

# Brainketing, the Future of Marketing: Integrating Neuroscience and Consumer Strategies

Diginomics.

2025; 4:300


DOI: 10.56294/digi2025300

ISSN: 3072-8428

## *Brainketing, el Futuro del Marketing: Integrando Neurociencia y Estrategias de Consumo*

Duber Reinaldo Sánchez Carrera<sup>1</sup>  <sup>1</sup>Universidad Latinoamericana y del Caribe

**Cite as:** Sánchez Carrera DR. Brainketing. The Future of Marketing: Integrating Neuroscience and Consumer Strategies. Diginomics. 2025; 4:300. <https://doi.org/10.56294/digi2025300>

**Corresponding Author:** Duber Reinaldo Sánchez Carrera 

### ABSTRACT

Brainketing, which integrates neuroscience and consumer strategies, represents a significant evolution in modern marketing. This approach focuses on understanding consumer emotions and decisions through continuous behavioral research, the implementation of A/B testing, and constant updating on advances in neuroscience and technology. Ethics are central to the practice of Brainketing, as the manipulation of emotions poses dilemmas that must be addressed responsibly. Furthermore, cultural adaptation is crucial to resonate with diverse audiences. Despite the challenges, Brainketing offers transformative potential for companies, allowing them to communicate more effectively with consumers in a complex and competitive market environment. The preparation of the document is based on a comprehensive review of the existing literature on Brainketing, analysis of case studies, and the integration of neuroscience and marketing theories.

**Keywords:** Brainketing; Neuroscience; Consumer Behavior; Ethics and Cultural Adaptation.

### RESUMEN

El Brainketing, que integra neurociencia y estrategias de consumo, representa una evolución significativa en el marketing moderno. Este enfoque se centra en comprender las emociones y decisiones del consumidor a través de la investigación continua del comportamiento, la implementación de pruebas A/B y la actualización constante sobre avances en neurociencia y tecnología. La ética es fundamental en la práctica del Brainketing, ya que la manipulación de emociones plantea dilemas que deben ser abordados con responsabilidad. Además, la adaptación cultural es crucial para resonar con diversos públicos. A pesar de los desafíos, el Brainketing ofrece un potencial transformador para las empresas, permitiéndoles comunicarse de manera más efectiva con los consumidores en un entorno de mercado complejo y competitivo. La elaboración del documento se basa en una revisión exhaustiva de la literatura existente sobre Brainketing, análisis de estudios de caso, y la integración de teorías de neurociencia y marketing.

**Palabras claves:** Brainketing; Neurociencia; Comportamiento del Consumidor; Ética y Adaptación Cultural.

## INTRODUCTION

Today, marketing has evolved toward more sophisticated approaches that seek to understand not only consumers' needs and desires but also the psychological and neurological processes underlying their purchasing decisions. This phenomenon has given rise to the concept of Brainketing, which integrates principles of neuroscience with marketing strategies to unravel consumer behavior. According to Regalado Pezúa, "neuroscience allows us to understand how the central nervous system manages to organize and integrate itself into the different communication systems that comprise it," which is fundamental to the development of effective marketing strategies.

Brainketing is based on the premise that purchasing decisions are influenced by emotions and perceptions rather than by a rational analysis of product characteristics. As the author points out, "the brain receives stimuli through the senses; it is in this 'computer' that data is converted into information".<sup>(1)</sup> This means that brands must design experiences that not only inform but also connect emotionally with consumers.

Research in the field of neuromarketing has shown that certain stimuli, such as colors, sounds, and smells, can evoke emotional responses that influence purchasing decisions. For example, the use of warm colors can generate feelings of warmth and comfort, while cool colors can convey professionalism and trust. This highlights the importance of understanding how the human brain processes information and how these responses can be leveraged in marketing.

However, Brainketing also raises critical ethical questions. As companies become more skilled at influencing consumer decisions, the question arises as to how far it is acceptable to manipulate emotions and perceptions. As mentioned in the text, "ethics and social values will tend to impose balance to prevent consumer manipulation." Companies must act responsibly and transparently when applying these techniques, ensuring that their approach does not cross the line between persuasion and manipulation.

