

“Perception of Marketing Educators Towards Neuromarketing Research with reference to Kuvempu University”

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Abstract

Neuromarketing as an interdisciplinary research field enables marketers to understand consumers both at the conscious and subconscious levels of behaviour. The data from this research helps marketers to generate strategies suitable for meeting consumers' wants and needs. To achieve such a perfection of suitability, exact data needs to be gathered from consumers by applying neuromarketing tools and techniques. But, due to a lack of awareness about neuromarketing and its ethical perception of consumer privacy and manipulation, the objective of consumer satisfaction is not possible. This study has touched the root of marketing knowledge generation stage, i.e., educational institutions providing basic awareness required for students of higher education institutions who are studying marketing. The study measures the level of awareness among Marketing Educators resulting in approximately 75% of respondents which shows the need for creating more awareness to benefit from this neuromarketing research. It is suggested to enhance the level of awareness among marketing educators itself by inculcating neuromarketing as a topic or course of specialization at higher education level and by conducting workshops and seminars on neuromarketing.

Key Terms: Neuromarketing, Consumer Awareness, Marketing Educators, Ethical Issues

Introduction

In the modern marketing era, customer retention, satisfaction, adaptability, building brand loyalty, personalization and the acceptability of products or services are the common challenges. To face such challenges, marketers need to research and incorporate new technology with multidisciplinary approaches towards understanding consumers. Neuromarketing is such an interdisciplinary study that understands consumers' both conscious and unconscious decisions using various neuromarketing physiological, biometric, and psychometric tools. Neuromarketing tools deliver insights into thought

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processes and a deeper understanding of consumer purchasing decisions (Sritharan R, 2023). Neuroimaging tools like fMRI (functional Magnetic Resonance Imaging), EEG (Electroencephalography), fNIRS (functional Near-Infrared Spectroscopy), and physiological tools ET (Eye Tracking), GSR (Galvanic Skin Response), EMG (Electromyography), and ECG (Electrocardiogram), can provide valuable data about the neural responses of consumers' brains (Alsharif et al., 2023).

Tools and techniques of Neuromarketing like EEG analysis, Galvanic Skin Response, Eye-Tracking, fMRI, Cognitive analysis and neuromarketing research institutions, rise and their outsourcing services like Neuro-sense, Neuro-Insight, Neuro Focus, and Bright house (Kumar & Singh, 2015). Eye-tracking, a neuromarketing tool was used to understand emotional, facial responses and sensitivity analysis using a webcam. Emotional engagement through online lectures, color combinations in websites and social media platforms and insightful information with emotional and visual elements results in high potential for grabbing subconscious preferences of students (Šola, H. M. et al. 2024).

The neuromarketing market size is worth USD 1.56 billion in 2024 at the global level and it has been predicted to be around USD 3.83 billion by 2034, especially in the field of Advertising, branding, and product development (Market.us report, May 2025). This shows the rapid growth of interdisciplinary research of neuromarketing, leading to the path of applying this research to the Indian context and Indian consumers. The research study on marketing strategy's performance using neuromarketing tools is growing to a higher phase, which has resulted in an increase in studies on awareness and knowledge of neuromarketing among consumers. The question is, in recent years many educational institutions and universities have added courses and subjects to their curriculum to build a strong base of expertise in the field of neuromarketing studies.

Marketing Educators: A conceptual note

Marketing educators are the professionals involved in offering and educating students who are enrolled for Higher education. These educators create a quality learning environment for stakeholders and help them to meet the needs and requirements of prospective employers in the field of marketing (Adesoga, 2019). Faculties who teach marketing discipline courses are named as marketing educators. The professionals who train, teach and develop the students to learn and get expertise and to be specialized in principles, practices, applications and concepts of marketing by means of education and research.

Literature Review

The following is our literature review that supports our study on neuromarketing.

The impact of data gathered through neuro-signals and facial expressions on business success through a literature review is significant. AI-powered Neuromarketing technology can be used by businesses to improve product features, build trust and to prevent negative reviews (Garima Kachhara & Dr. Jyoti Jain 2025).

Pre-processing technique required for applying EEG techniques are based on objective, accurate data and observation features. To avoid wrong marketing strategies, neuromarketing experiments are best suited and help to reduce product failure through effective launching of products by suitable marketing stimuli and the medial-frontal brain region studies which are relevant when exposed to marketing stimuli (Khondakar M. F. K. et al. 2024).

