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A STUDY ON THE IMPACT OF NEURO–OMNICHANNEL MARKETING ON CONSUMER BEHAVIOUR IN THE FASHION INDUSTRY

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ABSTRACT

Neuro-Omni Channel Marketing is an innovative approach that combines ideas from neuroscience and omnichannel marketing to better understand how consumers think and feel. It helps to study the subconscious responses of customers across different online and offline platforms. This study investigates the impact of Neuro-Omni Channel Marketing on consumer behaviour in the fashion industry and provides insights into how the integration of neuroscience principles and Omni-channel marketing strategies influences customer engagement, purchasing decisions, and brand loyalty among fashion consumers. Using a descriptive research design with convenience sampling, the study focuses on consumers in Kerala, India. Analysing data through proportionate percentage analysis, chi-square tests, and multivariate techniques (multiple correlation and regression), findings reveal how Neuro-Omni Channel Marketing-driven stimuli enhance emotional engagement and shape buying choices compared to traditional marketing approaches. The research also highlights the effectiveness of Neuro-Omni Channel Marketing in influencing purchasing decisions, brand loyalty, and shopping experience. This research contributes to the existing literature on omnichannel marketing and provides valuable implications for fashion retailers and marketers.

KEYWORDS: Neuro-marketing, Omni-channel marketing, Consumer buying behaviour, Chi-square test, Multiple Correlation, Multiple Regression, fashion Industry.

INTRODUCTION

The fashion industry is experiencing a significant transformation due to the growing influence of digital technologies and innovative marketing strategies. With consumers becoming more connected and empowered, brands are increasingly leveraging advanced techniques such as neuromarketing and omni-channel marketing to enhance customer engagement and drive sales. These marketing strategies not only aim to influence consumer decision-making but also play a crucial role in shaping brand perceptions and purchasing behaviors.

Neuromarketing, a field that combines neuroscience and marketing principles, seeks to understand the subconscious factors that influence consumer decisions. By utilizing tools such as brain imaging, eye-tracking, and biometrics, brands can gain deeper insights into consumer preferences and tailor their marketing strategies accordingly. Similarly, omni-channel marketing integrates various online and offline platforms, offering consumers a seamless and personalized experience across different touchpoints. This holistic approach helps brands engage with consumers at multiple stages of the buying journey, enhancing brand loyalty and satisfaction.

A. Objectives

1. To study the demographics and general awareness of Neuromarketing, Omni-channel marketing.
2. To get insights on the consumer buying behaviour related to fashion industry.
3. To assess the ability of omni-channel marketing and consumer buying behaviour to influence Neuromarketing among consumers in Fashion industry

B. *Scope*

This study focuses on exploring the impact of neuromarketing and omni-channel marketing on consumer behavior within the fashion industry. It aims to assess consumer awareness of these marketing strategies and their influence on purchasing decisions. The scope covers different demographic segments to understand varying perceptions and behaviours. Additionally, the research examines how omni-channel marketing and consumer buying behaviour collectively influence neuromarketing tactics. The study is limited to consumers engaged with fashion brands, offering insights relevant to marketers and industry professionals. It contributes to the broader understanding of modern marketing techniques in a dynamic retail environment.

I. LITERATURE REVIEW

The field of neuromarketing has garnered increasing attention for its role in influencing consumer decision-making through psychological and physiological responses to marketing stimuli. Sample et al (2019) discuss how sensory stimuli, such as background music and visual elements, can significantly impact consumer behaviour. For example, visual stimuli, including colours and designs, have been shown to attract consumers more than textual information, thereby influencing their purchasing decisions (Sample et al., 2019).

Neuromarketing, by leveraging emotions and subconscious cues, taps into these sensory experiences to guide consumer actions (Lee, Broderick, & Chamberlain, 2007). Neuromarketing's ability to affect consumer behaviour through emotional triggers, compelling advertisements, and other sensory stimuli has thus become a crucial factor in shaping modern marketing strategies in various industries, particularly fashion.

Omnichannel marketing, which integrates both online and offline platforms to create seamless consumer experiences, has also proven to influence purchasing behaviour significantly. Verhoef, Kannan, and Inman (2017) highlight how seamless experiences across different touchpoints—such as websites, social media, and physical stores—enhance customer engagement and boost confidence in purchases. Consumers increasingly expect consistency across platforms, with omnichannel marketing enabling them to explore products in multiple ways before making a purchase decision (Shankar, Venkatesh, & Rangaswamy, 2016). The use of omnichannel strategies allows brands to engage with consumers across different touchpoints, improving brand trust and loyalty by providing a more personalized shopping experience.