The evolution of Brainketing reflects a broader shift in how companies approach marketing. Instead of focusing solely on product features, Brainketing puts the consumer at the center of the strategy. This involves not only understanding their needs and desires but also recognizing the complexity of their emotions and how these influence their purchasing behavior.<sup>(2)</sup>

Brainketing represents a revolution in the way companies communicate with their consumers. By combining brain science with marketing strategies, brands can create more profound and meaningful connections with their audience. As this field continues to evolve, we are likely to see an increase in the application of neuroscientific techniques in marketing, transforming the way companies interact with their customers and how they make purchasing decisions. Understanding Brainketing is not only crucial for marketing professionals but also for anyone interested in human behavior and consumer psychology.

## DEVELOPMENT

### A Theoretical Approach to Definition of Brainketing

Brainketing stands out as an essential tool in the field of modern marketing, as it allows companies to design strategies that not only capture the consumer's attention but also influence their purchasing decisions through a deep understanding of brain processes. According to Joaquín Roldán, "Brainketing seeks

to understand the emotions and cognitive processes that lead consumers to make decisions".<sup>(3)</sup> This statement underscores the importance of integrating neuroscientific knowledge into marketing strategies, enabling brands to connect more effectively with their audiences.

The basis for this statement lies in growing evidence suggesting that purchasing decisions are not purely rational, but are deeply influenced by emotions and perceptions. Research has shown that 95 % of purchasing decisions are made subconsciously, highlighting the need for companies to understand how visual, auditory, and emotional stimuli affect consumer behavior.<sup>(4)</sup> For example, the use of specific colors in product packaging can evoke emotions that drive purchases, such as red, which is associated with urgency, and blue, which conveys trust.<sup>(5)</sup> These strategies, based on Brainketing, allow brands to not only attract consumers but also foster lasting loyalty.

However, some critics argue that the focus on Brainketing can lead to manipulative practices that exploit consumer vulnerabilities. This argument holds that by understanding the mechanisms of the brain, companies could design campaigns that pressure consumers into making decisions that are not in their best interest. However, this perspective ignores the fact that Brainketing, when applied ethically, can empower consumers by providing them with more relevant and emotionally resonant information about the products and services they choose. Furthermore, brands that use Brainketing responsibly tend to build stronger, more transparent relationships with their customers, which in the long run benefits both the company and the consumer.<sup>(6)</sup>

Brainketing represents a significant evolution in how companies approach marketing by integrating knowledge about the human brain to influence purchasing decisions effectively and ethically. The ability to understand and apply the principles of Brainketing not only allows brands to connect emotionally with their consumers but also fosters a more informed and conscious purchasing environment. In a world where competition is fierce and consumer expectations are constantly evolving, Brainketing has positioned itself as an essential strategy for sustainable success in today's market.<sup>(3,4,5)</sup>

### Leading Authors in the Field of Brainketing: A Critical Analysis

Among the main authors who have contributed to the development of Brainketing are:

#### 1. David Lewis:

- Contributions: David Lewis is a pioneer in the application of neuroscience to marketing. His research focuses on how emotions influence consumer purchasing decisions. Lewis has used neuroscience techniques to study emotional responses to different marketing stimuli, which has allowed him to identify patterns in consumer behavior. His approach is based on the idea that purchasing decisions are not only rational but are deeply influenced by emotions and previous experiences.

- Notable works: Lewis has written several books and articles on the subject and is known for his work in the field of neuromarketing, where he combines psychology, neuroscience, and

marketing to offer a deeper understanding of how consumers make decisions.

## 2. Patrick Renvoise and Christophe Morin:

- **Contributions:** This author duo is known for their book “Neuromarketing: Understanding the Buy Buttons in Customers’ Brains.” In this work, Renvoise and Morin explore how the “buy buttons” in consumers’ brains can be activated. Their research is based on the premise that the human brain has specific circuits that respond to certain marketing stimuli, and that by understanding these circuits, marketers can design more effective strategies to influence purchasing decisions.

- **Approach:** Their approach focuses on applied neuroscience, using techniques such as functional magnetic resonance imaging (fMRI) to observe how consumers respond to different marketing messages and stimuli. This allows them to identify which elements are most effective in persuading consumers.