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Neuromarketing tools understand the thought processes of consumer purchasing decisions better. The awareness level of neuromarketing tools utilization among consumers was varying and most of the customers' awareness of neuromarketing was nil (Sritharan R 2023).

The deeper understanding of consumer attitudes and behaviour towards environmental sustainability decision-making is needed. This tries to fill the gap in sustainability awareness and consumers' reaction towards neuromarketing. The emotional responses of reward and punishment need to be investigated in future neuromarketing research to bridge the gap between intention and behaviour of consumers (Leeuwis et al., 2022).

Neuromarketing is a global trend in marketing research that adopts new methods and techniques like fMRI and EEG to observe, record, and analyze consumers' behaviour, emotional and cognitive responses, and their processes towards marketing stimuli. (Alsharif et al., 2021).

Neuromarketing awareness among marketing professionals is not at a moderate level, ethical concepts are of more importance, and the acceptability attitude for neuromarketing is high among marketing professionals. Neuromarketing companies or consultants need to increase the awareness of neuromarketing, keep marketing professionals informed, and update the application of neuromarketing in the field of marketing research. There should be complete awareness of neuromarketing among stakeholders and the utility of the same (Banerjee S. 2021).

A threshold level of sample size is required to study and apply the experimental databases of neuromarketing to a larger population. A small and acceptable level of reduction in sample size may also result in obtaining significant outcomes using scientific interpretation (Vozzi et al., 2021).

The truth behind mental health care needs using digital phenotyping and neuromarketing technologies for understanding digital activities, behaviour, interests and psychological factors during digital activities of individuals can be unveiled. To safeguard the vulnerable population against digital threats, ethical regulatory standards against unethical practices. Proper framework for digital transparency of policies, benefiting the population with public awareness campaigns and educating applications standards need to be established (Akbarialiabad et al., 2021).

The application of neuromarketing tools, EEG and skin conductance can be used to measure the emotional response of candidates during a job interview. During the job interview, a real-time neural responses study of candidates' engagement and stress levels that resulted in more stressful during job related questions and remuneration explanation but most engaging behaviour was observed during career process explanation (Zito et al., 2021).

The effectiveness of health education using Eye-tracking and Electrodermal activity recording tools from neuromarketing research, through collecting and understanding attention levels, emotional reactions of participants towards audiovisual clips of maternal and neonatal health information was observed. Which confirms the effectiveness of neuromarketing research in obtaining accurate data on educational information, and also its recall capacity, which is collected through a questionnaire (Prieto-Pinto, L. et al. 2019).

Neuromarketing is a new technology for understanding choices and influences on behaviour using the integrated cognitive function of attention, memory, perception and aversion or reward. Different analysis models in neuromarketing research and their application to identify the influence by utilizing individual, group, and market statistical data was generated (Breiter, H. C. et al. 2015).

Above literature review reveals the importance of awareness of neuromarketing for conducting study, need for ethical and regulatory framework and significance of real-time study on neuromarketing.

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Research Problem Statement and Need for Study

Despite an increase in the number of studies in the fields of awareness, experimental studies using neuromarketing tools, case studies and neuromarketing database model study. Many researchers have observed that the study of neuromarketing in a real-time environment, provides insightful data about consumers' subconscious behaviour towards marketing strategies. To support real-time research, increased awareness among consumers about neuromarketing tools is required to fill this gap of creating awareness more research needs to be conducted. The study in this background tries to understand the marketing educators' neuromarketing awareness, who play a vital role in imparting the latest trends of marketing including neuromarketing in their process of teaching marketing subject to the students of higher education institutions who are and will be the future of the consumer market. It also aims to examine the acceptability of marketing educators towards neuromarketing techniques in the context of inculcating neuromarketing awareness and its fundamentals in their curriculum.

Objectives of the Study

The study objectives are-

- To know the awareness level of Neuromarketing among Marketing Educators of Higher education institutions.
- To understand the Perception of Neuromarketing research among Marketing educators.
- To identify the ethical issues towards the application of Neuromarketing tools.
- To explore the approach of Marketing Educators towards the integration of Neuromarketing and academia.