The impact of consumer behaviour in the context of fashion retail has also been extensively studied. Keller and Swaminathan (2013) emphasize that consumer purchasing decisions are strongly influenced by advertisements, personalized shopping experiences, and recommendations from social media influencers. These factors have a direct effect on brand perception and consumer loyalty. Moreover, consumer behaviour in the fashion industry is often shaped by social proof, such as online reviews and ratings, which help buyers decide which products to purchase (Grewal, Roggeveen, & Nordfält, 2017). Consumers are increasingly drawn to personalized experiences, whether online or in-store, which can be influenced by direct marketing efforts, social media, and interactions via email or push notifications.

II. METHODOLOGY

Research Design: A descriptive research design was used in this study with the help of a structured questionnaire. Convenience sampling is used to select the respondents from across the State of Kerala, India.

Population of the Study: The target group consists of people from different regions across Kerala. The data was collected from 202 respondents through a structured questionnaire.

Data Collection: The study used both primary and secondary data. Data was collected through an adopted questionnaire. Data collection was done through Google Forms. The questions include LIKERT scale questions. The Overall Cronbach's reliability was .89 for the sixteen items used in the study. The first part of the questionnaire consists of demographic information and a general survey on consumers' perspectives towards neuromarketing, omnichannel marketing and consumer buying behaviour. The second part consists of questions related to the influence of omnichannel marketing and consumer buying behaviour to predict how neuromarketing impacts consumer shopping behaviour.

Statistical Tools and Techniques Used for Analysis: The statistical test done includes proportionate analysis using Excel, Chi-square test and Multiple Correlation 7 Multiple Regression. using IBM SPSS v23.

III. RESULTS AND DISCUSSION

A. Demographic characteristics and general survey on neuromarketing, omnichannel marketing and consumer buying behaviour.

The demographic data provides valuable insights into the sample's characteristics, including age, gender, marital status, and education.

Table 1: Demographic Characteristics.

Age group	n	%
Under 18	14	7
18-25	32	16
26-50	131	65
Above 50	24	12
Gender	**n**	**%**
Female	174	86.1
Male	28	13.7
Marital Status	**n**	**%**
Married	89	44
Single	113	56
Education	**n**	**%**
Plus2	16	8
Graduate	71	35
Post Graduate	93	46
Other	22	11

Note: Sample size, n=202

The majority of respondents fall into the 26-50 age group, comprising 65% of the total sample (n = 131). This is followed by the 18-25 age group, which makes up 16% (n = 32), and the Above 50 group at 12% (n = 24). The Under 18 group is the smallest, accounting for 7% (n = 14). This suggests that the majority of participants are in the mid-career stage of their lives, with a smaller representation of younger and older individuals.

The gender distribution reveals a significant skew, with Female participants comprising 86.1% of the sample (n = 174), while Male participants represent only 13.7% (n = 28). This indicates a large gender disparity in the sample, where women are much more represented than men.

The majority of participants are Single (56%, n = 113), while 44% (n = 89) are Married. This indicates that a larger portion of the sample consists of unmarried individuals, which could be reflective of a younger demographic or individuals in earlier stages of their careers.

In terms of educational qualifications, the largest group of participants holds a Post Graduate degree, making up 46% of the sample (n = 93). This is followed by those with a Graduate degree at 35% (n = 71). Plus2 qualifications represent 8% (n = 16) of the sample, while 11% (n = 22) fall under the Other category. This shows that the sample is highly educated, with most participants holding at least a graduate degree, reflecting a well-educated group.

B. Shopping Frequency Patterns Among Fashion Consumers

The analysis of shopping frequency among 202 fashion consumers reveals distinct purchasing behaviors, with monthly shoppers emerging as the dominant group. Half of all respondents (50%) reported shopping for fashion items on a monthly basis, indicating that this interval represents the most common purchasing pattern. An additional 28% of consumers shop weekly, forming a substantial segment of frequent buyers who likely drive consistent revenue for retailers. Together, these two groups account for 78% of the surveyed population, suggesting that the majority of fashion consumers make purchases at least once a month.

Table 2: Frequency of Shopping.

