

JUDGMENTS AND DECISION MAKING IN CONSUMER BEHAVIOR: THE USE OF PSYCHOPHYSIOLOGICAL MEASURES TO INVESTIGATE EMOTIONS AND COGNITIVE RESPONSES

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ABSTRACT. I draw on a substantial body of theoretical and empirical research on the use of psychopathological measures to investigate emotions and cognitive responses, and using data from eMarketer, HubSpot, MarketingCharts, Marketing-Sherpa, Nielsen, Supermarketnews, and Yes Lifecycle Marketing, I performed analyses and made estimates regarding top issues that make shopping more difficult, type of advertising channels consumers trust more when they want to make a purchase decision, factors that U.S. Internet users consider important when deciding whether to purchase from a brand's marketing email, top sustainability purchasing drivers, and information sources used in purchase decisions.

JEL codes: D11; D12; D91; N3; P46

Keywords: judgment; decision making; consumer behavior; emotion; cognition

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1. Introduction

Developments in grasping how brain processes bring about human behavior have stimulated a persistent growth in the utilization of neuroscientific methods to initiate both theoretical and practical observations into consumer conduct and marketing. Numerous processes of consumer behavior take place at the implicit/unconscious level and thus consumers cannot convey the grounds for their behavior, i.e. such processes are difficult to assess judiciously. (Camerer and Yoon, 2015)

2. Literature Review

Established instruments and techniques employed in consumer investigations for grasping and clarifying the consumer conduct have been advanced to inspect the conscious element accountable for the decision making process (Alpopi and Silvestru (Bere), 2016; Campbell, Ross, and Thomson, 2017; Kliestik et al., 2018a; Machan, 2017): the most significant component in decision making is regulated by the unconscious mechanisms (Balcerzak et al., 2018; Connolly-Barker, 2018; Mihăilă, 2016), which requires to be analyzed and elucidated for rigorous comprehension of human decision making process. The current advancements in the sphere of neurosciences have supplied researchers with instruments and techniques adequate to investigate the unconscious mechanisms of the human brain. The neuroscientific tools bring out the consumer conduct with relevant preciseness while the consumer selects a product in order to buy it, allowing the marketer to instantly collect the information from the starting place of its initiation, that is, the brain of a person, instead of relying on the feedbacks from the consumers. (Agarwal and Xavier, 2015).

3. Methodology

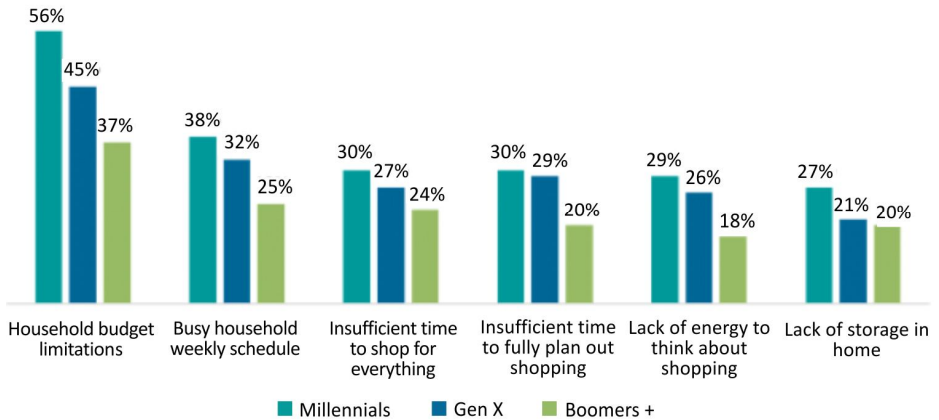
Using data from eMarketer, HubSpot, MarketingCharts, MarketingSherpa, Nielsen, Supermarketnews, and Yes Lifecycle Marketing, I performed analyses and made estimates regarding top issues that make shopping more difficult, type of advertising channels consumers trust more when they want to make a purchase decision, factors that U.S. Internet users consider important when deciding whether to purchase from a brand's marketing email, top sustainability purchasing drivers, and information sources used in purchase decisions.