Scope and Limitation of the study

The study has been carried out considering the faculty members and Research scholars serving in Commerce and Management Department teaching marketing subjects at Graduate and Post Graduate level in Government, private-aided and constituent colleges of Kuvempu University. The study is confined to Kuvempu University.

Research methodology

Exploratory cum descriptive research was conducted using an online questionnaire disseminated via Marketing teachers, the Professor's group and targeted email campaigns. Questions of 5-points Likert scale on perception and application of neuromarketing research, ethical issues and the integration perspective of marketing educators in academia with opinion based open-ended questions on each parameter are included in the questionnaire.

Sources of Data

The data is collected from primary sources using a survey questionnaire and secondary sources, including published articles, journals, books, reports and other online publications.

Sample selection

The method of sampling applied here is Purposive sampling, as the target group should have been and should be teaching marketing subjects. There are 76 First grade colleges affiliated to Kuvempu University and sample size for this population is 64 using Cochran's formula. Out of 76 colleges from

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Kuvempu University offering Commerce and Management programs 72 faculties are surveyed to have at least one representation from each college who are teaching Marketing subject.

Survey period

The study was conducted in the month of November and December 2025.

Results

Data have been analyzed using MS Excel. Descriptive analysis is made to analyze the responses and is presented using appropriate tables and charts.

1. Demographic data.

Table 01: The demographic data.

Demographic Details			
Variable		Responses	Percentage
Designation	Professor	6	8.33
	Associate Professor	2	2.78
	Assistant Professor	43	59.72
	Guest Faculty	17	23.61
	Researcher Scholars	4	5.56
	Total	72	100
Teaching Experience (in Years)	Less than 5	12	16.67
	5-10	30	41.67
	11-20	26	36.11
	More than 20	4	5.56
	Total	72	100
Area of Specialization (Marketing)	Consumer Behavior		38.9
	Digital Marketing		25
	Marketing Strategy		13.9

The above table indicates that almost 60% of respondents are Assistant Professors and 23.61% of respondents are Guest faculty who teach marketing subjects. The responses for specialization in marketing reveal that 38.9% responded as Consumer Behaviour, 25% in Digital Marketing and 13.9% in Marketing Strategy. Out of 72 respondents, 42% (30 respondents) have 5-10 years of teaching experience and more than 36% have 11-20 years of teaching experience.

Awareness Level of Neuromarketing Research.

Below chart representing awareness level of neuromarketing shows 75% of respondents have the awareness of neuromarketing. Out of 72 respondents, 50% respondents are moderately aware of neuromarketing.

Chart 01: Awareness level of Neuromarketing.

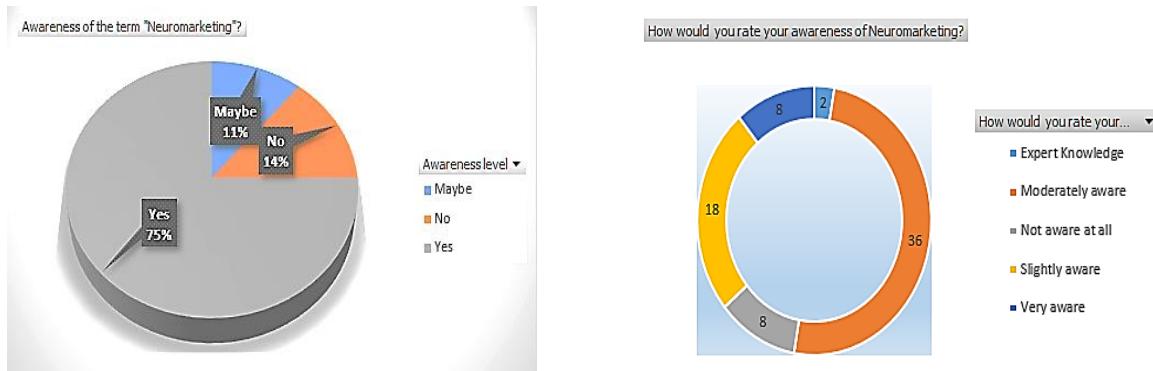


Chart 02: Awareness of Neuromarketing research techniques.