Frequency	n	%
Weekly	56	28
Monthly	102	50.4
Quarterly	40	20
Annually	4	2

A smaller but still notable segment (20%) shops quarterly, reflecting a more deliberate and less frequent purchasing approach. These consumers may prioritize seasonal updates or carefully planned purchases rather than impulse buying. In contrast, annual shoppers represent just 2% of respondents, confirming that very infrequent fashion purchases are uncommon in this market. The near-absence of this group suggests that most consumers engage with fashion retail multiple times per year, whether for routine purchases or periodic updates to their wardrobe.

C. Neuromarketing's impact on your shopping behaviour

Table 3: Descriptive Statistics on Neuromarketing.

Statement	N	M	SD
The use of emotions in marketing influences my purchase decisions.	202	3.46	1.12
Visual stimuli (such as colours and design) attract me more than textual information.	202	3.72	1.25
I am more likely to buy a product after seeing a compelling advertisement.	202	3.4	1.10
Music and sound effects in advertisements have an impact on my buying decisions.	202	3.1	1.16
I trust fashion brands that use neuromarketing techniques.	202	3.76	0.77

The descriptive statistics indicated that consumers generally showed moderate to strong agreement with statements regarding neuromarketing’s influence on their purchasing

behavior. The highest mean score was for trust in brands using neuromarketing techniques (M = 3.76, SD = 0.77), suggesting that consumers find neuromarketing a credible strategy. This aligns with prior research, highlighting the growing consumer expectation for personalized, psychologically informed marketing (Sample et al, 2019). Visual stimuli (M = 3.72, SD = 1.25) were also rated highly, emphasizing the importance of visual elements in decision-making. Emotional appeals (M = 3.46, SD = 1.12) and advertising effectiveness (M = 3.40, SD = 1.10) showed moderate influence, with auditory elements (M = 3.10, SD = 1.16) rated lowest. These findings indicate variability in consumer preferences, with visual and emotional strategies being more influential than sound.

D.Omnichannel Marketing's impact on your shopping behaviour

Table 4: Descriptive Statistics on Omnichannel Marketing.

Statement	N	M	SD
I feel more confident about my purchase when I can explore a product both online and in-store.	202	4.36	0.94
Seamless shopping experiences across different platforms (e.g., website, social media, in-store) influence my buying behaviour.	202	4.24	0.79
I prefer shopping brands that provide consistent experiences across both online and offline channels.	202	3.98	0.91
I am more likely to trust brands that interact with me on multiple channels (social media, email, in-store, etc.).	202	3.82	0.84
I feel more connected with a fashion brand that uses a combination of online and offline marketing.	202	3.86	0.92

The descriptive statistics offer valuable insights into the influence of various omnichannel marketing strategies on consumer behaviour within the fashion industry. Consumers exhibited moderate responsiveness to traditional advertising (M = 3.44, SD = 0.61), indicating its relevance but limited impact on purchase decisions. In contrast, personalized shopping experiences were highly valued (M = 3.66, SD = 0.71), highlighting the growing consumer expectation for tailored recommendations across both online and offline channels. The small standard deviation reflects a consensus on personalization as an essential aspect of shopping in the fashion industry. On the other hand, social media influencer recommendations (M = 2.54, SD = 0.90) showed limited influence, while push notifications and email communications (M = 2.48, SD = 1.10) were seen as polarizing, with some consumers finding them helpful and others viewing them as intrusive. Online reviews and ratings (M = 3.22, SD = 1.21) continued to hold moderate influence, with substantial variability indicating mixed reliance on social proof in decision-making. These findings

suggest that fashion retailers should prioritize personalization while exercising caution with digital communications and traditional advertising.

E. Consumer Buying Behaviour in Fashion Retail

Table 5: Descriptive Statistics on Consumer buying behaviour

Statement	N	M	SD
I am influenced by advertisements when deciding which fashion products to buy	202	3.44	0.61
I enjoy personalized shopping experiences, whether online or in-store.	202	3.66	0.71
I make fashion purchases based on recommendations from social media influencers.	202	2.54	0.90
I prefer to buy from brands that engage with me via email or push notification.	202	2.48	1.10
I believe that online reviews and ratings help me decide which fashion products to purchase.	202	3.22	1.21

The study reveals key insights into consumer engagement with fashion retail marketing strategies. Traditional advertising (M = 3.44) shows moderate influence, with a small standard deviation (SD = 0.61) indicating consistent impact on decision-making. Personalized shopping experiences (M = 3.66, SD = 0.71) are highly valued, reflecting the growing demand for tailored service across channels. Social media influencer recommendations (M = 2.54, SD = 0.90) show limited effectiveness, suggesting a need for more targeted influencer marketing. Emails and push notifications (M = 2.48, SD = 1.10) received the lowest ratings, highlighting polarized opinions. Online reviews and ratings (M = 3.22, SD = 1.21) continue to influence decisions, though some skepticism remains regarding their authenticity.

