) worked in urban areas, while 20% were based in rural regions. This regional distribution highlights the concentration of marketing activities in urban centers across India.
6	Awareness of Neuromarketing	A vast majority (90%) of respondents indicated awareness of neuromarketing, while only 10% reported being unfamiliar with the concept. This suggests significant familiarity with neuromarketing among Indian marketing professionals.
7	Use of Neuromarketing to enhance Marketing Practices	The majority (85%) agreed that neuromarketing is used to intensify marketing practices and drive sales, while 15% disagreed. This indicates a strong belief that neuromarketing plays a pivotal role in enhancing marketing efforts and achieving higher sales.

The survey provides key insights into the demographics, professional backgrounds, and perceptions of Indian marketing professionals regarding neuromarketing. The sample comprised 60% male and 40% female respondents, with the majority (40%) falling in the 30-39 age group. Senior marketing managers represented the largest designation group (40%), followed by assistant marketing managers (30%), marketing executives (20%), and marketing heads (10%). Educationally, 40% were postgraduates, 30% were graduates, 20% held Ph.D.s, and 10% had senior higher secondary qualifications. Regionally, 80% worked in urban areas, while 20% were based in rural regions.

A significant 90% of respondents were aware of neuromarketing, and 85% believed it is used to enhance marketing practices and boost sales. These findings highlight a well-informed and diverse group of marketing professionals, predominantly urban-based, who largely recognize the value of neuromarketing in driving business growth.

### Demographic Factors



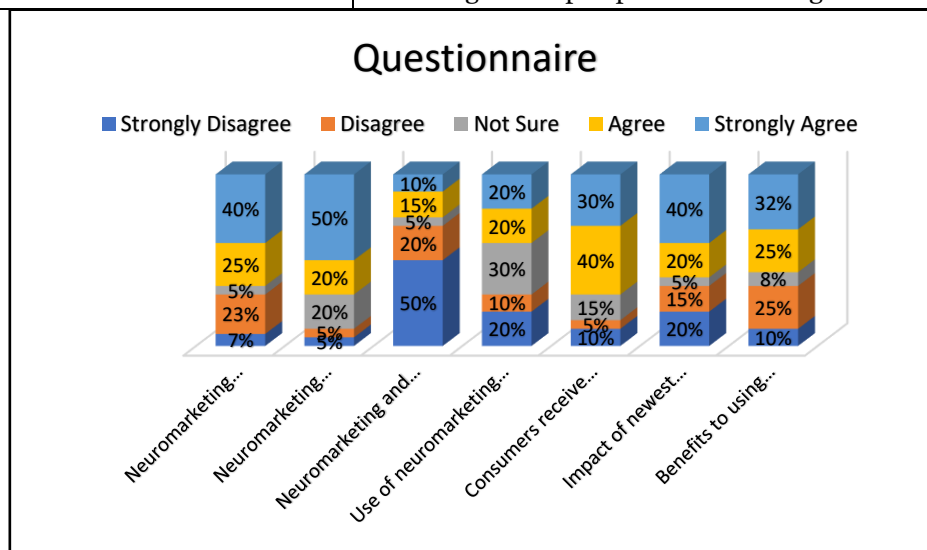
In conclusion, the survey reveals a diverse demographic and professional representation of Indian marketing professionals with significant awareness and understanding of neuromarketing. The majority of respondents were male, aged 30-39, and held senior roles such as senior and assistant marketing managers. Educational backgrounds were predominantly postgraduate, with most professionals working in urban areas, reflecting the concentration of



marketing activities in these regions. A substantial 90% of respondents were familiar with neuromarketing, and 85% believed it enhances marketing practices to drive sales. These findings emphasize the growing recognition of neuromarketing as a valuable tool in the marketing industry, supported by a knowledgeable and professionally varied group of practitioners.

#### Investigates respondents' knowledge and opinions about neuromarketing

Sr. No.	Questionnaire	Findings
1	Personalized Marketing Communication	A majority of respondents (70%) prefer receiving tailored information, while only a small percentage (15%) disagreed or strongly disagreed, highlighting the importance of personalized marketing communication.
2	Impact of Neuromarketing on Marketing Practices	While 60% agreed or strongly agreed that neuromarketing positively impacts marketing practices, a notable proportion (35%) disagreed, reflecting mixed opinions on its influence.
3	Benefits of Neuromarketing for Companies	A majority (57%) acknowledged the benefits of neuromarketing for companies, but 35% disagreed, indicating a divided perception of its advantages.
4	Influence on Consumers' Purchasing Decisions	<input type="checkbox"/> A significant majority (65%) agreed that neuromarketing influences consumers' final purchasing decisions, with 30% disagreeing.
5	Unconscious Influence of Neuromarketing	Most respondents (70%) agreed that neuromarketing can unconsciously influence consumers, while only 10% disagreed and 20% were unsure.
6	Neuromarketing vs. Traditional Marketing	The majority (70%) disagreed with the idea that neuromarketing is similar to traditional marketing practices, suggesting it is viewed as a distinct approach.
7	Legal Restrictions on Neuromarketing	Opinions on regulating neuromarketing were divided, with 40% in favor of restrictions, 30% against, and 30% uncertain, reflecting varied perspectives on its legal boundaries.



