Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

FUTURE FOCUS



NEUROMARKETING

PERCEPTION, DECISION-MAKING & EMOTIONS IN CONSUMPTION

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WHAT IS NEUROMARKETING?

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Neuromarketing combines neuroscience, psychology, and marketing to **understand how consumers feel, think, and decide,** often at a subconscious level. Instead of relying only on what people say, it analyzes **how the brain reacts to stimuli such as brands, prices, packaging, and advertising.**



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PERCEPTION IN CONSUMER BEHAVIOR

DEFINITION & KEY ELEMENTS

Perception is the process through which consumers **select, organize, and interpret sensory information** to form a meaningful picture of a product or brand.



PERCEPTION IN CONSUMER BEHAVIOR
NEUROMARKETING INSIGHTS

- The brain processes visual stimuli faster than text, making colors, shapes, and imagery crucial.
- Packaging design, logo simplicity, and brand consistency enhance recognition.
- Sensory cues (sound, smell, texture) strengthen perceived value and memorability.



EXAMPLE



Yves Saint Laurent

Luxury brands often use **minimalist design and muted colors** to activate associations with **exclusivity** and **sophistication**.



Apple



Rolex

ACTIVITY

WHAT DID YOU NOTICE?

DECISION-MAKING PROCESSES
DUAL-SYSTEM THEORY

Consumer decisions rely on two interacting systems:

System 1
(Fast, Emotional, Automatic)
Intuitive decisions
Influenced by habits, heuristics, and emotions

System 2
(Slow, Rational, Deliberate)
Analytical thinking
Used for complex or high-risk purchases

Neuromarketing research shows that most purchasing decisions are driven primarily by System 1, even when consumers believe they are being rational

DECISION-MAKING PROCESSES

KEY ELEMENTS

Perception is the process through which consumers **select, organize, and interpret sensory information** to form a meaningful picture of a product or brand.



ANCHORING EFFECT

First price seen influences perceived value

LOSS AVERSION

Fear of losing is stronger than the desire to gain



CHOICE OVERLOAD

Too many options reduce satisfaction



ACTIVITY

WHAT DID YOU NOTICE?

Answer immediately
No analysis
Trust your instinct

ACTIVITY

WHAT DID YOU NOTICE?

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A free coffee now

or

€5 discount tomorrow

ACTIVITY

WHAT DID YOU NOTICE?

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Would you rather choose from ...

3 options

or

or 25 options

ACTIVITY

WHAT DID YOU NOTICE?

A product was €120 and is now €60. Is it a good deal?

Yes **or** **No**

EMOTIONS IN CONSUMPTION

WHY EMOTIONS MATTER

Emotions are central to:

- Brand attachment
- Memory formation
- Loyalty and advocacy



The emotional brain (limbic system) often overrides rational evaluation, especially in low-involvement or impulse purchases.

EMOTIONS IN CONSUMPTION

CORE EMOTIONAL DRIVERS

- Pleasure – Enjoyment, satisfaction
- Fear – Urgency, risk avoidance
- Trust – Security, reliability
- Belonging – Identity, community
- Status – Recognition, prestige



EMOTIONS IN CONSUMPTION

EMOTIONAL BRANDING

Brands that **tell stories, use relatable characters, or align with values create strong emotional bonds.**
When consumers emotionally identify with a brand's story or values, they don't just buy once; they stay loyal, which leads to higher lifetime value.



Pantagonia



Nike



Dove

NEUROMARKETING TOOLS

These tools help predict actual behavior, not just stated preferences.

EEG – Measures emotional engagement and attention





Eye-Tracking – Shows where consumers look and for how long



fMRI – Identifies brain areas involved in reward and emotion

Biometrics – Heart rate, skin conductance, facial coding



KEY TAKEAWAYS



- Consumers **perceive selectively**, not objectively.
- **Emotions precede rationalization** in most buying decisions.
- Effective marketing aligns **sensory stimuli, emotional triggers, and cognitive shortcuts**.
- Neuromarketing provides insight into the **“why” behind consumer behavior**, complementing traditional research methods.

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THANK YOU
FOR THE ATTENTION



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