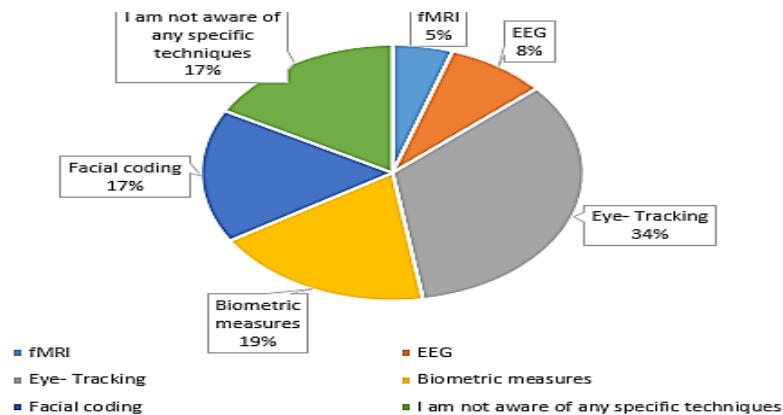


Chart 02 shows that 34% of respondents know the Eye-Tracking technology of neuromarketing research, 19% of respondents are aware of the Biometric measures (like Heart rate, Skin conductance), 17% of respondents know the facial coding used in neuromarketing research.

Descriptive analysis on perception and acceptance of Neuromarketing applications.

Table 02: Descriptive analysis of Marketing educators' Perception on the Application and Ethical concerns of Neuromarketing techniques and research.

Descriptive Statistics	Perception and Application of Neuromarketing	Ethical concerns on Neuromarketing
Mean	4.1666	3.8819
Standard Error	0.0633	0.0783

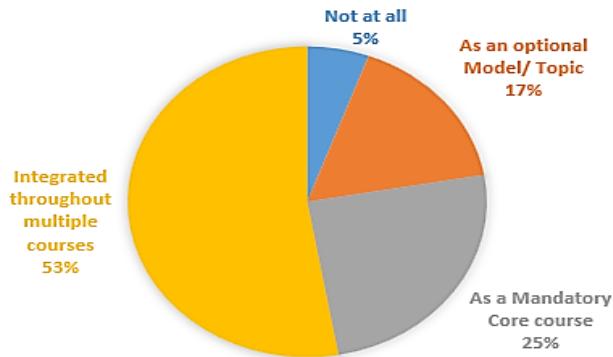
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Median	4.125	3.75
Mode	4	3.75
Standard Deviation	0.5373	0.6647
Sample Variance	0.2887	0.4418
Kurtosis	-0.4959	-0.7092
Skewness	-0.3404	-0.0919
Range	2	2.5
Minimum	3	2.5
Maximum	5	5
Sum	300	279.5
Count	72	72
Confidence Level (95.0%)	0.1262	0.1562
Source: results obtained through MS Excel		

The table shows that Mean, Median and Mode values of '4' indicating the agreement to apply neuromarketing research. This shows, the Marketing educators feel that neuromarketing provides valuable insights about consumer behaviour. It is a scientifically rigorous and reliable technique, as a standard tool for modern marketing research and they perceive that research labs need to be established in every university to create insightful data on consumer behaviour. The data on measures of central tendency for ethical concerns in neuromarketing research shows near to agreement and neutrality.

Data analysis on Education and Future integration of Neuromarketing in teaching.

Chart 03: The extent of including Neuromarketing in marketing curriculum.



The above chart shows that more than 53% of respondents feel that integrating the subject of Neuromarketing in multiple courses, 25% of them thought “Neuromarketing” should be made a core course to have an in-depth understanding of the field and only 17% of them opined that it can be taken as an optional model or as a topic.

Chart 04: The extent of including Neuromarketing in teaching or research.

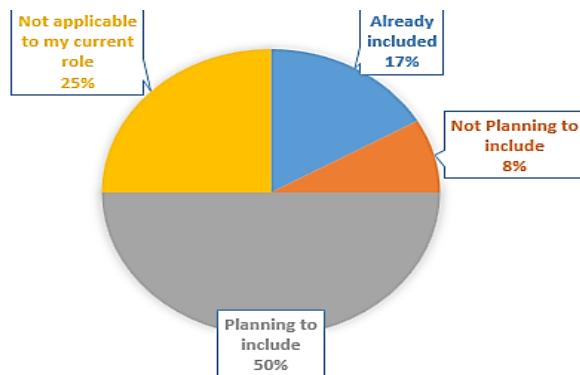


Chart indicates that half of the respondents are planning to include neuromarketing in their teaching, 17% have already included it in their teaching and 25% of them feel that neuromarketing does not apply to their current role.

