International Journal of Environmental Sciences
ISSN: 2229-7359
Vol. 11 No. 3S, 2025
https://www.theaspd.com/ijes.php

Unleashing Synergy: A review of the Impact of AI and Neuromarketing on Business Success

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ABSTRACT
Individuals often effectively communicate their preferences, desires, and willingness to pay for items. However, they may lack a clear understanding of the origins of that value or how and when advertisements influence their perceptions. To understand this Neuromarketing can be applied to gain insights into how the brain responds to different marketing stimuli, like product packaging, advertisements and brand messages. By leveraging neuroscience techniques and tools like functional magnetic resonance imaging (fMRI), electroencephalography (EEG), and eye tracking, researchers aim to uncover subconscious reactions and emotional responses that may influence consumer choices. In the marketing sector, artificial intelligence (AI) has grown to be an effective tool that is reshaping data analysis, consumer interaction, and strategy optimization.
Conventional marketing methods are being replaced by data-driven marketing. All businesses now base their marketing strategies on insights from consumer behavior data gathered from their neuro-signals and facial expressions. This study investigates the face recognition with Neuromarketing techniques and also how to investigate the integration of AI and Neuromarketing to enhance the probability of business success.
The aim of this research is to study the impact of facial expressions through neuromarketing and AI in the success of the business.
The literature on neuromarketing and facial recognition marketing is thoroughly examined in this study. In order to conduct the study, a systematic literature review is conducted and the papers for reviews are sourced from the Scopus database. After reviewing the selected article, the author discovered that there are ten facial expressions that can be analysed using five neuromarketing techniques. It also reveals that the interrelation between Consumer Behaviour and success of the business depends on Psychology as well as the technology. These findings can help companies for improved feature, improving customer trust and preventing negative reviews.
In conclusion, this article suggests that face recognition marketing and neuro-marketing are two AI-enabled marketing methods that can provide cognitive insights into human behaviour. Managers might apply the findings to help create advertising strategies that improve their approach to marketing and increase a company's success.
Keywords: Artificial Intelligence, Neuromarketing, Decision Making, Customer centric, NM Techniques, Face Recognition Marketing

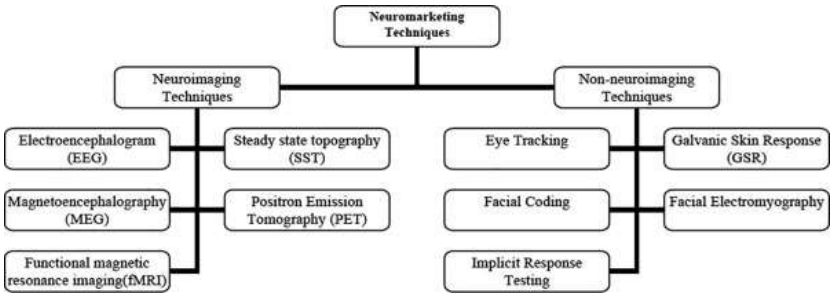
INTRODUCTION
Neuromarketing:
Business success depends on having a solid understanding of consumer behaviour since it offers important insights into the demands, interests, and buying habits of the target market. Businesses may improve overall customer happiness, make strategic decisions, and customize their marketing tactics by understanding the elements that impact consumer decisions.
Using neuromarketing to understand consumers' emotional and cognitive reactions enables more accurate targeting. **Surabhi Singh 2020** A recent development in marketing research is neuromarketing. The field was established on the investigation of how consumers react to marketing stimuli using their senses, cognition, and emotions. Through the utilization of subconscious reactions, companies may produce content that connects with their audience more deeply. Because neuromarketing has the ability

to uncover hidden information about consumer behavior as well as implicit and automatic processes that affect how they make decisions, it has a huge impact on businesses and society. By using traditional methods, this was not achieved **Tusche et al., 2010**.