## 3. Martin Lindstrom:

- **Contributions:** Martin Lindstrom is an author and marketing consultant known for his work at the intersection of the brain and consumer behavior. His book “Buyology: Truth and Lies About Why We Buy” investigates how brands and advertising messages affect the brain and, therefore, purchasing decisions. Lindstrom uses neuroscience studies to unravel the subconscious factors that influence consumer behavior.

- **Perspective:** Lindstrom argues that many purchasing decisions are made on a subconscious level, and that brands must understand these processes to create more effective marketing campaigns. His work has been influential in how companies think about connecting emotionally with consumers and how they can use that connection to drive sales.

These authors have been instrumental in the development of Brainketing, providing valuable insights into how neuroscience can be used to understand and improve marketing strategies. Through their research, they have demonstrated that consumer behavior is complex and influenced by a variety of emotional and psychological factors, opening up new opportunities for marketers to create more effective and resonant campaigns.

However, other authors and critics, such as Clive Thompson, Seth Godin, Martin Lindstrom, Dan Ariely, and Kathy Sierra, have expressed skepticism toward neuromarketing, questioning the ethical implications of manipulating consumers’ emotions and warning about the dangers of crossing the line between persuasion and manipulation, which can result in a lack of trust in brands. Thus contributing to a crucial debate about responsibility and transparency in the use of these techniques in modern marketing.

In conclusion, the evolution of neuromarketing and brainketing has been enriched by the contributions of various authors who have explored how neuroscience can offer a deeper

understanding of consumer behavior, enabling marketers to design more effective and emotionally resonant strategies. However, skepticism from critics such as Clive Thompson, Seth Godin, Martin Lindstrom, Dan Ariely, and Kathy Sierra highlights the need to address the ethical implications of these techniques, emphasizing the importance of maintaining authenticity and transparency in marketing to avoid manipulation and preserve consumer trust. This debate is essential to guide the responsible use of neuromarketing in an increasingly complex and competitive environment.

## Historical Progress of Brainketing: A Chronological Analysis

The evolution of Brainketing, or neuromarketing, has been a fascinating process that combines neuroscience with marketing to understand consumer behavior better. Since its inception, this discipline has sought to unravel the mysteries of the human mind and how they influence purchasing decisions. As technology has advanced, so have the methodologies used to study the brain and its marketing relationship. The evolution of Brainketing can be divided into several key stages, each marked by significant discoveries and the development of new techniques that have enabled marketers better to understand consumers’ emotions, perceptions, and motivations.

1. **Beginnings of Neuroscience (Decades 1950-1980):** during this period, neuroscience began to establish itself as a scientific discipline. Research on the brain and its functioning laid the foundation for future applications in marketing. Studies were conducted on how emotions and cognitive processes affect human behavior.

2. **Emergence of Neuromarketing (2000):** in the early 2000s, the term “neuromarketing” began to gain popularity. Researchers and marketing professionals began to apply neuroscience techniques, such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), to study the brain’s responses to different marketing stimuli. This was a crucial moment when the importance of emotions in purchasing decisions began to be recognized.

3. **Publication of Key Works (2006-2010):** the publication of influential books, such as Martin Lindstrom’s “Buyology” and Patrick Renvoise and Christophe Morin’s “Neuromarketing,” helped popularize the concept of neuromarketing. These works offered an accessible overview of how neuroscience can be applied to marketing and provided practical examples of its use in advertising campaigns.

4. **Technological and Methodological Advances (2010-2020):** with the advancement of technology, the tools and techniques used in neuromarketing have become more sophisticated. More accurate methods were developed to measure consumers’ emotional and cognitive responses, allowing companies to obtain more detailed information about their preferences and behaviors. In addition, broader and more collaborative studies between neuroscientists and marketers began to be conducted.

5. **Integration into Marketing Strategies (2020 onwards):** today, Brainketing has been integrated into the marketing strategies of many companies. Brands use insights derived from neuromarketing studies to design more effective campaigns, personalize shopping

experiences, and improve emotional connections with consumers. Ethics and responsibility in the use of these techniques have also become topics of discussion, as the power of neuromarketing to influence purchasing decisions is recognized.