Chart 05: Willingness of Marketing educators to collaborate with Neuromarketing professionals or participate in related research studies.

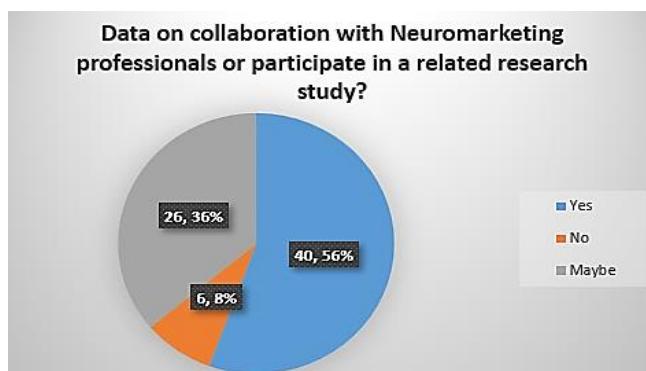


Chart shows that, in future, the collaboration with neuromarketing study and research, 56% of Marketing educators opted Yes, and 36% of them felt a ‘Maybe’ approach.

Findings

More than half of the respondents (i.e., 55.6%) have the awareness of Eye-Tracking, and 31% (i.e., 22) of them are aware of Biometric measures like Heart rate reading technology and Skin Conductance that study different emotions of consumers and nearly 75% of them have Neuromarketing awareness.

The majority of respondents (30) responded to an open-ended question asking their opinion on the perception of neuromarketing research as time-saving for marketers. Neuromarketing has the potential to bridge the gap between what consumers feel, what they say and do.

Mean, median, and mode values on questions of perception and application of neuromarketing are approximately 4, which falls under the category of agree and strongly agree. This indicates agreement that the statements are consistent and the applicability of neuromarketing research has potential benefits.

As marketing educators, they agreed to the ethical concerns that are raised while applying neuromarketing research. Measures of central tendency values lie in 3.88 and 3.75, which shows average responses fall in neutral and agreement among respondents (30 respondents), which is due to the feeling of threat to consumers' free will through neuromarketing.

Some opinions on ethical issues that include the manipulation of consumers, privacy threats, high costs, the real-world research gap, brainwashing of consumers and misuse of consumers' data was observed in the study.

For integrating neuromarketing and academia, 38 (53% of respondents) feel that a separate model or topic can be included in the curriculum, and 25% of respondents felt that a mandatory core course may be made. 17% (i.e., 12) of respondents have already included neuromarketing in their teaching.

Suggestions and Conclusion

This study aimed to know the level of neuromarketing awareness among marketing educators; however, this study failed to find 100% awareness about neuromarketing and its technology. If there are increased studies in this area, the awareness level can be increased. Marketing educators are professionals who teach students about marketing concepts, principles and practices, including trends in marketing. Neuromarketing is a field that requires increased awareness and participation by consumers to provide insightful data on consumer behavior. Some respondents pointed out that neuromarketing has such potential that even the study can be used for social cause awareness, ISBN code 978-93-83302-81-9

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reducing unnecessary wastage of money on advertising, building suitable marketing strategies and personalization. This results in increased consumer satisfaction. By establishing more neuromarketing research centers at the university level, it makes the prospective marketing students more aware and inculcates potential and specialization to conduct such research at their level. To enhance the level of awareness among marketing educators itself by inculcating neuromarketing as a topic or course of specialization at higher education and by conducting workshops and seminars on neuromarketing.

In the future, more studies on neuromarketing need to be conducted and with the rising need for ethical standards in the direction of neuromarketing research to overcome the drawbacks of manipulation and consumer privacy threats. By establishing well-equipped practical labs at the university level and framing of syllabus for courses as a specialization in neuromarketing. This may result in increased infrastructure for conducting this research, creating more awareness and generating marketing strategies that are suitable for the Indian market by the marketers.

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