Neuroscience principles are applied in neuromarketing to comprehend the brain's reaction to marketing stimuli. In order to gauge customer reactions, this entails monitoring physiological responses like heart rate, eye movement, and brain activity. With its greater understanding of emotional reactions **Hubert & Kenning, 2008; Genco et al., 2013** and underlying preferences, this data enhances conventional market research.

By illuminating unconscious forces influencing purchase decisions, neuromarketing insights advance predictive modelling. Marketers can use this information to anticipate how consumers might respond to certain stimuli and optimize campaigns accordingly.

Insights from neuromarketing can guide the creation of content that triggers positive emotional responses, making it more memorable and impactful. AI-driven content tactics are enhanced by this comprehension of emotional involvement **Hubert & Kenning, 2008; Genco et al., 2013**.



Types of Neuromarketing Techniques

Figure 1.1

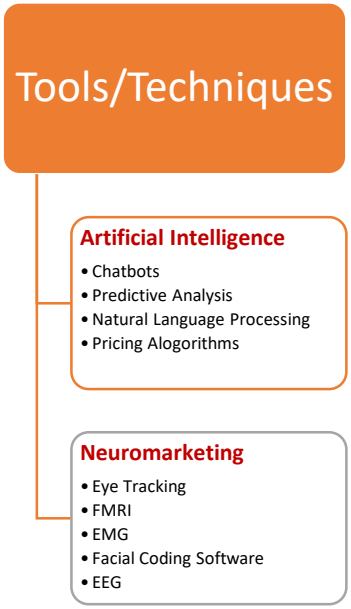
Source: https://www.sciencedirect.com/science/article/abs/pii/S2214785320366128

AI: The growing influence of Artificial Intelligence (AI) and neuromarketing is significantly shaping marketing strategies, revolutionizing how businesses understand and connect with consumers. With the power of Artificial intelligence (AI) is becoming more and more significant because of its capacity to leverage massive data sets and convert them into business insights about consumer behaviour, preferences, and trends, **Davenport et al., 2020** which is changing how businesses make strategic decisions across all industries **Sestino & De Mauro, 2021.** ML is the subset of AI **Ma & Sun, 2020** Machine learning algorithms can recognize correlations and patterns, helping marketers make data-driven decisions. **Andrea De Mauro 2022** Our research could help managers and marketers better grasp the complex relationship between machine learning and marketing from the viewpoints of both companies and customers. According to **AFC; Pantic and Rothkrantz, 2003; Cohn and Sayette, 2010** recent technological advancements, it is now possible to measure facial expressions and get emotion-associated characteristics by using automatic machine-learning-based facial coding.

- Artificial intelligence-driven **chatbots and virtual assistants** are becoming essential tools for marketing and customer support. When interacting with AI (such as conversational bots), users can convey their emotions through their body language, speech, eye movements, and facial expressions using computer vision and deep learning algorithms. **(Campbell et al., 2020)** They provide instant responses to queries, offer personalized recommendations, and facilitate smoother customer interactions, contributing to improved customer experiences.
- **Predictive analytics**, driven by AI, helps in predicting future market dynamics, consumer behaviour, and trends. This enables marketers to keep ahead of the competition, proactively change strategies, and utilize resources efficiently.
- **AI technologies like natural language processing** and content generation algorithms can automate the creation of personalized and targeted content. This improves efficiency and allows marketers to deliver relevant messages at scale.

- **Dynamic pricing algorithms**, powered by AI, analyse consumer behaviour, competitive pricing, and market conditions to make real-time price modifications. This strategy maximizes revenue and enhances competitiveness.

AI enables sophisticated personalization by analysing individual consumer behaviour and tailoring marketing messages, recommendations, and experiences accordingly. This personalization enhances customer engagement and satisfaction.



Tools of AI & NM
Figure 1.2
Source: Researcher's own conception

Neuromarketing

Slovic et al., 2007; Pittig et al., 2014 Customer neuroscience provides an opportunity to enhance understanding of consumers' attitudes and emotions. **Fraser et al., 2012**, Emotions are essential for forming attitudes, breaking down information, and making decisions in general. **Plassmann et al., 2012** Customers' perceptions of brands are influenced by advertisements, which may control their purchasing decisions and behaviour.