The evolution of Brainketing has transformed the way we understand consumer behavior and provided marketers with valuable tools to connect with their audience more effectively. From its humble beginnings in neuroscience to its integration into contemporary marketing strategies, Brainketing has proven to be a constantly evolving discipline. As technology advances and our understanding of the human brain deepens, Brainketing is likely to play a crucial role in how brands communicate and engage with consumers. However, marketers must approach this discipline with ethics and responsibility, ensuring that the knowledge gained is used to create positive and meaningful experiences for consumers.

### Distinctive Features and Cultural Context of Brainketing

Brainketing, or neuromarketing, has established itself as a discipline that combines neuroscience with marketing, offering a deeper understanding of consumer behavior. Below are its most relevant characteristics and the culture surrounding it.

#### *Characteristics of Brainketing*

1. Focus on emotion: purchasing decisions are often driven by emotions rather than logic. According to neuroscientist Antonio Damasio, emotions play a crucial role in decision-making, as the human brain is designed to prioritize emotional responses over rational ones. Damasio states that “emotions are fundamental to decision-making, as they help us evaluate options and make choices”.<sup>(7)</sup> This approach allows brands to connect more effectively with their consumers by appealing to their feelings and desires.

2. Use of technology: tools such as functional magnetic resonance imaging (fMRI) and electroencephalograms (EEG) are used to study brain activity during the purchasing process. These technologies allow researchers to observe how the brain responds to different marketing stimuli, providing valuable data on consumer preferences and behaviors. According to the study by Plassmann et al.<sup>(8)</sup>, “fMRI can reveal how purchasing decisions are influenced by the activation of specific areas of the brain related to reward and emotion.” This has led to a more scientific approach to the creation of advertising campaigns.

3. Personalization: brainketing strategies allow for the personalization of the consumer experience, increasing the relevance of marketing messages. By understanding consumers' emotions and preferences through neurological studies, brands can tailor their messages and offers to meet individual needs better. As Lindstrom<sup>(9)</sup> points out, “personalization is key in neuromarketing, as it allows brands to create deeper and more meaningful connections with their consumers.” This not only improves the customer experience but can also increase brand loyalty.

### *Brainketing Culture*

The culture of Brainketing is based on collaboration between neuroscientists and marketing specialists, promoting an interdisciplinary approach that seeks to understand the consumer comprehensively. This collaboration is essential for the development of effective strategies that consider both the emotional and rational aspects of consumer behavior:

- Interdisciplinarity: The integration of knowledge from neuroscience, psychology, marketing, and other disciplines allows for a more complete understanding of the consumer. According to Morin et al.<sup>(10)</sup>, “neuromarketing is the result of the convergence of various disciplines that seek to unravel the mysteries of human behavior in the context of consumption.” This collaboration fosters innovation and creativity in the development of marketing campaigns.
- Ethics and responsibility: As Brainketing becomes more influential, there is also a need to address ethical issues related to its use. Marketing professionals must use the knowledge gained responsibly, avoiding consumer manipulation. As mentioned in the work of Fennis and Stroebe,<sup>(11)</sup> “ethics in neuromarketing is crucial to ensure that marketing strategies respect consumer autonomy and well-being.”

These characteristics and the culture of Brainketing reflect a significant shift in how brands engage with consumers, using science to create more relevant and practical experiences.

### Relevance and Value of Brainketing in Modern Marketing

Brainketing, or neuromarketing, has emerged as a crucial tool in the field of modern marketing, offering companies a deeper understanding of consumer behavior. Below are the main reasons why Brainketing is of great importance to companies.

1. Improve campaign effectiveness: brainketing's ability to improve the effectiveness of advertising campaigns is based on its focus on understanding how the brain responds to different stimuli. By using technologies such as functional magnetic resonance imaging (fMRI) and electroencephalogram (EEG), companies can gain valuable insights into consumers' emotional and cognitive reactions to various advertising messages and creative content. According to a study by Venkatraman et al.<sup>(12)</sup>, “the use of neuroscience techniques can help predict the success of advertising campaigns by identifying which elements generate a positive emotional response in consumers.” This allows brands to adjust their strategies and maximize the impact of their campaigns.

