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Neuromarketing and influence on the purchase decision: A study of customers of a paper company

Neuromarketing e influencia en la decisión de compra: estudio en clientes de una empresa papelera

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Abstract

This study seeks to determine the relationship between neuromarketing and the purchasing decisions of customers of a Peruvian paper company (El Agustino, 2023). Basic research with a quantitative approach, a non-experimental, and cross-sectional design, was used to correlate neuromarketing with purchasing decisions. The dimensions of neuromarketing include buyer emotion, advertising, and cost centers; while those of purchasing decisions encompass the company profile, buyer behavior, and preferences. Social media emerges as a key factor, as it facilitates its application. The population comprises 187 customers (companies and individuals) of the distributor. Using simple random sampling, a sample of 75 respondents was selected, who were administered a 14-item Likert scale instrument. The hypothesis was confirmed: there is a moderate positive correlation (r = 0.673) between neuromarketing and purchasing decisions, demonstrating a significant association. Consequently, neuromarketing is positioned as an essential tool in global marketing for understanding consumer behavior, preferences, and needs, thereby optimizing the offering of products and services.

Keywords: purchase decision, neuromarketing, advertising

Resumen

Este estudio busca determinar la relación entre el *neuromarketing* y las decisiones de compra de los clientes de una empresa papelera peruana (El Agustino, 2023). Se empleó una investigación básica con enfoque cuantitativo, diseño no experimental y transversal, para correlacionar el *neuromarketing* con las decisiones de compra. Las dimensiones del *neuromarketing* incluyen la emoción del comprador, la publicidad y los centros de costos;

mientras que las de las decisiones de compra abarcan el perfil empresarial, el comportamiento del comprador y sus preferencias. Las redes sociales emergen como factor clave, ya que facilitan su aplicación. La población comprende 187 clientes (empresas y personas naturales) de la comercializadora. Por muestreo aleatorio simple, se seleccionó una muestra de 75 encuestados, a quienes se aplicó un instrumento con escala Likert de 14 ítems. La hipótesis se confirmó: existe una correlación positiva media (r = 0,673) entre el *neuromarketing* y las decisiones de compra, evidenciando una asociación significativa. En consecuencia, el *neuromarketing* se posiciona como herramienta esencial en el marketing global para comprender el comportamiento del consumidor, sus preferencias y necesidades, optimizando así la oferta de productos y servicios.

Palabras clave: decisión de compra, neuromarketing, publicidad

Introduction

Over the past decade, the rapid pace of digital transformation has fundamentally reshaped the way organizations operate, driven largely by the widespread adoption of mobile technologies. This shift has accelerated organizational modernization while redefining the application of research-based knowledge across business functions, particularly in the evolution of digital purchasing practices (Ruiz, 2020).

Today's consumers exhibit higher expectations and demand increasingly immediate responses, a trend fueled by continuous advances in information technologies and the global connectivity enabled by the internet. Instant access to information has become a strategic asset for organizations competing in progressively more dynamic markets. Within this landscape, neuromarketing and the study of consumers' cognitive processes have gained substantial international attention, supported by sophisticated technological tools capable of revealing the emotional mechanisms that shape purchasing behavior.

Castro-García and Loor-Zambrano (2020) observed that research on neuromarketing and consumer behavior has expanded considerably over the past decade, both in scholarly interest and practical application. This growing body of work has shifted attention toward understanding how purchasing decisions are formed, positioning neuromarketing as a strategic discipline for business development. Its primary purpose is to examine consumers' mental processes in order to identify latent needs, implicit desires, emotional states, and underlying motivations that influence purchasing behavior.

Within the Peruvian market, Papelera S.A. has established itself as one of the country's leading paper distributors. Since its founding in 2000, the company has specialized in importing and distributing paper products for the graphic arts industry while maintaining a long-standing commitment to service quality for a steadily expanding customer base.

Figure 1
Representative product of Papelera Alfa



Despite this trajectory, the company continues to face important challenges in the design of its marketing strategies. Most initiatives have been developed through empirical practice rather than through systematic adoption of emerging approaches such as neuromarketing. As a result, the organization has yet to integrate this discipline into its strategic planning, limiting opportunities to strengthen customer relationships and improve long-term sales performance.

