

A Study on Selected Neuromarketing Stimuli Affecting Consumers' Purchase Intention

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ABSTRACT

Neuromarketing has become an important area of marketing research because it explains how consumers respond to advertising cues at the levels of attention, emotion, memory, trust and value judgement. The present study, titled A Study on Selected Neuromarketing Stimuli Affecting Consumers' Purchase Intention, aimed to analyse the influence of selected neuromarketing stimuli on consumers' purchase intention using multiple regression analysis. A quantitative research approach was adopted with a descriptive and analytical research design. Primary data were collected from 186 respondents through a structured questionnaire containing 28 Likert scale statements across seven constructs: consumer attention, emotional response, brand recall, visual appeal of advertisement, trust in brand, perceived product value and consumer purchase intention. Reliability results indicated acceptable internal consistency across all constructs. The regression findings showed that the selected neuromarketing stimuli collectively explained 44% of the variance in consumer purchase intention, and the overall model was statistically significant. Perceived product value, trust in brand and emotional response appeared to contribute more strongly to purchase intention. The study highlights the practical relevance of designing advertisements that combine visual appeal, emotional engagement, brand credibility and value communication to strengthen consumers' willingness to consider advertised products.

Keywords: Neuromarketing, Advertising Appeal, Brand Trust, Perceived Value, Buying Behaviour.

Introduction

Advertising Stimuli and Consumer Purchase Intention

Contemporary marketing increasingly depends on understanding how consumers respond to advertising beyond conscious product evaluation. In competitive markets, advertisements are expected not only to provide information but also to attract attention, generate emotional involvement, support brand memory, create trust and communicate product value. Neuromarketing offers a useful perspective for examining these psychological and perceptual responses, as it focuses on the way marketing stimuli influence consumers' thoughts, feelings and behavioural intentions. Within this context, purchase intention becomes an important outcome because it reflects the consumer's willingness to consider, try or choose an advertised product.

The present study focuses on selected neuromarketing stimuli that are closely associated with advertising response and consumer decision making. Consumer attention represents the extent to which an advertisement captures and sustains focus. Emotional response reflects the feelings created by the advertisement towards the product or brand. Brand recall indicates the consumer's ability to remember

and recognise the brand after exposure. Visual appeal refers to the attractiveness of design, colours, images, layout and presentation. Trust in brand concerns the confidence created through reliable and honest communication, while perceived product value relates to the usefulness, worth and value for money communicated through the advertisement. Together, these constructs provide a structured basis for understanding how advertising related stimuli may shape consumer purchase intention.

Although advertising studies often recognise the importance of individual elements such as visual design, emotional appeal or brand trust, there is a continuing need to examine their combined influence within a single empirical model. Consumers may not respond to advertisements through one factor alone. Their purchase intention may be shaped through the interaction of attention, emotional engagement, memory, perceived credibility and value assessment. This makes it necessary to analyse these variables collectively rather than in isolation. The present study addresses this need by examining the influence of consumer attention, emotional response, brand recall, visual appeal of advertisement, trust in brand and perceived product value on consumer purchase intention. Using a quantitative approach and multiple regression analysis, the study positions itself within neuromarketing and consumer behaviour research by offering empirical insight into how selected advertising stimuli contribute to consumers' intention to purchase advertised products.

Review of Literature

(Gupta et al., 2025) conducted a systematic review of neuromarketing perspectives across different stages of consumer buying behaviour. Using the PRISMA framework, the review organised neuromarketing literature around affective, behavioural and cognitive engagement, with attention to advertising, packaging, pricing, memory, emotion and decision-making. The review highlighted that neuromarketing research has increasingly moved beyond isolated stimulus testing towards a broader understanding of how consumers process marketing cues throughout the purchase journey. This is directly relevant to the present study because it supports the treatment of consumer attention, emotional response, brand recall and purchase intention as connected psychological and behavioural dimensions within advertising response.

(Chan et al., 2025) examined the effect of YouTube advertising appeals on Generation Z's purchase intention in the beauty product segment. The study used a structured questionnaire and quantitative approach with 205 respondents and investigated emotional, rational, aesthetic, celebrity endorsement and inclusivity appeals. The results indicated that advertising appeals can shape purchase intention, with emotional and aesthetic dimensions being particularly relevant to the way consumers respond to promotional content. The study is useful for the present research because it connects visual appeal, emotional response and purchase intention within an advertisement-based consumer setting.