Neuromarketing Tools/Techniques

- Eye Tracking: Eye tracking is a neuromarketing technique that monitors and records the movement and focus of a person's eyes. It provides insights into what elements of a visual stimulus, like product packaging or advertisements, attract attention and how visual attention unfolds over time.
- **Functional Magnetic Resonance Imaging (fMRI):** A neuroimaging method called fMRI tracks fluctuations in brain blood flow. It provides real-time information about brain activity and is commonly used in neuromarketing to understand how consumers respond to various stimuli, including advertisements.
- **Electromyography (EMG):** Electromyography involves the measurement of electrical activity in muscles. In neuromarketing, facial EMG is often used to analyse facial expressions by monitoring the muscle contractions associated with different emotions, such as smiling or frowning.
- **Facial Coding Software:** Facial coding software analyses facial emotions from recorded video footage or in real-time using computer vision algorithms. It detects and quantifies various facial movements and expressions associated with different emotions.
- **Electroencephalography (EEG):** With electrodes connected to the scalp, EEG detects electrical activity in the brain. It provides insights into neural patterns associated with cognitive processes and emotional responses.

FACIAL EXPRESSION

Tian, Y.L et.al 2005 FEA is a procedure that involves observing, quantifying, and analyzing the human face in order to shed light on a variety of topics, including emotion, attentiveness, cognitive function, and physical effort. **Guillermo González-Mena 2022** The combination of AU (Action Unit) might lead to the precise and continuous observation of a particular emotion. The Researcher concluded that Emotions **Büdenbender, B., Höfling, T. T. A., Gerdes, A. B. M., & Alpers, G. W. (2023)** such as disgust and surprise increased significantly, which may increase the potential that the stimulus will be recognized and improve the memory imprint for the brand in the future. **Sander et al., 2018; Scherer and Moors, 2019** Emotional events not only increase brain activity but also cause affective expressions. **Scherer and Ellgring, 2007; Plusquellec and Denault, 2018** The most investigated and predicted aspect of emotional responses is facial expression. Facial expression responses, when compared to brain activity measures require no application or preparation for the measurement, can be collected in ecologically appropriate contexts, and can even be used for online research. In order to extract emotionally significant information from the entire face, researchers have primarily relied on observational methods such as the Facial Action Coding System (FACS) to score intensity estimates of individual facial movements termed Action Units (AU). **Mauss and Robinson (2009) and Ekman et al. (2002).** The well-known psychologist and American researcher **Paul Ekman 1997** claims that seven basic or universal emotions can be recognized from small facial expressions. Therefore, these feeling could be 1. Surprise; 2. Sadness. 3. Anger; 4. Fear; 5. Happiness/joy; 6. Disgust; 7. Contempt.

Facial Expression
Figure 1.3
Source:https://www.researchgate.net/publication/301894716_Opening_of_New_Insights_for_the_Researchers_A_Descriptive_Study_on_Emotional_Maturity

Correlation between Emotion Analysis and Neuromarketing based on AI

Emotion analysis and neuromarketing are two interconnected fields that aim to understand and leverage human emotions in marketing and consumer behaviour. While neuromarketing employs neuroscientific methods like brain imaging and eye tracking to assess neural and physiological responses, emotion analysis uses natural language processing and machine learning to recognize and evaluate emotions in written or verbal communication. Both domains utilize data sources, including social media posts and customer reviews, to evaluate consumer sentiment and to understand how people feel about marketing, businesses. Emotion analysis provides a comprehensive understanding of emotional expressions **Hubert & Kenning, 2008; Genco et al., 2013**, whereas a deeper understanding of emotional reactions is provided by neuromarketing. As artificial intelligence (AI) keeps developing **Winston,1984**, its combination with neuromarketing tools and techniques **Lee, 2007** can help marketers better understand consumers' decision-making processes by assessing consumers' emotions with accuracy and reliability. Integrating insights from both fields can offer a more comprehensive understanding of consumer emotions and inform more effective marketing decisions. **T. Tim A.**

Höfling and Georg W. Alpers 2023 Automatic facial coding allows for non-invasive analysis of emotional responses, making it suitable for advertisement optimization and online research.