Customer communication has likewise remained largely conventional, with limited consideration of emotional responses, cognitive processing, subjective perceptions, and the psychological, sociocultural, and personal factors that shape purchasing behavior. This omission has constrained the development of stronger customer relationships, a limitation that became even more apparent following the disruptions caused by the COVID-19 pandemic. As purchasing dynamics shifted, customers assumed a more proactive role in searching for products, whereas sales representatives became comparatively less active in customer acquisition. Furthermore, the lack of personalized guidance tailored to individual customer needs has had a direct impact on purchasing decisions.

Within this context, neuromarketing offers an effective methodological framework for enhancing consumers' willingness to purchase by examining the cognitive and decision-making processes that precede buying behavior. Drucker (2002) argued that the discipline seeks to uncover the mechanisms governing the consumer mind, thereby revealing ambitions, desires, and motivations that frequently remain hidden behind observable purchasing decisions. Likewise, Lima et al. (2022) described neuromarketing not only as a means of obtaining insights beyond conscious awareness but also as a framework for understanding how sensory stimuli shape consumer behavior. Consequently, although conventional marketing strategies remain valuable, organizations increasingly benefit from complementing them with innovative approaches that provide a deeper understanding of consumer decision-making.

According to Urbina (2020), neuromarketing has become an indispensable tool for investigating consumer behavior in global markets because it enables organizations to identify the preferences and needs associated with essential product and service attributes, including competitive pricing, market positioning, logistics, quality assurance, and intrinsic product characteristics. These factors ultimately influence purchasing decisions. Similarly, Zaltman (2004) emphasized that a thorough understanding of the target audience is essential, as limited familiarity with a brand often prevents companies from identifying consumers' genuine desires. By exploring subconscious processes, organizations can better anticipate purchasing decisions at critical stages of the buying process.

This perspective is particularly relevant when examining purchasing decisions in industrial and service markets. In the Peruvian paper industry, purchasing decisions follow a structured process that involves end users, individuals who influence purchasing decisions, and recurrent service providers referred to as *buy keepers* (Merzthal, 2016). Growth within this manufacturing sector has been supported by the increasing strategic value of paper products and their derivatives, allowing companies to expand into specialized domestic markets characterized by distinct raw materials and value chains. Both domestic manufacturers and importers therefore play pivotal roles in supplying Peru's graphic arts industry, making a comprehensive understanding of industrial purchasing behavior strategically important.

Against this backdrop, neuromarketing has emerged as a scientific field dedicated to analyzing behavioral responses elicited by marketing strategies through the application of neuroscientific methods. Rooted in neuroscience, this approach seeks to explain how the central nervous system influences higher-order cognitive functions, including emotion, memory, and selective attention, that ultimately shape purchasing decisions. Its inherently multidisciplinary nature draws upon cognitive psychology, behavioral economics, and advanced marketing principles to evaluate both its practical applications and empirical effectiveness.

Despite these advances, awareness of neuromarketing remains limited among many Peruvian companies, even though the discipline has demonstrated considerable potential for systematically analyzing customer behavior and supporting the development of innovative purchasing strategies. Palacios et al. (2020) identified two principal objectives of neuromarketing: first, to predict patterns of consumer behavior through memorable and effective communication strategies; and second, to strengthen every component of the marketing mix, including communication, product, pricing, branding, strategic planning, and distribution channels, by aligning them with product attributes and the characteristics of specific target audiences.

Velásquez (2019) further argued that neuromarketing measures attitudinal responses to strategically designed stimuli intended to capture and sustain consumer attention. This process rests on three fundamental pillars: attention, emotion, and memory. Accordingly, the present study operationalizes neuromarketing through three dimensions (buyer emotions, advertising, and cost centers) selected to reflect the characteristics of the paper distribution industry.