(Cao et al., 2025) analysed perceived value, consumer engagement and purchase intention in virtual influencer marketing. Based on survey data from 331 Chinese Generation Y and Z consumers and structural equation modelling, the study found that informativeness, entertainment and incentives positively affected purchase intention, while consumer engagement strengthened perceived value and purchase intention. The work is relevant to the present study because it shows that perceived value and engagement-oriented advertising cues can influence consumers' willingness to purchase, which aligns with the inclusion of perceived product value and consumer attention as independent variables.

(Xu & Liu, 2024) investigated the predictive role of EEG features in consumer purchase decisions within online shopping environments. Using a field experiment with real-time EEG data and machine learning techniques, the study examined how neural indicators can predict purchasing decisions during product evaluation. The findings demonstrated that brain-based responses can provide meaningful insight into consumer decision behaviour beyond self-report alone. This study contributes to the present research by strengthening the neuromarketing foundation for examining attention, emotional processing and purchase intention as measurable consumer response patterns.

(Alsharif & Isa, 2024) reviewed the contribution of fMRI in neuromarketing research through bibliometric and thematic analysis of Scopus-indexed literature. Their review showed that fMRI has been used to explore consumer responses to marketing stimuli such as advertising, brands, product design, packaging, pricing and decision-making. The study is relevant because it confirms that neuromarketing research is closely associated with emotional reaction, memory, reward processing and behavioural intention. It provides a broader neuroscientific basis for the present study's focus on advertising stimuli, brand recall, trust, perceived value and purchase intention.

(Lyu & Huang, 2024) explored how visual elements in advertising enhance odour perception and purchase intention through mental imagery in a multi-sensory marketing context. Published in *Journal of Retailing and Consumer Services*, the study demonstrated that visual advertising cues can strengthen product perception and purchase-related responses. Its relevance to the present study lies in the way it supports visual appeal as more than a decorative advertising feature. Visual design, layout, imagery and sensory suggestion can meaningfully influence how consumers evaluate products and form purchase intention.

(Ling, Zheng & Cho, 2023) investigated how brand knowledge affects purchase intention in fresh food e-commerce through the serial mediating roles of perceived value and brand trust. Using questionnaire data from 475 respondents and SmartPLS analysis, the study reported that perceived value and brand trust played important roles in explaining consumers' purchase intention. This study is highly relevant because it directly supports two major predictors in the present research, namely trust in brand and perceived product value. It also shows that purchase intention becomes stronger when consumers perceive both value and credibility in the brand offering.

(Wu & Huang, 2023) examined the influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce, with consumer trust as a mediating factor. Grounded in the stimulus organism response framework, the study measured utilitarian, hedonic and social value and analysed their influence on trust and purchase intention. The findings indicated that perceived value dimensions can strengthen trust and contribute to continuous purchase intention. This study is relevant to the present research because it reinforces the combined importance of perceived product value and trust in shaping consumer purchase-related responses.

(Liu, 2022) assessed the role of influencer marketing initiatives in the fast fashion industry, with purchase intention considered as a mediating variable. The study collected data from 371 consumers and used PLS-SEM to test relationships among celebrity trustworthiness, attractiveness, credibility, expertise, purchase intention and impulse buying tendency. The findings indicated that trustworthiness, attractiveness and credibility were significant predictors of purchase intention. The study is relevant to the present work because it links consumer attention, trust, promotional attractiveness and purchase intention within a persuasive marketing context.

(Sriram et al., 2021) analysed the influence of social media advertisements on consumer purchase intention. The study focused on advertisement-related characteristics such as attention-grabbing details, emotional appeal and creative presentation, and showed that these features affected consumers' purchase intention. The research is useful for the present study because it places advertisement design, emotional appeal and attention within a purchase-intention framework. It also supports the argument that advertising effectiveness depends on how consumers perceive and respond to message features, rather than on product information alone.

(Khwaja et al., 2020) examined the effects of electronic word-of-mouth, trust inclination and information adoption on purchase intentions in a digital marketing context. Using a structured questionnaire and structural equation modelling, the study found that trust inclination and information adoption sequentially mediated the relationship between online information factors and purchase intention. This study contributes to the present research by confirming that trust and perceived usefulness of information can influence consumers' intention to purchase. It is especially relevant to the construct of trust in brand and the role of persuasive communication in advertising response.