4. Results and Discussion

Consumer neuroscience investigations, which use tools and doctrines from neuroscience to more thoroughly understand decision making and associated processes (Berloff, Mattezzi, and Villa, 2017; Kliestik et al., 2018b; Petcu, 2017), are instrumental in consumer conduct and marketing. Identifying brain functions is decisive in the neurosciences, but it is not included in the established bounds of marketing. Neuroscientific approaches supply further devices and approaches that integrate more established investigation practices in marketing and consumer conduct. Neuroscience techniques may supply data concerning implicit processes that are routinely troublesome to access employing other proposals. (Plassmann et al., 2015) The capacity of neuro-

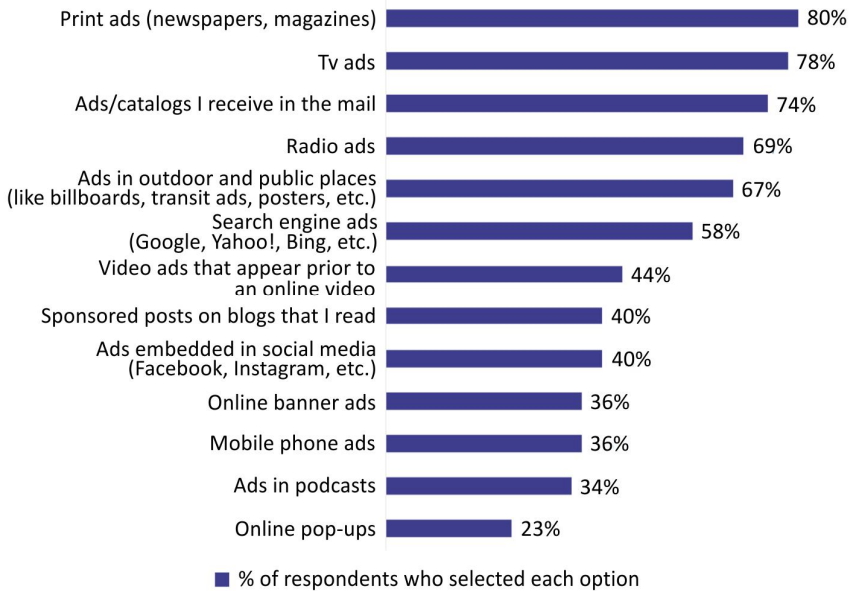
science methods to reflect and locate information processes can assist in detecting cutting-edge mechanisms and patterns in consumer psychology. (Karmarkar and Plassmann, 2017) (Figures 1–5)

Figure 1 Top issues that make shopping more difficult



Sources: Supermarketnews; my survey among 2,400 individuals conducted November 2017.

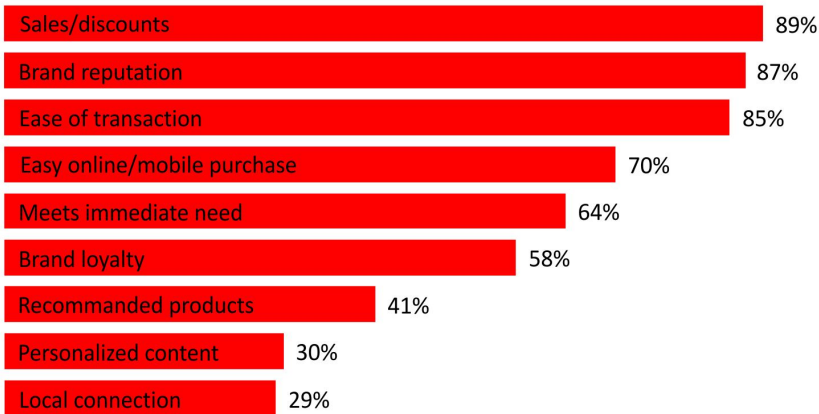
Figure 2 Type of advertising channels consumers trust more when they want to make a purchase decision



Sources: MarketingSherpa; my survey among 1,700 individuals conducted May 2017.