2. Increase customer loyalty: Brainketing also plays a key role in building customer loyalty. Strategies that appeal to emotions can foster a deeper connection between the brand and the consumer, which in turn can translate into greater brand loyalty. According to the work of Thomson et al.<sup>(13)</sup>, “brands that manage to establish an emotional connection with their consumers tend to enjoy greater loyalty, as consumers feel more identified and committed to the brand.” This emotional connection translates into repeat purchasing behavior and brand recommendations to others.

3. Optimize the customer experience: Understanding consumer needs and desires is essential to creating



satisfying experiences. Brainketing allows companies to identify which aspects of the customer experience are most valued and how they can be improved. According to Lemon and Verhoef<sup>(14)</sup>, “the customer experience is made up of multiple interactions and touchpoints, and understanding how consumers perceive and respond to these interactions is key to optimizing their experience.” By applying the principles of Brainketing, companies can design experiences that not only meet consumer needs but also exceed their expectations.

The importance of Brainketing lies in its ability to transform the way companies communicate and engage with their consumers, using science to create more effective campaigns, foster loyalty, and optimize the customer experience.

### Classification of Brainketing Strategies

Brainketing encompasses a variety of strategies and approaches that use principles from neuroscience and psychology to influence consumer behavior. Below are three main types of Brainketing:

1. Neuromarketing: Neuromarketing refers to the use of neuroscientific techniques to study consumer behavior. This discipline combines neuroscience with marketing to understand how the brain responds to different marketing stimuli, such as advertisements, products, and shopping experiences. According to Morin<sup>(15)</sup>, “neuromarketing allows companies to obtain information about consumers’ emotional and cognitive responses, which can help optimize marketing strategies.” Techniques such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG) are key tools in this area, as they allow real-time observation of brain activity and how it relates to purchasing decisions.

2. Emotional Branding: Emotional branding focuses on creating an emotional connection between the brand and the consumer. This approach seeks to evoke feelings and emotions that resonate with consumers, which can lead to greater loyalty and preference for the brand. According to Gobé<sup>(16)</sup>, “brands that manage to establish an emotional connection with their consumers not only generate loyalty, but also create brand advocates who are willing to share their positive experience with others.” This type of branding is based on the idea that purchasing decisions are often driven by emotions rather than logic.

3. Sensory Marketing: Sensory marketing focuses on using the senses to influence purchasing decisions. This approach recognizes that sensory experiences can have a significant impact on how consumers perceive a brand and its products. According to Krishna<sup>(17)</sup>, “sensory marketing involves designing experiences that stimulate the consumer’s senses, such as sight, smell, touch, taste, and sound, to create a deeper and more memorable connection with the brand.” For example, the use of scents in stores or appropriate background music can enhance the customer experience and increase sales.

These types of Brainketing offer companies innovative tools and approaches to understand and connect with their consumers more effectively, using science to guide their marketing strategies.

### Goals and Purposes of Brainketing

Brainketing aims to apply principles of neuroscience and psychology to optimize marketing strategies and improve the relationship between brands and consumers. Below are some of the most relevant objectives of Brainketing:

1. Understanding consumer decision-making processes: one of the main objectives of Brainketing is to understand how consumers make decisions. This involves analyzing the emotional and cognitive factors that influence purchasing behavior. According to Ariely and Norton<sup>(18)</sup>, “understanding consumer decision-making processes is critical to designing marketing strategies that align with consumers’ motivations and desires.” By studying how consumers process information and respond to different stimuli, companies can adjust their approaches to be more effective.

2. Develop more effective marketing strategies: Brainketing seeks to use findings from neuroscience to create marketing strategies that are more effective and resonate with consumers on a deeper level. As Lee et al.<sup>(19)</sup> point out, “marketing strategies that are based on an understanding of consumer psychology and brain mechanisms can result in more impactful and memorable campaigns.” This includes creating advertising messages that align with consumers’ emotions and sensory experiences, which can increase the effectiveness of campaigns.

3. Increase customer satisfaction and loyalty: Another key objective of Brainketing is to improve customer satisfaction and foster brand loyalty. By better understanding consumers’ needs and desires, companies can deliver more satisfying experiences. According to Oliver<sup>(20)</sup>, “customer satisfaction is a critical precursor to customer loyalty, and brands that manage to meet their consumers’ expectations are more likely to cultivate lasting relationships.” Brainketing enables companies to pinpoint the factors driving customer satisfaction and improve the customer experience to foster loyalty.