(Eijlers, Boksem & Smidts, 2020) investigated neural arousal in response to advertisements and its relationship with advertising success. Using EEG-based measures, the study connected ad-evoked arousal with advertising effectiveness indicators such as notability and attitude towards advertisements. The work is relevant because it demonstrates that consumer responses to advertisements involve measurable affective and attentional processes. This supports the present study's inclusion of consumer attention and emotional response as important neuromarketing-related predictors of purchase intention.

(García-Madariaga et al., 2020) conducted a neurophysiological experiment on advertisements containing visual metaphors. The study exposed participants to print advertising stimuli and recorded responses through EEG, eye tracking and galvanic skin response. The findings indicated that visual metaphors and visual complexity can generate positive consumer reactions and support recognition, attitudes and purchase-related responses. This study is relevant to the present research because it

directly links visual advertising elements, unconscious consumer response, attention and purchase intention, thereby supporting the role of visual appeal of advertisement as a predictor variable.

Research Objective

- To analyse the influence of selected neuromarketing stimuli on consumers' purchase intention using multiple regression analysis.

Research Methodology

Research Design

The study adopted a descriptive and analytical research design to examine selected neuromarketing stimuli affecting consumers' purchase intention. The descriptive component was used to present the response patterns relating to consumer attention, emotional response, brand recall, visual appeal of advertisement, trust in brand, perceived product value, and consumer purchase intention. The analytical component was appropriate because the study tested the influence of multiple independent variables on a single dependent variable through multiple regression analysis. This design was therefore suitable for addressing the objective of analysing whether selected neuromarketing stimuli affect consumers' purchase intention.

Research Approach

The study followed a quantitative research approach. This approach was suitable because all constructs were measured through structured Likert scale statements and converted into numerical scores for statistical analysis. The quantitative approach allowed the study to examine relationships between measurable variables and test the stated hypothesis using multiple regression analysis. While the research design explains the overall plan of the study, the research approach specifies the numerical and statistical basis through which the variables were measured, analysed, and interpreted.

Population and Sample

The target population comprised consumers whose responses were relevant to advertisements and selected neuromarketing stimuli. A sample of 186 respondents was used for the study. The respondents were selected through a non-probability purposive sampling technique, as the study required participants who could provide meaningful responses regarding attention, emotional response, brand recall, advertisement appeal, brand trust, perceived product value, and purchase intention. The sample size was considered adequate for the proposed regression based analysis, as it allowed the study to examine the collective and individual influence of the selected predictor variables on consumer purchase intention.

Research Variables

The dependent variable of the study was Consumer Purchase Intention, which refers to the respondent's likelihood, willingness, or preference to purchase the advertised product. The independent variables were Consumer Attention, Emotional Response, Brand Recall, Visual Appeal of Advertisement, Trust in Brand, and Perceived Product Value.

Table 1: Dependent and Independent Variable

S. No.	Variable Type	Construct	Operational Meaning
1	Dependent Variable	Consumer Purchase Intention	Refers to the respondent's likelihood, willingness, or preference to purchase the advertised product.
2	Independent Variable	Consumer Attention	Refers to the extent to which the advertisement captures and sustains the respondent's focus.
3	Independent Variable	Emotional Response	Indicates the feelings generated by the advertisement towards the product or brand.
4	Independent Variable	Brand Recall	Refers to the respondent's ability to remember and recognise the brand after exposure to the advertisement.
5	Independent Variable	Visual Appeal of Advertisement	Represents the attractiveness of the advertisement's design, colours, images, layout, and presentation.
6	Independent Variable	Trust in Brand	Reflects the degree to which the advertisement makes the brand appear reliable, honest, and confidence building.
7	Independent Variable	Perceived Product Value	Refers to the respondent's assessment of the usefulness, worth, and value of the advertised product.

The construct mean scores were calculated by averaging the responses recorded for the four Likert scale statements under each construct. Thus, item level responses were first measured on the five point scale, and the mean of the four items belonging to each construct was then used as the composite score for that variable. These construct mean scores were used for descriptive analysis, reliability assessment, and multiple regression analysis, ensuring alignment between the objective, hypothesis, variables, and statistical procedure.

Instrument Development and Measurement

The study used a structured questionnaire developed around seven constructs. Each construct contained four Likert scale statements, giving a total of 28 statements. The constructs included Consumer Attention, Emotional Response, Brand Recall, Visual Appeal of Advertisement, Trust in Brand, Perceived Product Value, and Consumer Purchase Intention. Responses were recorded on a five point Likert scale ranging from Strongly Disagree to Strongly Agree. The instrument was designed to capture respondents' perceptions of selected neuromarketing stimuli and their purchase intention in a measurable and statistically analysable form.