In conclusion, the findings underscore the growing importance of personalized marketing and the evolving role of neuromarketing in influencing consumer behavior. While the majority of respondents recognize the benefits and potential of neuromarketing, particularly its unconscious impact on purchasing decisions, there remains a significant divide in perceptions regarding its advantages, ethical implications, and alignment with traditional marketing

practices. The mixed opinions on legal restrictions further highlight the need for clearer guidelines and ethical frameworks. Overall, while neuromarketing is seen as a powerful tool, its acceptance and implementation require careful consideration of both its benefits and potential concerns.

### Hypotheses Testing Results:

H<sub>0</sub>: There is no significant relationship between awareness of neuromarketing and the use of neuromarketing practices among Indian marketing professionals.

H<sub>1</sub>: There is a significant relationship between awareness of neuromarketing and the use of neuromarketing practices among Indian marketing professionals.

Table 4.15

Here is the reframed table with the number of valid cases adjusted to 50:

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	43.827a	1	.000		
Continuity Correction b	42.198	1	.000		
Likelihood Ratio	28.584	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	50				

### Notes:

a. 1 cell (25.0%) has an expected count less than 5. The minimum expected count is 0.56.

b. Computed only for a 2x2 table.

The Chi-Square test result above in the table shows that the calculated Pearson Chi-Square is found to be 43.827 and the corresponding Continuity Correction, Likelihood Ratio and P-value are found to be 42.198, 28.584 and 0.000. As the P-value of 0.00 is found to be lesser than the standard alpha value of 0.05 it can be concluded that the null hypothesis is being rejected which suggests that there is a significant relationship between awareness of neuromarketing and the use of neuromarketing practices among Indian marketing professionals. The implication of this result suggests that marketing professionals in India who are more aware of neuromarketing techniques are more likely to incorporate these practices into their marketing strategies. This finding is significant as it highlights the growing influence and acceptance of neuromarketing in the Indian marketing landscape. As the field of neuromarketing gains recognition, professionals are recognizing its potential to enhance marketing practices and improve consumer engagement.

## 5. CONCLUSION:

The research aimed to explore the awareness of Indian marketing professionals towards neuromarketing. The study involved the analysis of data collected from 50 marketing professionals through a well-structured questionnaire. The findings provide insights into the demographic characteristics of the respondents, their knowledge of neuromarketing, and their perceptions regarding its impact on marketing practices. The demographic analysis revealed that the sample consisted of 60% male and 40% female respondents. In terms of age groups, 20-29 and 30-39 represented 20% and 40% of the respondents, respectively, while 40-49 and 50 & above each accounted for 20% of the sample. Regarding designation in the organizations, marketing executives comprised 20%, assistant marketing managers 30%, senior marketing managers 40%, and marketing heads 10% of the respondents. The majority of the respondents (80%) worked in urban regions, while the remaining 20% worked in rural areas. Regarding awareness and perceptions of neuromarketing, 90% of the respondents indicated familiarity with neuromarketing, while 10% were unaware of it. Among those familiar with neuromarketing, 85% believed that it intensifies marketing practices to sell more goods. Furthermore, the data revealed that 40% of the respondents agreed and 30% strongly agreed that consumers desire tailored information about products and services. Similarly, 40% strongly agreed and 20% agreed that the newest advances in scientific methodology, such as neuromarketing, have a positive impact on marketing

practices. Regarding the benefits of neuromarketing from a company's perspective, 32% of the respondents strongly agreed and 25% agreed that there are numerous advantages to incorporating neuromarketing into marketing strategies. Moreover, 40% strongly agreed and 25% agreed that neuro marketing practices can influence a consumer's final decision to purchase. Additionally, a significant majority (50%) strongly agreed that neuromarketing can unconsciously affect consumers. However, opinions were divided regarding whether neuromarketing is a marketing practice in the same way as any other marketing, with 50% strongly disagreeing with this notion. Regarding the regulation of neuromarketing, 20% strongly disagreed and 10% disagreed with the idea of restricting its use within laws. However, 20% strongly agreed and 20% agreed that the use of neuromarketing should be restricted within legal boundaries. Overall, the findings indicate that there is a certain level of awareness and recognition of neuromarketing among Indian marketing professionals. The Hypothesis testing result indicates that increasing awareness of neuromarketing leads to a higher adoption of neuro marketing practices among Indian marketing professionals. As marketers continue to explore innovative ways to understand and influence consumer behaviour, neuromarketing is proving to be a valuable tool in shaping successful marketing strategies. Also, study results demonstrate a significant association between awareness of neuromarketing among marketing professionals and the consumer's final decision to purchase. Recognizing and utilizing neuromarketing techniques can be an effective approach for marketers to enhance their understanding of consumer behaviour and optimize their marketing efforts to drive better outcomes.

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