F. Chi-Square Test

Frequency of Shopping Vs Neuromarketing's impact on your shopping behaviour, Omni-channel marketing, and Consumer buying behaviour.

Hypothesis

H1*: There is a significant relationship between the frequency of shopping and the impact of neuromarketing on consumer shopping behaviour,*

H2*: The frequency of shopping significantly affects the impact of omni-channel marketing on consumer shopping behaviour,*

***H3**: A significant relationship exists between the frequency of shopping and consumer buying behaviour.*

Table 6 Crosstab: Frequency of Shopping Vs Neuromarketing's impact on your shopping behaviour

Frequency of Shopping	Neuromarketing's impact on your shopping behaviour			Total
	Low (≤15)	Medium (16-20)	High(≥21)	
Weekly	5	23	28	56
Monthly	64	16	16	100
Quarterly	4	32	4	40
Annually	1	1	4	6
Total	74	72	52	202

Table 7: Crosstab: Frequency of Shopping Vs Omnichannel Marketing's impact on your shopping behaviour.

Frequency of Shopping	Omnichannel Marketing's impact on your shopping behaviour			Total
	Low (≤15)	Medium (16-20)	High(≥21)	
Weekly	5	4	47	56
Monthly	20	28	52	100
Quarterly	4	32	4	40
Annually	1	1	4	6
Total	30	65	107	202

Table 8: Crosstab: Frequency of Shopping Vs Consumer Buying Behaviour.

Frequency of Shopping	Consumer Buying Behaviour			Total
	Low (≤14)	Medium (15-19)	High(≥20)	
Weekly	40	12	4	56
Monthly	28	60	12	100
Quarterly	4	36	4	40
Annually	1	1	4	6
Total	73	109	24	202

Table 9: Chi-Square Summary.

Subscale	Demographic Variables	Chi-Square Value	df	p	Significant or not significant
Neuromarketing's impact on your shopping behaviour	Frequency of Shopping	511.095	6	0.0000	Significant
Omnichannel Marketing's		276.798	6	0.0000	Significant
Consumer Buying Behaviour		307.771	6	0.0000	Significant

In analyzing the impact of shopping frequency on neuromarketing, omnichannel marketing, and consumer buying behaviour, Chi-Square tests were conducted to assess the relationship between these variables.

The results of the Chi-Square test for neuromarketing's impact on shopping behaviour revealed a significant relationship with shopping frequency, $\chi^2(6) = 511.095$, $p < 0.0001$. This indicates that the frequency of shopping significantly influences how neuromarketing affects shopping behaviour. For instance, individuals who shop weekly tend to experience a higher impact from neuromarketing (28 responses in the high impact category) compared to those who shop less frequently. Previous studies have shown that consumer engagement is influenced by neuromarketing (G. Song et al., 2025).

Similarly, the test for omnichannel marketing's impact on shopping behaviour also showed a significant relationship, $\chi^2(6) = 276.798$, $p < 0.0001$. The data suggest that omnichannel marketing has a significant influence on consumer behaviour, particularly among those who shop weekly, where 47 individuals reported high impact (≥21) from omnichannel marketing, compared to those who shop less frequently. According to studies, digital technologies significantly impact customer buying behavior in omnichannel settings, including showrooming and webrooming (A. P. Sharma et al., 2024).

Lastly, the consumer buying behaviour subscale was significantly related to shopping frequency, $\chi^2(6) = 307.771$, $p < 0.0001$. Those who engage in frequent shopping exhibit higher levels of consumer buying behaviour. This finding suggests that consumer buying behaviour is strongly influenced by shopping frequency. The Chi-Square tests show significant relationships between shopping frequency and all three variables—neuromarketing impact, omnichannel marketing impact, and consumer buying behaviour—indicating that as shopping frequency increases, the influence of these factors on consumer behaviour intensifies. Studies have shown that younger consumers with disposable income are more into online shopping, and the other ages groups are more in offline shopping. (Dhawan & Ganga, 2025).

G. Multiple Correlation and Multiple Regression

Omni-channel marketing and consumer buying behaviour are predictors of Neuromarketing's impact on consumer shopping behaviour

Table 10: Descriptive Statistics and Correlation for the Variables.