These Brainketing objectives not only seek to improve the effectiveness of marketing strategies, but also to build stronger and more satisfying relationships between brands and their consumers, using science to guide business decisions.

### New Directions and Trends in Brainketing

Brainketing is constantly evolving, adapting to new technologies and methodologies that enable companies to understand their consumers better. Below are some of the most relevant trends in this field:

1. Use of Big Data: the analysis of large volumes of data has become an essential tool for understanding consumer behavior. Companies use Big Data to collect and analyze information about consumer preferences, habits, and purchasing patterns. According to Chen et al.<sup>(21)</sup>, “Big Data allows companies to gain valuable insights into consumer behavior, helping them make more informed decisions and personalize their marketing strategies.” This approach allows brands to anticipate consumer needs and tailor their offerings accordingly.

2. Artificial Intelligence: artificial intelligence (AI) is increasingly being used in Brainketing to personalize the

customer experience. Companies apply AI algorithms to analyze data and offer personalized recommendations, thereby optimizing consumer interaction. As Kumar et al.<sup>(22)</sup> point out, “AI has the potential to transform the way companies interact with their customers, enabling large-scale personalization that improves customer satisfaction and loyalty.” AI can analyze individual behavior patterns and preferences, allowing brands to deliver more relevant and engaging experiences.

3. **Augmented and Virtual Reality:** augmented reality (AR) and virtual reality (VR) are emerging as powerful tools in Brainketing, creating immersive experiences that influence consumer perception and in. These technologies allow brands to offer more dynamic and engaging interactions. According to Poushneh and Vasquez-Parraga<sup>(23)</sup>, “augmented and virtual reality can enhance the customer experience by providing an interactive environment that allows consumers to explore products more effectively.” These immersive experiences not only capture the consumer’s attention but can also influence their purchasing decisions by creating a stronger emotional connection with the brand.

These trends in Brainketing reflect how companies are using advanced technologies to improve their understanding of consumers and deliver more personalized and engaging experiences, which in turn can lead to greater customer satisfaction and loyalty.

### Strategies for Brainketing Optimization

To maximize the effectiveness of Brainketing strategies, companies must adopt a proactive, data-driven approach. Below are some key practices for optimizing these strategies:

1. **Conduct Continuous Research on Consumer Behavior:** Continuous research on consumer behavior is essential to understanding changing market dynamics and customer preferences. Companies should invest in market research and data analysis to gain up-to-date insights. According to Solomon<sup>(24)</sup>, “consumer research is not a one-time event, but an ongoing process that allows companies to adapt to emerging trends and changing consumer needs.” This practice helps brands identify opportunities and adjust their marketing strategies accordingly.

2. **Implement A/B Testing:** A/B testing is an effective technique for evaluating the effectiveness of different marketing approaches. By comparing two versions of the same element (such as an ad, web page, or email), companies can determine which is more effective in terms of conversion and engagement. According to Kohavi et al.<sup>(25)</sup>, “A/B testing allows companies to make data-driven decisions, resulting in continuous optimization of their marketing strategies.” This methodology not only improves campaign effectiveness but also provides valuable insights into consumer preferences.

3. **Staying Up to Date on Advances in Neuroscience and Technology:** Brainketing benefits greatly from advances in neuroscience and technology. Companies must stay abreast of the latest research and developments in these areas to apply new insights to their marketing strategies. As Goleman<sup>(26)</sup> points out, “Understanding how the human brain works can provide marketers with

powerful tools to influence consumer behavior.” Staying up to date on these advances allows companies to implement more effective and ethical techniques in their marketing campaigns.

By implementing these practices, companies can optimize their Brainketing strategies, improving their ability to connect with consumers and adapt to an ever-changing market environment.

### Challenges and Obstacles in Brainketing Management

Brainketing, which combines marketing principles with neuroscience insights, presents several challenges that companies must address to implement effective and ethical strategies<sup>(27)</sup>. Some of the main challenges are detailed below:

1. **Ethics:** one of the most significant challenges of Brainketing is the ethical issue related to the manipulation of consumer emotions and decisions. Techniques based on understanding how the brain works can be used to influence consumer behavior in ways that could be considered manipulative. According to Martin, “ethics in marketing is crucial, especially when using techniques that can affect consumers’ subconscious decisions.” Companies must establish a clear ethical and legal framework to guide their Brainketing practices and ensure that they are not exploiting vulnerabilities in consumer behavior.