Data Collection Procedure

Primary data were collected from 186 respondents using the structured questionnaire. The questionnaire focused on consumers' responses to advertisements and related neuromarketing stimuli. The mode and duration of data collection were not specified in the supplied methodological material; therefore, no additional procedural details are added here. The collected responses were coded numerically and used to compute item level and construct level scores for further statistical analysis.

Reliability of the Instrument

Reliability of the instrument was assessed using Cronbach's alpha. The reliability values were 0.741 for Consumer Attention, 0.809 for Emotional Response, 0.782 for Brand Recall, 0.805 for Visual Appeal of Advertisement, 0.761 for Trust in Brand, 0.794 for Perceived Product Value, and 0.790 for Consumer Purchase Intention. Since all alpha values were above the commonly accepted threshold of 0.70, the constructs showed acceptable internal consistency. These results indicate that the statements under each construct were reasonably consistent for use in further statistical analysis, without overstating the measurement strength.

Statistical Tools and Techniques

Descriptive statistics were used to summarise the response pattern for each statement and construct. Mean scores were used to understand the overall tendency of responses, while standard deviation was used to examine the extent of variation in respondents' opinions. Cronbach's alpha was applied to assess the internal consistency of the measurement instrument. Multiple regression analysis was used as the main inferential technique because the study examined the influence of six independent variables on one dependent variable. The tested model examined the effect of Consumer Attention, Emotional Response, Brand Recall, Visual Appeal of Advertisement, Trust in Brand, and Perceived Product Value on Consumer Purchase Intention.

The regression equation used in the study was:

$$\text{Consumer Purchase Intention} = \beta_0 + \beta_1(\text{Consumer Attention}) + \beta_2(\text{Emotional Response}) + \beta_3(\text{Brand Recall}) + \beta_4(\text{Visual Appeal of Advertisement}) + \beta_5(\text{Trust in Brand}) + \beta_6(\text{Perceived Product Value}) + \epsilon$$

Likert Statement

Table 2: Exhibits the opinion of the Respondents for the Construct - Consumer Attention

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The advertisement captures my attention quickly.	14	45	45	47	35
The message presentation keeps me interested in the product.	8	32	52	47	47
The advertisement makes me notice the product features carefully.	11	31	60	47	37
The promotional content encourages me to focus on the product.	13	30	55	49	39

Consumer Attention: The responses relating to consumer attention show a mixed but generally favourable pattern, with respondents indicating that advertisements are able to capture attention, sustain interest, and encourage focus on product features. The agreement pattern is stronger for message presentation and promotional content, suggesting that attention-oriented advertising elements remain useful in drawing consumers towards the advertised product.

Table 3: Exhibits the opinion of the Respondents for the Construct - Emotional Response

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The advertisement creates a positive emotional feeling towards the product.	9	43	52	50	32
The product message makes me feel personally connected with the brand.	15	30	56	43	42
The advertisement generates favourable feelings about using the product.	21	31	56	38	40
The promotional content influences my emotions while evaluating the product.	13	31	42	49	51

- Emotional Response:** The findings for emotional response indicate that advertisements created a moderate to positive emotional impression among respondents. Agreement was visible in relation to favourable feelings, personal connection, and emotional influence while evaluating the product. This suggests that emotional engagement may support consumer interest, although responses also show that emotional influence is not uniformly strong across all respondents.

Table 4: Exhibits the opinion of the Respondents for the Construct - Brand Recall

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I can easily remember the brand after seeing its advertisement.	16	50	55	32	33
The advertisement helps me recognise the brand among competing brands.	24	37	54	35	36
The brand name remains clear in my mind after viewing the advertisement.	21	43	47	43	32
The advertisement improves my ability to recall the brand later.	15	28	56	48	39

Brand Recall: The responses for brand recall reflect a moderate pattern, with several respondents remaining neutral or divided in their ability to remember and recognise brands after viewing advertisements. Although some agreement was observed, the overall pattern suggests that brand recall is present but comparatively less strong than other neuromarketing related constructs in shaping respondents' advertising responses.