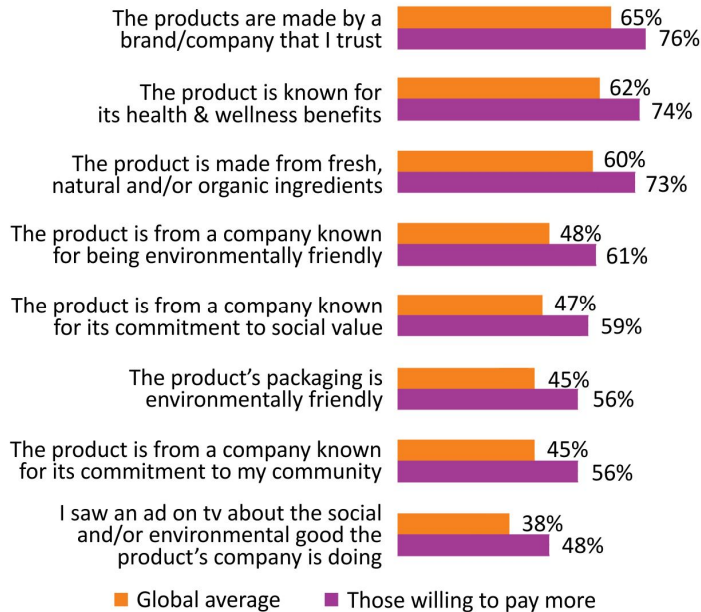
Figure 3 Factors that U.S. Internet users consider important when deciding whether to purchase from a brand's marketing email

% of respondents



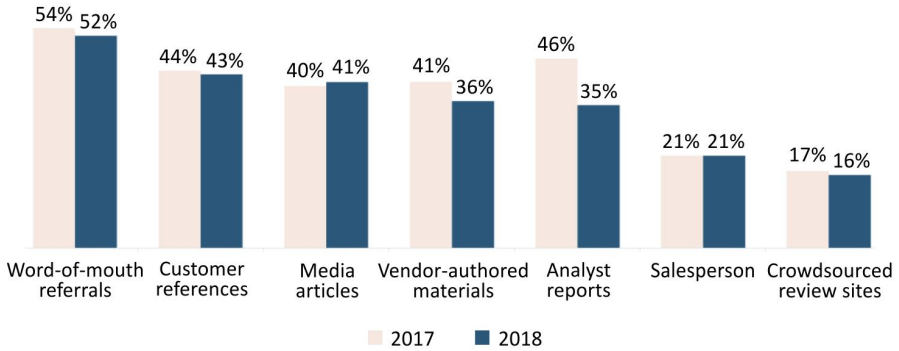
Sources: Yes Lifecycle Marketing; eMarketer; my survey among 2,700 individuals conducted October 2017.

Figure 4 Top sustainability purchasing drivers



Sources: Nielsen; my survey among 2,800 individuals conducted April 2017.

Figure 5 Information sources used in purchase decisions



Sources: MarketingCharts; HubSpot; my survey among 2,700 individuals conducted August 2017 and January 2018.

5. Conclusions

Neuroimaging tools are biomarkers that may evaluate reactions before, throughout, and after the decision-making processes. Neuroscience can substantiate consumer behavior approaches associated with the issue of whether consumers' choices for a product depend on the cognizance of a decision-making framework (Lăzăroiu and Rommer, 2017; Nica, 2017; Popescu Ljungholm, 2017), or the demand to select. Perceptions of a product's value may be consubstantial when it is come across as component of a decision or when it is experienced in a more unbiased or objective-free context. (Karmar-kar and Plassmann, 2017)

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Author Contributions

The author confirms being the sole contributor of this work and approved it for publication.

Conflict of Interest Statement

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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