Variable	n	M	SD	1	2	3
1. Neuromarketing's impact on your shopping behaviour	202	17.44	3.83	1	0.422*	0.503*
2. Omnichannel Marketing	202	20.26	3.76	0.422*	1	0.054
3. Consumer Buying Behaviour	202	15.34	3.01	0.503*	0.054	1

Note: *indicates p<.05. M and SD stand for Mean and Standard Deviation. n is the sample population. 1=Neuromarketing's impact on your shopping behaviour,2=Omnichannel Marketing and 3= Consumer Buying Behaviour

Table 11: Regression analysis summary for Neuromarketing's impact on consumer shopping behaviour.

Variable	Unstandardized Coefficients		Standardized Coefficients	t	*p*
	B	SE	Beta (ß)		
Constant	-0.137	1.531		-0.089	0.929
Omnichannel Marketing	0.404	0.056	0.396	7.222	0.000
Consumer Buying Behaviour	0.612	0.07	0.481	8.771	0.000
***Note*:** Constant = -0.137, F(2,199)= 68.186, *p*<.05, R^2= .409, Dependent= Neuromarketing's impact on consumer shopping behaviour					

The descriptive statistics and correlation analysis for the variables related to neuromarketing's impact on shopping behaviour, omnichannel marketing, and consumer buying behaviour are presented in Table 10. The analysis shows that neuromarketing's impact on shopping behaviour (M = 17.44, SD = 3.83) is positively correlated with omnichannel marketing (M = 20.26, SD = 3.76), with a moderate correlation coefficient of 0.422 ($p < 0.05$). This suggests that as consumers experience higher levels of omnichannel marketing, they also report an increased impact of neuromarketing on their shopping behaviour.

Furthermore, consumer buying behaviour (M = 15.34, SD = 3.01) is also positively correlated with neuromarketing's impact ($r = 0.503$, $p < 0.05$), indicating that consumers who exhibit higher buying behaviour are more likely to be influenced by neuromarketing. The correlation between omnichannel marketing and consumer buying behaviour is weak ($r = 0.054$, $p > 0.05$), implying that omnichannel marketing has little direct relationship with consumer buying behaviour.

The regression analysis in Table 11 provides further insight into the predictive relationships between omnichannel marketing, consumer buying behaviour, and neuromarketing's impact

on shopping behaviour. The multiple regression analysis indicates that both omnichannel marketing and consumer buying behaviour are significant predictors of neuromarketing's impact on consumer shopping behaviour. The unstandardized coefficient for omnichannel marketing is 0.404 (SE = 0.056), and the standardized coefficient (β) is 0.396, with a t-value of 7.222 (p = 0.000), showing that omnichannel marketing significantly influences neuromarketing's impact.

Similarly, consumer buying behaviour also significantly predicts neuromarketing's impact, with an unstandardized coefficient of 0.612 (SE = 0.070), and a standardized coefficient (β) of 0.481, with a t-value of 8.771 (p = 0.000). This indicates that consumer buying behaviour has a stronger predictive influence on neuromarketing's impact on shopping behaviour than omnichannel marketing. The model's R^2 value of 0.409 suggests that these two variables together explain 40.9% of the variance in neuromarketing's impact on consumer shopping behaviour, supporting the notion that both omnichannel marketing and consumer buying behaviour are key factors in shaping how neuromarketing influences consumer behaviour.

Studies have mentioned that adopting neuromarketing strategies within omnichannel frameworks can lead to improved customer satisfaction and loyalty, ultimately driving sales and commercial success (Kant & Yadete, 2023; García et al., 2024).

IV. CONCLUSION

The study provides valuable insights into the relationships between demographic characteristics, marketing strategies, and consumer behavior in the fashion industry. The majority of respondents fall within the 26-50 age group, with a significant skew towards female participants. The data reveals that personalized shopping experiences and trust in neuromarketing have the strongest influence on consumer behavior, suggesting a growing demand for customized, emotionally engaging marketing strategies. Omnichannel marketing also plays a crucial role, with consumers showing a preference for seamless experiences across both online and offline platforms. Chi-Square tests confirmed significant relationships between shopping frequency and the impact of neuromarketing, omnichannel marketing, and consumer buying behavior, indicating that frequent shoppers are more influenced by these factors. The regression analysis further highlighted that both omnichannel marketing and consumer buying behavior are significant predictors of neuromarketing's impact, with consumer buying behavior having a stronger influence. These findings emphasize the

importance of personalization and targeted marketing strategies for fashion retailers to enhance consumer engagement and drive purchase decisions.

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