Table 5: Exhibits the opinion of the Respondents for the Construct - Visual Appeal of Advertisement

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The visual design of the advertisement is attractive.	13	32	58	47	36
The colours and images used in the advertisement improve its appeal.	17	29	51	51	38
The advertisement layout makes the product look visually engaging.	15	29	48	45	49
The visual presentation of the advertisement improves my interest in the product.	14	27	45	46	54

Visual Appeal of Advertisement: The findings for visual appeal show a comparatively favourable response pattern, particularly in relation to advertisement layout, colours, images, and visual

presentation. Respondents appeared more responsive to visually engaging elements, suggesting that attractive design and presentation can enhance product interest and support stronger consumer attention towards advertisements.

Table 6: Exhibits the opinion of the Respondents for the Construct - Trust in Brand

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The advertisement makes the brand appear trustworthy.	11	40	55	49	31
The brand appears reliable based on the information presented in the advertisement.	15	35	49	49	38
The advertisement strengthens my confidence in the brand.	15	42	53	33	43
I feel that the brand communicates honestly through its advertisement.	18	26	45	49	48

- **Trust in Brand:** The responses for trust in brand show a moderately favourable pattern, with respondents indicating that advertisements can make brands appear trustworthy, reliable, and honest. The pattern suggests that brand confidence is influenced by how information is communicated through advertisements, although the presence of neutral and lower responses indicates that trust formation remains a cautious process.

Table 7: Exhibits the opinion of the Respondents for the Construct - Perceived Product Value

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The advertised product appears to offer good value for money.	15	39	43	40	49
The product benefits shown in the advertisement seem useful to me.	9	29	56	44	48
The product appears worthwhile compared with similar alternatives.	13	27	42	56	48
The advertisement makes the product seem valuable for my needs.	14	21	44	54	53

- **Perceived Product Value:** Perceived product value recorded a relatively strong favourable tendency compared with several other constructs. Respondents showed agreement that the advertised product appeared useful, worthwhile, valuable, and capable of offering good value for money. This suggests that perceived usefulness and value are important considerations in shaping consumers' responses to advertised products.

Table 8: Exhibits the opinion of the Respondents for the Construct - Consumer Purchase Intention

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am likely to consider purchasing the advertised product.	17	27	52	48	42
The advertisement increases my intention to buy the product.	16	23	45	57	45
I would prefer to try the product after viewing the advertisement.	23	20	55	41	47
I am willing to choose the advertised product in the future.	13	31	40	60	42

- **Consumer Purchase Intention:** The findings for consumer purchase intention indicate a generally favourable pattern, with respondents showing willingness to consider, try, choose, or purchase the advertised product in future. The agreement pattern suggests that advertisements can support purchase intention when they communicate value, generate interest, and create a positive impression of the product.

Hypothesis Testing

H₀₁: There is no significant influence of selected neuromarketing stimuli on consumer purchase intention.

Multiple regression analysis was applied to examine the influence of selected neuromarketing stimuli on consumer purchase intention.

Table 9: Model Summary

R	R ²	Adjusted R ²	Standard error of the estimate
0.66	0.44	0.42	0.74

The model summary shows that the predictors collectively had a moderate relationship with consumer purchase intention, $R = .66$. The R^2 value of .44 indicates that 44% of the variance in consumer purchase intention was explained by consumer attention, emotional response, brand recall, visual appeal of advertisement, trust in brand, and perceived product value.

Table 10: ANOVA

Model	df	F	p
Regression	6	23.25	<.001

The overall regression model was statistically significant, $F(6, 179) = 23.25$, $p < .001$, suggesting that the selected neuromarketing stimuli jointly contributed to explaining consumer purchase intention.

Table 11: Summary of Coefficient

Model	Unstandard. Coef. B	Standard. Coef. Beta	Std. Error	t	p
Constant	-0.56		0.35	-1.61	.109
Consumer Attention	0.15	0.13	0.07	2.26	.025
Emotional Response	0.22	0.22	0.06	3.82	<.001
Brand Recall	0.14	0.14	0.06	2.40	.017
Visual Appeal of Advertisement	0.14	0.14	0.06	2.30	.022
Trust in Brand	0.24	0.23	0.06	3.83	<.001
Perceived Product Value	0.29	0.29	0.06	4.79	<.001

The coefficient results show that all six predictors made statistically significant contributions to consumer purchase intention. Consumer attention had a positive and significant influence, $B = 0.15$, $\beta = .13$, $t = 2.26$, $p = .025$. Emotional response also showed a positive significant effect, $B = 0.22$, $\beta = .22$, $t = 3.82$, $p < .001$. Brand recall was found to have a significant positive influence, $B = 0.14$, $\beta = .14$, $t = 2.40$, $p = .017$. Visual appeal of advertisement also contributed significantly, $B = 0.14$, $\beta = .14$, $t = 2.30$, $p = .022$. Trust in brand had a positive and significant effect, $B = 0.24$, $\beta = .23$, $t = 3.83$, $p < .001$. Perceived product value emerged as the strongest predictor among the selected variables, $B = 0.29$, $\beta = .29$, $t = 4.79$, $p < .001$.