Maslow's hierarchy of needs also provides an important theoretical framework for understanding

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purchasing decisions by explaining the motivations that underlie consumer behavior. Chicoma et al. (2021) argued that unmet needs stimulate observable behavior, whereas needs that have already been satisfied no longer motivate action. Physiological needs emerge first and are followed sequentially by higher-order needs, while self-actualization varies substantially across individuals. Although different categories of needs may interact under specific circumstances, basic needs retain their hierarchical priority over higher-level aspirations.

Likewise, the traditional stages of the purchasing process —need recognition, identification and evaluation of alternatives, and the final purchase decision (Stanton, 2004, as cited in Chicoma et al., 2021)— operate as interconnected components of a continuous motivational process. Based on this framework, the present study examines three dimensions of purchase decision-making: organizational characteristics, buyer behavior, and buyer preferences, each of which was systematically operationalized for empirical analysis.

Accordingly, the primary objective of this study was to determine the relationship between neuromarketing and the purchase decisions of customers of a Peruvian paper distribution company located in El Agustino during 2023.

Methodology

This study adopted a basic quantitative research approach with a correlational scope, aiming to determine the strength of the relationship between neuromarketing and customers' purchase decisions. A non-experimental, cross-sectional design was employed, allowing both variables to be examined in their natural setting without researcher intervention or manipulation (Hernández-Sampieri & Mendoza, 2018). This design was considered appropriate because it permits the assessment of associations between variables by measuring each construct independently and subsequently estimating the degree of correlation between them.

Neuromarketing, the independent variable, was operationalized through three dimensions: buyer emotions, advertising, and cost centers. The dependent variable, purchase decision-making, was likewise measured across three dimensions: organizational profile, buyer behavior, and buyer preferences. Both constructs were assessed using Likert-type scales, with the categories high and moderate representing the highest levels of each variable to facilitate statistical interpretation.

The target population consisted of 187 customers, including both corporate clients and individual purchasers, of Papelera Peruana S.A.C., located throughout Metropolitan Lima and other regions of Peru. Although a census-based approach was initially considered, the heterogeneous characteristics of industrial buyers, whose purchasing behavior differs substantially from that of individual consumers, made probability sampling more appropriate. Consequently, a simple random sampling procedure was applied using the corresponding statistical formula, yielding a final sample of 75 customers (Hernández-Sampieri & Mendoza, 2018). To enhance sample representativeness, inclusion criteria were limited to active customers who used social media, whereas customers located outside Metropolitan Lima were excluded from the study.

Data were collected through a structured questionnaire originally developed by Rinza (2025) and subsequently adapted for the purposes of this investigation. The survey was administered through Google Forms and comprised 18 items, distributed across the two study variables, 15 indicators, and six analytical dimensions. Content validity was established through expert judgment involving four specialists, who confirmed the conceptual relevance and empirical adequacy of the instrument.

To test the research hypothesis, the Spearman rank-order correlation coefficient (Spearman's ρ) was used to evaluate both the magnitude and the statistical significance of the relationship between neuromarketing and purchase decision-making. Given the ordinal nature of the data, this nonparametric procedure provided an appropriate measure of association within the context of Peru's paper distribution industry.

Results

To examine the relationship between buyer emotions, one of the dimensions of neuromarketing, and customers' purchase decisions, the dataset was first subjected to a normality assessment. Because the sample contained more than 50 observations, the Kolmogorov–Smirnov test was selected. The test yielded statistically significant results ($p < 0.05$), indicating that the data did not follow a normal distribution.

Given the violation of the normality assumption, the relationship between the variables was analyzed using Spearman's rank-order correlation coefficient, an appropriate nonparametric statistic for ordinal data and non-normal distributions. As presented in Table 1, the analysis revealed a moderate positive correlation between neuromarketing and purchase decision-making (Rho = 0.673, $p < 0.005$), indicating a statistically significant association between the two constructs. This finding constitutes the principal empirical result of the study.

To evaluate the overall relationship between neuromarketing and purchase decision-making, the normality assessment was repeated using the complete sample ($n = 75$). Once again, the Kolmogorov–Smirnov test

produced statistically significant results ($p < 0.05$), confirming that the variables were not normally distributed and supporting the continued use of Spearman's correlation for all subsequent analyses.

