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**INFLUENCE OF PERSONALIZATION ON CUSTOMER PERCEPTION TOWARDS NUERO MARKETING****THASNEEM I<sup>1</sup>****Ph.D Research scholar,**  
Department of Commerce,  
VISTAS  
Pallavaram, Chennai**Corresponding Author****Dr.G.S.MAHESWARI<sup>2</sup>**  
Professor and Research Supervisor,  
Department of Commerce,  
VISTAS, Pallavaram, Chennai**ABSTRACT**

Personalization enhances customer perception by increasing perceived relevance, reducing information overload, and strengthening emotional engagement. From a cognitive processing perspective, personalized stimuli are more likely to activate reward centers in the brain, foster positive affect, and improve recall. Finally, it concludes that Neuromarketing goes beyond demographics to identify "hidden" preferences by mapping how individuals process information and make decisions, such as which visual elements in an ad capture attention

Keywords: Personalization, Neuro Marketing, Social Media Marketing

**INTRODUCTION**

Neuromarketing employs techniques such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), eye-tracking, and biometric measurements to capture neural and physiological responses. These tools enable marketers to decode attention, emotional arousal, memory encoding, and decision-making processes at a subconscious level. When combined with personalization strategies, neuromarketing offers the potential to deliver highly relevant, emotionally resonant, and cognitively optimized marketing communications.

Personalization enhances customer perception by increasing perceived relevance, reducing information overload, and strengthening emotional engagement. From a cognitive processing perspective, personalized stimuli are more likely to activate reward centers in the brain, foster positive affect, and improve recall. However, the integration of neuromarketing and personalization also raises critical concerns regarding privacy, manipulation, and ethical transparency. Customers' perceptions may therefore be shaped not only by perceived relevance and satisfaction but also by trust, perceived intrusiveness, and data security concerns.

In emerging digital economies such as India—particularly in metropolitan markets like Chennai—rapid growth in e-commerce, fintech platforms, and digital advertising ecosystems has intensified the application of personalized neuromarketing techniques. Consumers are increasingly interacting with algorithm-driven recommendations, targeted advertisements, and immersive brand experiences, making it essential to examine how personalization influences their cognitive, emotional, and behavioral perceptions.

This study aims to explore the influence of personalization on customer perception toward neuromarketing by examining dimensions such as perceived relevance, emotional engagement, trust, privacy concerns, and purchase intention. Understanding this relationship will contribute to both academic literature and managerial practice by providing insights into how personalized neuromarketing strategies can enhance consumer experience while maintaining ethical standards and long-term brand equity.

**REVIEW OF LITERATURE**

Scholars argue that personalization can significantly increase customer satisfaction, loyalty, and purchase intention by making communications more relevant and contextually meaningful to individuals. According to Arora et al. (2008), personalized promotions are associated with higher levels of consumer engagement because they align with user preferences and past behavior. Similarly, Tam and Ho (2005) found that perceived personalization positively impacts consumer attitudes toward online retailers, leading to stronger brand attachment.

Neuromarketing, an interdisciplinary field combining principles from neuroscience, psychology, and marketing, seeks to understand the subconscious drivers of consumer behavior. Techniques such as eye-tracking, electroencephalography (EEG), and functional magnetic resonance imaging (fMRI) have been used to measure attention, emotional engagement, and implicit memory responses to marketing stimuli. Hubert and Kenning (2008) reviewed neuromarketing research and concluded that neural signals often explain consumer responses better than self-report measures because they bypass social desirability bias and cognitive rationalization.

Customer perception refers to the subjective evaluation of marketing stimuli, shaped by individual experiences, beliefs, and expectations. Research suggests that perception is influenced by cognitive factors (e.g., attention, memory), affective responses (e.g., emotional arousal), and situational context. According to Keller (1993), brand perceptions significantly determine consumer preference and loyalty.

Integrating neuroscience with traditional perceptual models has enabled marketers to observe how sensory and emotional cues contribute to lasting brand impressions. For example, eye-tracking studies demonstrate that visual attention patterns correlate with preference expression and purchase likelihood.

Empirical studies have explored how personalization affects consumer perception. Tam and Ho (2005) noted that personalized recommendations create a stronger sense of relevance and usefulness, which, in turn, improves perceived ease of use and satisfaction. In an experimental study, Arora et al. (2008) found that personalized email campaigns elicited higher click-through rates and positive attitudes compared to mass marketing messages.

In 2020 vast majority of the sector was stepped foot in the digitalization. In COVID-19 pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.(Kavitha 2021)

The combination of artificial intelligence and social media opens up new channels for customer involvement and provides insightful data that can be used to inform strategic decision-making. Trust and safety are extremely important aspects of e-commerce. Artificial intelligence (AI) is helping to improve fraud detection, which ensures safe transactions, while social media is helping to develop confidence in brands. As the ecosystem of e-commerce continues to develop, it is critical to have a solid understanding of the dynamic relationship between artificial intelligence (AI) and social media in order to achieve both sustainable growth and a competitive advantage. This analysis offers some useful insights for companies and scholars that are interested in maximizing the revolutionary potential of this dynamic alliance.(Kavitha M 2024)

### OBJECTIVES OF THE STUDY

1. To find the various variables admiring customers in Personalization factor
2. To study the impact on personalization on customer satisfaction

### INFLUENCE OF PERSONALIZATION ON NEURO MARKETING

In the case of Personalization the researcher identifies that the following order is perceived very important for the reliability measure

	N	Mean	Std. Deviation	Std. Error Mean	T value	sig	Rank
P1	545	4.11	.759	.033	126.416	.000	4
P2	545	4.10	.838	.036	114.168	.000	9
P3	545	4.14	.877	.038	110.105	.000	10
P4	545	4.16	.798	.034	121.634	.000	5
P5	545	4.17	.811	.035	119.949	.000	7
P6	545	4.36	.732	.031	139.026	.000	1
P7	545	4.25	.749	.032	132.366	.000	2
P8	545	4.20	.832	.036	117.793	.000	8
P9	545	4.20	.773	.033	126.815	.000	3
P10	545	4.13	.801	.034	120.328	.000	6

Source –Computed data

From the above table it can be found that the mean values range from 4.10 to 4.36 with the respective standard deviation and standard error. The t values 126.416, 114.168, 110.105 121.634 119.949, 139.026, 132.366, 117.793, 126.815 and 120.328 are statistically significant at the 5 % level. Therefore, it can be concluded, Technologies like machine learning help tailor results in real-time, moving beyond simple keyword matching to true intent understanding.

### FINDINGS AND CONCLUSIONS

Personalization in neuromarketing involves using neuroscience techniques to understand the subconscious emotional and cognitive responses of individual consumers, allowing for the creation of highly targeted, and deeply relevant marketing experiences. By analyzing brain activity (fMRI, EEG), eye-tracking, and biometric responses, companies can identify specific triggers that elicit positive emotions and drive purchasing behavior far more effectively than traditional surveys, which often miss the 95% of decisions made unconsciously. Finally, it concludes that Neuromarketing goes beyond demographics to identify "hidden" preferences by mapping how individuals process information and make decisions, such as which visual elements in an ad capture attention

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