LITERATURE REVIEW

AI in Marketing:

Li, 2018; Verhoef et al., 2019 This paper enhanced the Customer Insights with the help of Numerous studies emphasize the role of AI in extracting valuable customer insights from large datasets. AI-driven analytics and machine learning algorithms contribute to a deeper understanding of consumer behavior, preferences, and trends.

Davenport, Harris, & Shapiro, 2019; Wang et al., 2020 Personalization and Customer Experience: Research underscores the positive impact of AI on personalized marketing. AI-driven personalization enhances customer experiences by delivering tailored content, recommendations, and interactions, ultimately fostering customer loyalty.

Varian, 2018; Kohli et al., 2021 Efficient Marketing Operations: The literature highlights the efficiency gains achieved through the automation of marketing operations using AI. Tasks such as data analysis, content creation, and campaign optimization are streamlined, allowing marketers to focus on strategic decision-making.

Huang et al., 2019; Fader & Hardie, 2018. Predictive Analytics and Decision Support: AI's role in predictive analytics is explored in research, showcasing its ability to forecast market trends, identify opportunities, and support decision-making processes within marketing strategies

Neuromarketing in Business:

Vecchiato et al., 2015; Morin, 2011 Understanding Consumer Emotions: Studies in neuromarketing emphasize its unique contribution to understanding consumer emotions and subconscious responses to marketing stimuli. This knowledge aids in crafting emotionally resonant marketing messages and designing effective campaigns.

Lee et al., 2017; Ariely & Berns, 2010 Product and Brand Perception: Research highlights the impact of neuromarketing on shaping product and brand perception. By measuring physiological responses, businesses can gauge consumer preferences and optimize product features or branding elements.

Dmochowski et al., 2014; Smith & Kat Dreyer, 2015 Improved Advertising Effectiveness: Neuromarketing techniques, such as neuroimaging and biometric measurements, are shown to enhance the effectiveness of advertising. Understanding how the brain responds to ads helps in creating content that captures attention and drives engagement.

Glimcher, 2018; Plassmann et al., 2015 Neuroeconomics and Decision Making: The intersection of neuromarketing and neuroeconomics is explored in the literature. Studies demonstrate how insights from neural responses can inform economic decision-making models, providing a neuroscientific basis for consumer choices.

Integrated Impact on Business Outcomes:

Hubert & Kenning, 2008; Genco et al., 2013 Synergies between AI and Neuromarketing: Emerging literature discusses the potential synergies between AI and neuromarketing. Integrating AI's analytical capabilities with neuromarketing's emotional insights is proposed as a holistic approach to understanding and influencing consumer behavior.

Reinecke, 2018; Steinhart et al., 2020 Strategic Decision Support: Studies highlight how the integration of AI and neuromarketing can provide comprehensive support for strategic decision-making in marketing. This includes product development, pricing strategies, and the design of customer-centric campaigns.

Sheinin, 2021; Koslow et al., 2016 Business Performance and Competitiveness: Research suggests that businesses adopting an integrated approach witness improvements in performance and competitiveness. The combined power of AI and neuromarketing contributes to more effective marketing strategies, enhanced customer satisfaction, and ultimately, increased business success.

Neuromarketing and Consumer Insights:

Vecchiato et al., 2015 This study provides an overview of consumer neuroscience techniques, including EEG and fMRI, to measure brain responses to marketing stimuli. Through a deeper knowledge of

customer emotions and preferences, it investigates how these neuroscientific insights might improve traditional market research.

Morin, 2011 This theory critically examines the promises and challenges of neuromarketing. It discusses the potential of neuroimaging techniques in revealing subconscious consumer responses but also acknowledges ethical concerns and methodological limitations. A deeper understanding of the function of neuromarketing in consumer insights can be made feasible by the theory.