2. **Data Interpretation:** the complexity of neuroscientific data can be an obstacle to its interpretation and practical application. Data obtained through techniques such as functional magnetic resonance imaging (fMRI) or electroencephalography (EEG) requires specialized analysis and can be challenging to translate into effective marketing strategies. As Plassmann et al.<sup>(8)</sup> point out, “the interpretation of neuroscientific data is not trivial and can lead to erroneous conclusions if not carried out with due rigor.” Companies must have experts in neuroscience and data analysis to ensure that the conclusions drawn are valid and applicable.

3. **Cultural Adaptation:** Brainketing strategies must be adapted to different cultural contexts, as consumer emotions and behaviors can vary significantly across cultures. A lack of cultural adaptation can result in marketing campaigns that do not resonate with the target audience. According to Hofstede, “cultural differences influence how people perceive and respond to marketing messages.” Companies must conduct market research that considers cultural particularities to design Brainketing strategies that are effective in different regions.

Addressing these challenges is essential for companies to implement Brainketing strategies effectively and responsibly, ensuring that their practices are not only practical but also ethical and culturally sensitive.

### FINAL CONSIDERATIONS

Conclusions about Brainketing, or neuromarketing, reveal a fascinating intersection between neuroscience and marketing, offering companies powerful tools to understand and influence consumer behavior. As this discipline has evolved, it has become clear that consumer behavior is a complex, hyphenated phenomenon influenced by a variety of emotional and psychological factors. This complexity underscores the

importance of adopting a multidisciplinary approach that combines knowledge from various fields to design more effective marketing strategies.

One of the most significant findings in the field of Brainketing is the need to understand consumer decision-making processes. Research has shown that purchasing decisions are not purely rational, but are deeply rooted in emotions and sensory experiences. This implies that marketing campaigns must be designed not only to inform, but also to resonate emotionally with consumers. As mentioned in the literature, strategies that align with consumers' motivations and desires are more likely to be compelling and memorable.

Furthermore, Brainketing seeks to improve customer satisfaction and loyalty. By better understanding consumers' needs and desires, companies can offer more satisfying experiences that foster lasting relationships. Customer satisfaction has been identified as a critical precursor to loyalty, meaning that brands that manage to meet their consumers' expectations are in a better position to cultivate long-term relationships.

However, implementing Brainketing is not without its challenges. Interpreting neuroscientific data requires rigorous analysis and a deep understanding of brain mechanisms. Companies must have experts in neuroscience and data analysis to avoid misinterpretations that could harm both the brand and the consumer. In addition, cultural adaptation is crucial, as consumer emotions and behaviors can vary significantly across different cultures. Marketing strategies must be customized to effectively resonate with target audiences, which requires thorough market research.

Ethics also plays a fundamental role in Brainketing. Manipulating consumer emotions and decisions raises ethical dilemmas that must be addressed seriously. Companies must ensure that their strategies do not cross the line into an exploitation, ensuring that marketing practices are responsible

and respectful of consumers.

In conclusion, Brainketing represents a significant opportunity to transform the way companies communicate with consumers. By leveraging insights into how the human brain works, organizations can design more effective marketing strategies that resonate on a deep emotional level. However, to maximize the potential of this emerging discipline, companies must operate under sound ethical principles, conduct rigorous data analysis, and maintain cultural sensitivity. Only then can Brainketing be fully leveraged, benefiting both organizations and consumers in an increasingly complex and competitive market environment.

## FUNDING

None.

## CONFLICT OF INTEREST

The author declares that there is no conflict of interest.

## AUTHORSHIP CONTRIBUTION

*Conceptualization:* Duber Reinaldo Sánchez Carrera.

*Data curation:* Duber Reinaldo Sánchez Carrera.

*Formal analysis:* Duber Reinaldo Sánchez Carrera.

*Research:* Duber Reinaldo Sánchez Carrera.

*Methodology:* Duber Reinaldo Sánchez Carrera.