These preliminary findings provide empirical support for the proposed hypothesis by demonstrating a moderate positive relationship between neuromarketing and customers' purchase decisions within the Peruvian paper industry.

Table 1

Normality test for neuromarketing and purchase decision

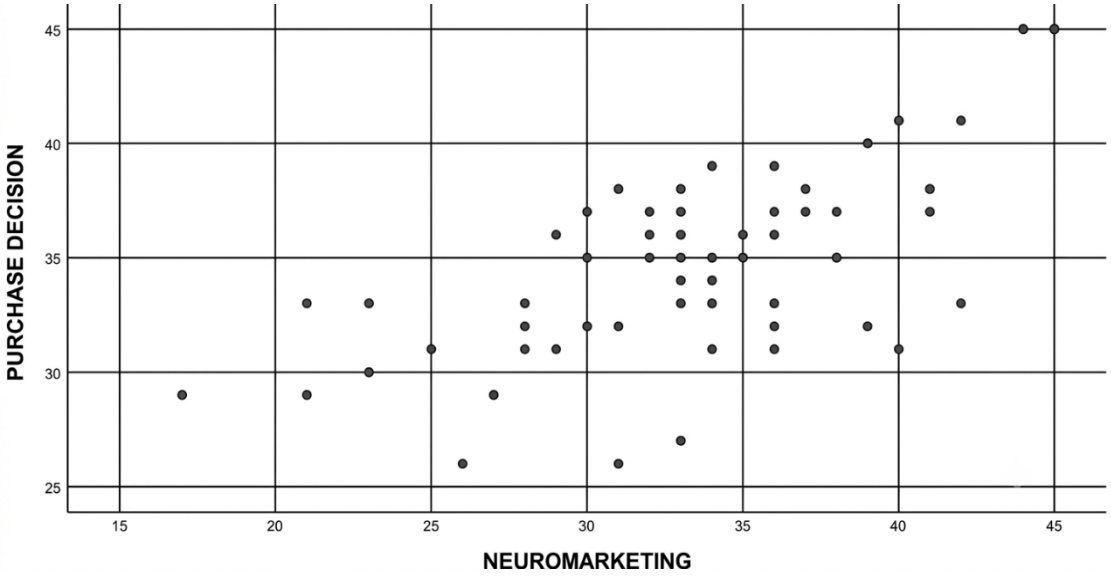
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Neuromarketing	.120	75	.009	.963	75	.028
Purchase decision-making	.145	75	.000	.937	75	.001

Note: Data obtained from the questionnaire and analyzed using SPSS Statistics / a. Lilliefors significance correction

Because the sample consisted of more than 50 observations, the Kolmogorov–Smirnov test was selected to evaluate normality. Both variables produced statistically significant results ($p < .05$), indicating that the data did not satisfy the assumption of normality. Accordingly, Spearman's rank-order correlation coefficient was used for the inferential analysis, as it is appropriate for ordinal variables with non-normal distributions. The heterogeneous dispersion shown in Figure 2 provides additional visual support for this conclusion.

Figure 2

Scatter plot of neuromarketing and purchase decision-making



Consistent with the conventional interpretation of Spearman's correlation coefficient, the results revealed a moderately strong positive association between neuromarketing and purchase decision-making ($\rho = 0.673$) with an asymptotic significance level of $p = 0.000$. Because this probability value is lower than the established significance threshold ($\alpha = 0.05$), the null hypothesis was rejected in favor of the alternative hypothesis, confirming a statistically significant relationship between the two variables. The corresponding results are presented in Table 2.

Table 2
Spearman correlation between neuromarketing and purchase decision-making

Correlations				
			Neuromarketing	**Decision-making**
Spearman's Rho	Neuromarketing	Correlation coefficient	1.000	0.673**
		Sig. (two-tailed)	.	0.000
		N	75	75
	Decision-making	Correlation coefficient	0.673**	1.000
		Sig. (two-tailed)	0.000	.
		N	75	75

Note: Data obtained from the questionnaire and analyzed using SPSS Statistics
**. Correlation is significant at the 0.01 level (two-tailed).