Dmochowski et al., 2014 Focusing on the psychological aspects of consumer decision-making, this study investigates neural processes associated with rationalization. It explores how consumers reconcile conflicting choices and the implications for marketing strategies. The findings provide insights into the role of neuromarketing in understanding the post-decision cognitive processes.

Integration of AI and Neuromarketing:

Hubert & Kenning, 2008 This study bridges the gap between information systems and neuroscience, emphasizing the potential of neuroscientific insights in the field of AI. It explores the integration of cognitive neuroscience with AI applications, providing a theoretical foundation for leveraging neural data in business contexts.

Genco et al., 2013 This theory systematically reviews neuroscientific methods in consumer research, emphasizing the value of integrating neuroscientific insights with AI analytics. The theory proposes a framework for combining neuroimaging data with machine learning algorithms to enhance consumer insights and marketing strategies.

Sheinin, 2021 This recent study investigates the broader implications of AI on market structure and consumer behaviour. It explores how AI-driven personalization and recommendation systems impact consumer choices. The research contributes to understanding the synergies between AI and neuromarketing in shaping consumer preferences.

Objective:

- To investigate the integration of AI and neuromarketing enhance the probability of business success.
- How AI facilitates data analysis and supports informed decision-making in business strategies.

Analysis

AI's Role in Data-Driven Decision-Making

AI's Role in Data-Driven Decision-Making
Figure 1.4

Source: Researcher's own conception

• **Data Processing and Analysis Speed**: AI algorithms process and analyze large data volumes at speeds unattainable by traditional methods, enabling quick responses to market dynamics. **Wang et al., 2020**.
• **Pattern Recognition and Prediction**: Machine learning models identify patterns and trends within complex datasets, predicting future outcomes based on historical data **Huang et al., 2019**.
• **Customized and Personalized Insights:** AI-driven personalization provides highly relevant insights to specific segments or consumers, enhancing decision-making in marketing, product development, and customer relationship management **Reinecke, 2018; Steinhart et al., 2020**.
• **Risk Assessment and Mitigation:** Predictive Analytics predicts potential challenges or disruptions, providing a proactive approach to risk management **Davenport, Harris, & Shapiro, 2019**.
• **Operational Efficiency and Resource Optimization:** AI automates routine tasks, freeing up human resources for strategic decision-making **Koslow et al., 2016**.
• **Customer Segmentation and Targeting:** AI-driven algorithms segment audiences based on various characteristics, optimizing campaign effectiveness and customer engagement.
• **Real-time Insights for Marketing Strategies:** Natural Language Processing (NLP) analyses unstructured data, providing real-time insights for marketing strategies.
• **Adaptive Decision-Making through Feedback Loops:** Continuous Learning Models refine decision-making over time, aligning with evolving business requirements and external factors **Sheinin, 2021**.

AI in Business: Key Examples

Artificial intelligence (AI) has been used by various successful businesses for market intelligence and trend analysis, including facial expression analysis. **Affectiva**, a company specializing in emotion recognition technology, analyses facial expressions in real-time, providing insights into consumer emotional responses **Nyoni and Bonga, 2017**. **Apple** acquired Emotient, a startup specializing in emotion detection using facial recognition technology. **Neuro-Insight** uses AI to measure consumer responses to advertisements, providing actionable insights for brands. **Amazon Rekognition**, a cloud-based image and video analysis service, includes facial analysis capabilities. **Microsoft Azure Cognitive Services** includes the Face API, which provides facial recognition and emotion detection capabilities. **Facebook** uses facial recognition for various purposes **Salati et al., 2018**, and **IBM Watson** offers various AI services for sentiment analysis and customer experience enhancement.

These examples demonstrate how businesses across different industries leverage AI, particularly facial expression analysis, for market intelligence and trend analysis. By tapping into emotional responses through AI, companies can gain deeper insights into consumer behavior, enhance product offerings, and refine marketing strategies.