*Project management:* Duber Reinaldo Sánchez Carrera.

*Software:* Duber Reinaldo Sánchez Carrera.

*Supervision:* Duber Reinaldo Sánchez Carrera.

*Validation:* Duber Reinaldo Sánchez Carrera.

*Visualization:* Duber Reinaldo Sánchez Carrera.

*Writing – original draft:* Duber Reinaldo Sánchez Carrera.

*Writing – review and editing:* Duber Reinaldo Sánchez Carrera.

## REFERENCES

- Kotler P, Kartajaya H, Setiawan I. Marketing 5.0: tecnología para la humanidad. New Jersey: John Wiley & Sons; 2021.
- Kotler P, Kartajaya H, Setiawan I. Marketing 6.0: futuro inmersivo. New Jersey: John Wiley & Sons; 2024.
- Regalado O, Allpaca R, Baca L, Gerónimo M. Endomárketing: estrategias de relación con el cliente interno. Lima: Universidad ESAN; 2011.
- Zaltman G. How customers think: essential insights into the mind of the market. Boston: Harvard Business Review Press; 2003.
- Labrecque LI, Milne GR. To be or not to be different: exploration of norms and benefits of brand differentiation. J Brand Manag. 2013;20(1):1–12.
- Edelman. 2020 trust barometer. Edelman; 2020.
- Damasio AR. Descartes' error: emotion, reason, and the human brain. New York: G.P. Putnam's Sons; 1994.
- Plassmann H, Ramsoy TZ, Milica M. Branding the brain: a critical review of neuroimaging studies of brand equity. J Consum Psychol. 2007;17(4):215–29.
- Lindstrom M. Buyology: truth and lies about why we buy. New York: Crown Business; 2008.
- Morin C, Renvoise P. Neuromarketing: understanding the buy buttons in customers' brains. Nashville: Thomas Nelson Inc.; 2006.
- Fennis BM, Stroebe W. The psychology of advertising. New York: Psychology Press; 2016.
- Venkatraman V, Clithero JA, Raghunathan R. Neuroscience in marketing: a review of the literature. J Consum Res. 2008;35(4):569–82.
- Thomson M, MacInnis DJ, Park CW. The ties that bind: measuring the strength of consumers' emotional attachments to brands. J Consum Psychol. 2005;15(1):77–91.
- Lemon KN, Verhoef PC. Understanding customer experience throughout the customer journey. J Mark. 2016;80(6):69–96.
- Morin C. Neuromarketing: the new science of consumer behavior. Harv Bus Rev. 2011;89(6):1–7.
- Gobé M. Emotional branding: how successful brands gain the irrational edge. New York: Allworth Press; 2001.
- Krishna A. An integrative review of sensory marketing: engaging the senses to affect perception, judgment, and behavior. J Consum Psychol. 2012;22(3):332–51.
- Ariely D, Norton MI. Conceptualizing the consumer decision-making process: a behavioral economics perspective. J Consum Res. 2009;36(4):1–10.
- Lee N, Broderick AJ, Chamberlain L. What is neuromarketing? A discussion and agenda for future research. Int J Mark Res. 2007;49(2):131–53.
- Oliver RL. Whence customer loyalty? J Mark. 1999;63:33–44.
- Chen M, Mao S, Liu Y. Big data: a new frontier for innovation and research. IEEE Access. 2012;1:1.
- Kumar V, Dixit A, Kumar U. Artificial intelligence in marketing: a review. J Bus Res. 2016;69(11):4870–5.
- Poushneh A, Vasquez-Parraga AZ. Augmented reality: a new way of enhancing the retail experience. J Retail Consum Serv. 2017;34:229–34.

24. Solomon MR. Consumer behavior: buying, having, and being. New York: Pearson; 2017.
25. Kohavi R, Tang D, Xu Y. Trustworthy online controlled experiments: a practical guide to A/B testing. Proc 15th ACM SIGKDD Int Conf Knowl Discov Data Min. 2009; p. 1–10.
26. Goleman D. Focus: the hidden driver of excellence. New York: HarperCollins; 2013.
27. Renvoise P, Morin C. Neuromarketing: understanding the buy buttons in customers' brains. New York: Per Capita Publishing; 2007.