Based on the unstandardised coefficients, the regression equation may be presented as:

$$\text{Consumer Purchase Intention} = -0.56 + 0.15(\text{Consumer Attention}) + 0.22(\text{Emotional Response}) + 0.14(\text{Brand Recall}) + 0.14(\text{Visual Appeal of Advertisement}) + 0.24(\text{Trust in Brand}) + 0.29(\text{Perceived Product Value}).$$

Decision

For H_{01} , multiple regression analysis was applied to test whether selected neuromarketing stimuli significantly influence consumer purchase intention. Since the overall regression model was statistically significant, $F(6, 179) = 23.25$, $p < .001$, the null hypothesis is rejected.

Finding

The findings indicate that selected neuromarketing stimuli have a meaningful positive association with consumer purchase intention. Among the predictors, perceived product value, trust in brand, and emotional response appear to contribute more strongly, suggesting that consumers' purchase intention is shaped not only by attention and recall but also by perceived usefulness, confidence in the brand, and emotional engagement.

Conclusion

The study examined the influence of selected neuromarketing stimuli on consumer purchase intention with reference to consumer attention, emotional response, brand recall, visual appeal of advertisement, trust in brand, and perceived product value. The Likert scale findings indicate that respondents generally showed moderate to favourable perceptions towards the selected neuromarketing related constructs. Visual appeal, perceived product value, trust in brand, and emotional response appeared to play a meaningful role in shaping how respondents perceived advertised products and their likelihood of considering purchase.

The regression results further support the empirical direction of the study, as the selected neuromarketing stimuli collectively explained a substantial proportion of variation in consumer purchase intention. Since the null hypothesis was rejected, the study concludes that selected neuromarketing stimuli significantly influence consumer purchase intention. The overall contribution of the study lies in showing that purchase intention is not shaped by a single advertising element alone, but by a combination of attention, emotion, recall, visual quality, brand trust, and perceived product value.

Suggestions Based on Findings

- Advertisers should design promotional messages that capture consumer attention quickly, as attention plays an important role in initiating consumer engagement with the product.
- Advertisement content should be structured in a way that sustains consumer interest beyond the first impression, especially through clear and relevant product messaging.
- Brands should use emotionally appealing content carefully, as emotional response was found to contribute positively to consumer purchase intention.
- Advertisements should avoid purely informational presentation and include suitable emotional cues that help consumers feel more connected with the product or brand.
- Marketers should strengthen brand recall by using consistent brand names, logos, taglines, colours, and message patterns across advertisements.
- Since brand recall showed a comparatively moderate response pattern, advertisements should make the brand more memorable through repeated and distinctive visual identity.
- Visual appeal should be treated as a central advertising element, as attractive design, layout, colour, and imagery appear to improve consumer interest.
- Advertisers should ensure that visual elements support the product message rather than merely creating decorative appeal.
- Brands should communicate product information honestly and clearly, as trust in brand contributes positively to consumer purchase intention.
- Advertisement claims should remain realistic and verifiable so that consumers perceive the brand as reliable and credible.
- Marketers should highlight the practical value of the product, as perceived product value emerged as a strong factor linked with purchase intention.
- Advertisements should clearly present product benefits, usefulness, and value for money to help consumers evaluate the product favourably.
- Promotional campaigns should integrate emotional appeal with product value, as both constructs appear important in influencing consumer purchase intention.
- Brands should focus on building confidence through consistent communication, because trust can strengthen consumers' willingness to consider the advertised product.
- Purchase intention can be improved when advertisements combine attention, emotional engagement, visual appeal, brand trust, and perceived value in a balanced manner.
- Marketers should periodically assess consumer responses to advertising stimuli so that promotional content can be refined according to actual consumer perception.
- Future advertising strategies should place greater emphasis on value communication and trust building, as these factors showed stronger relevance in shaping purchase intention.

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