Netflix, Amazon, Spotify, Starbucks, and Sephora have all implemented AI-powered solutions to improve user engagement, product recommendations, and loyalty programs. Over 80% of content on Netflix is found through suggestions, which are derived from machine learning algorithms that examine user viewing patterns, tastes, and behavior. Amazon's recommendation engine uses a combination of filtering and machine learning to generate personalized product recommendations, leading to a 35% increase in revenue. Spotify uses machine learning algorithms to create personalized playlists, such as Discover Weekly and Release Radar, which have increased user engagement and longer time spent on the platform. Starbucks' My Starbucks Rewards program uses AI algorithms to deliver personalized offers and recommendations, resulting in increased transaction frequency and spend per customer. Sephora's AI-driven system powers the Sephora Virtual Artist feature, offering personalized beauty product recommendations, boosting customer satisfaction and online engagement. These studies demonstrate how AI-driven personalization in marketing campaigns has positively impacted user engagement, customer satisfaction, and business success for leading companies across different industries. Personalized marketing powered AI increases revenue growth and brand loyalty in addition to improving consumer experiences.

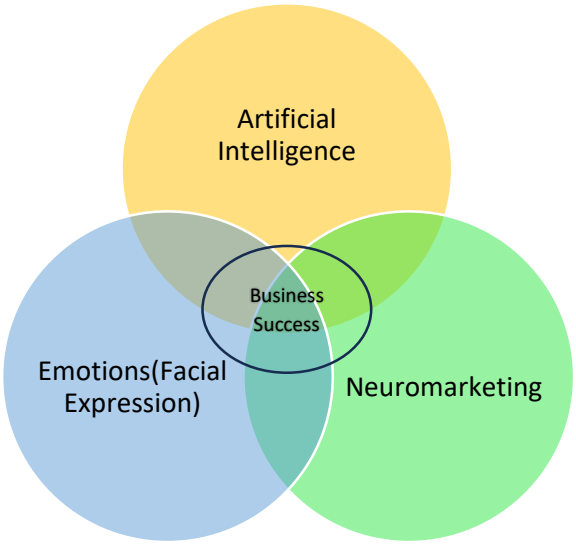
FINDINGS

The Power of AI in Business Success:

- To enhance the customer understanding **Neuromarketing** techniques provide deeper insights into the neural and physiological responses accompanying facial expressions, allowing a more comprehensive understanding of customer experiences **Pradeep (2010) and Barkin (2013)**. **AI** can analyse facial expressions to understand customer emotions and reactions to products, services, or marketing campaigns **Wang et al., 2020**.
- For the success of any business personalised marketing plays an important role for that Insights from **neuromarketing** can guide the development of emotionally resonant marketing strategies tailored to specific customer segments **Hubert & Kenning, 2008; Genco et al., 2013**. By integrating facial expression data into **AI** algorithms, businesses can personalize marketing content based on individual emotional responses **Davenport, Harris, & Shapiro, 2019**.
- To optimized product design, it Analysing facial expressions during product testing can reveal genuine emotional responses to design elements **Maitlis and Ozcelic (2014)**. **AI** algorithms can process this data to identify features that evoke positive or negative reactions, contributing to optimized product design **Plusquellec and Denault, 2018**.
- To increase the effectiveness of advertisement, Neuromarketing metrics, combined with AI analytics, offer a holistic understanding of how advertisements impact consumer emotions and perceptions. AI tools can analyse the effectiveness of advertising by measuring emotional engagement through facial expressions **Mauss and Robinson, 2009**.
- To improve the customer experience, Neuromarketing insights can guide the development of customer experiences that align with emotional preferences, enhancing satisfaction and loyalty **Genco, Pohlman & Steidl (2013)**. AI can provide real-time feedback on customer emotions during interactions, allowing businesses to adjust their approach dynamically **Verhoef et al., 2019**.
- For better support of decision making, Neuromarketing research can inform strategic decisions, helping businesses align their offerings with consumer preferences **Brunsson, 2015**. AI can assist decision-makers by providing data-driven insights derived from facial expression analysis **Li, 2018.**
- To improve the perception of any brand, Neuromarketing insights can guide businesses in managing and improving their brand image based on emotional responses **Maitlis and Ozcelis 2014**. AI can perform sentiment analysis on facial expressions to gauge public perception of a brand or product **Sander et al., 2018**.
- Both AI and Neuromarketing need to consider ethical implications, ensuring that customer privacy and consent are prioritized in the collection and analysis of facial expression data **Ariel & Berns, 2010; Azra Emić 2019**.
- Neuromarketing techniques, such as neuroimaging and biometrics, allow businesses to study the brain's response to marketing stimuli **Surabhi Singh 2020**. This data, combined with AI analytics, helps in understanding consumer emotions and preferences at a deeper level. By understanding what resonates with consumers on a neurological level, businesses can tailor their strategies accordingly.
- AI algorithms can analyse vast amounts of consumer data to identify patterns and preferences. By incorporating emotional insights from neuromarketing studies, Companies are able to design extremely particular marketing strategies that emotionally connect with each and every customer. **Vences NA, Díaz-Campo J and Rosales DFG (2020)**. More involvement and conversion rates may result from this focused strategy.
- Neuromarketing studies can reveal which elements of ad content evoke emotional responses. AI algorithms can then be employed to optimize ad content based on these emotional triggers **Sander et al., 2018**. This ensures that marketing materials are not only visually appealing but also emotionally compelling.
- AI-powered tools, such as chatbots and virtual assistants, can be designed to recognize and respond to user emotions **Campbell et al., 2020**. By understanding user emotions, businesses can provide more empathetic and personalized interactions, leading to an enhanced overall user experience.