Discussion

The findings of this study provide statistical confirmation of a significant relationship among the variables examined. The asymptotic significance obtained (p = 0.000), falling below the conventional threshold of α = 0.05, warrants rejection of the null hypothesis in favor of the alternative, thereby establishing a moderate-to-strong positive association between neuromarketing and purchasing decisions (ρ = 0.673). These empirical results support the contention that neuromarketing exerts an influence within the Peruvian paper industry context, consistent with a broader global trend documented by Girón and Vásquez (2018), as cited in Zambrano (2020), who observe that research on neuromarketing and consumer behavior has gained increasing traction over the past decade. Within this framework, scholarly attention centers on decision-making processes, situating neuromarketing as a pivotal factor for business strategy through its examination of consumer mental processes (needs, desires, emotions, aspirations, and goals) in order to elucidate the reasons underlying perceptions, actions, and specific choices.

These results are further buttressed by key theoretical contributions that position emotions as a central axis. Ortony, Clore, and Collins (1988) conceptualize emotions as outputs of cognitive appraisals regarding the fulfillment of objectives in environmental interactions, which clarifies their predictive role in the purchasing decisions observed here. Complementing this perspective, Escobar et al. (cited in Chicoma et al., 2021) underscore how neuromarketing and advertising shape decision-making processes by measuring rational, emotional, and instinctive responses, thereby facilitating effective strategies that directly target consumer brain activity.

In parallel, social media emerge as an indispensable catalyst within this ecosystem. These platforms fuse entertainment, information, and conventional advertising dynamics, transferring campaigns into virtual environments that enhance proactivity, content management, engagement, and viral dissemination, in line with strategic objectives. Users share and embrace advertising developments that resonate on an emotional level, making it imperative to craft strategic pieces grounded in neuromarketing principles. This approach anticipates and gauges perceptual responses, connecting with emotional brain regions to foster acceptance and purchase predisposition. In the absence of such integration, firms struggle to amplify neuromarketing efforts, curtailing their capacity to optimize client–enterprise relationships in high-velocity digital contexts such as that of Papelera Peruana S.A.

In sum, the present findings corroborate the specialized literature, positioning neuromarketing as an essential tool for decoding underlying processes in industrial decision-making, particularly within sectors reliant on emotion and digital advertising.

Conclusions

Neuromarketing has become an indispensable instrument in the global marketplace for the study of human behavior, enabling clear insights into preferences and needs tied to fundamental product and service attributes

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such as quality, price, and positioning (Urbina, 2020).

From the analysis conducted, it is concluded that a direct and significant relationship exists between neuromarketing and the purchasing decisions of customers at Papelera Peruana S.A., El Agustino, 2023. The Spearman rank correlation coefficient (ρ = 0.673, p = 0.000) indicates a moderate-to-strong positive association, leading to rejection of the null hypothesis and confirmation of this discipline's statistically significant influence on decision-making processes. Notably, the dimensions of neuromarketing (buyer emotions, advertising, and cost centers) exhibit high correlations with the dependent variable, reinforcing its predictive role in the paper industry context.

Furthermore, the evolution of buyer behavior, shaped by specific stages of the decision process, merits attention. Multichannel distribution networks, preferences for localized purchasing, direct negotiation, and optimization of purchasing power emerge as determining factors. Each industrial buyer possesses a deep knowledge of the market, prioritizing recurring order programs and ongoing communication. The firm generates differential value through specialized cutting and customized roll-conversion services, supported by advanced machinery, optimal facilities, and skilled personnel.

Consequently, to capitalize on these findings, it is advisable to implement digital neuromarketing strategies centered on emotion and personalized advertising; to strengthen multichannel communication through persistent platforms and predictive ordering programs tailored to business profiles; to train sales staff in neuromarketing-oriented advisory services that incorporate emotional, behavioral, and preferential dimensions; to explore partnerships with neurotechnology providers for continuous monitoring of responses to advertising campaigns; and to develop industrial loyalty programs grounded in direct negotiation, localized purchasing, and customized roll-conversion services, thereby consolidating competitive advantage in the Peruvian paper sector.

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