- AI-driven predictive analytics forecast consumer behaviour based on historical data and neuromarketing insights. This allows businesses to anticipate market trends, optimize inventory, and adjust marketing strategies to meet evolving consumer preferences.
- AI-powered tools, such as chatbots and virtual assistants, can be designed to recognize and respond to user emotions **Campbell et al., 2020**. This enhances the overall user experience by providing more personalized and empathetic interactions.
- AI-driven CRM systems analyse customer interactions, sentiment, and behaviour, allowing businesses to build stronger relationships. Combining neuromarketing insights with AI helps in tailoring communication and offerings to enhance customer satisfaction and loyalty **Hubert & Kenning, 2008; Genco et al., 2013**.
- Neuromarketing insights can reveal the emotional responses associated with different pricing strategies. AI can then optimize pricing models based on these emotional triggers, finding the right balance between perceived value and profitability.

AI and neuromarketing offer businesses a stronger understanding of consumer behaviour, enabling more targeted marketing strategies. This understanding allows for personalized experiences, data-driven decision-making, automation, predictive analytics, and emotional connections. AI helps businesses analyse vast datasets, extract meaningful insights, and inform marketing strategies. It also allows for automation and efficiency, allowing businesses to allocate resources strategically. The combination of AI and neuromarketing also enables predictive analytics and future trends, allowing businesses to stay ahead of market shifts. This results in deeper emotional connections with consumers. The strategic integration of AI and neuromarketing provides a competitive advantage, enabling innovation and adaptability in marketing strategies. It also fosters a customer-centric approach, enhancing brand loyalty and trust. The dynamic nature of AI and neuromarketing allows for continuous improvement. However, businesses must prioritize ethical considerations, transparency, and customer trust to unlock the full potential of these technologies.
Key findings underscore the transformative impact of this integration on various facets of marketing, from consumer insights and personalized campaigns to predictive analytics and building brand loyalty.



Business Success
Figure 1.5
Source: Researcher's own conception

In summary, the integration of Neuromarketing and AI empowers businesses to make data-driven decisions, enhance customer experiences, and develop more effective marketing strategies. This, in turn, contributes to the overall success and competitiveness of a business in a dynamic and rapidly changing marketplace.

Results

Role of NM with facial expression & AI in Success of a Business

Facial Expressions	Features	Indicates	Predicts/Results/Action of businessman	Neuromarketing Tools	References
Joyful	Smiles Raised Cheeks Possibly laughter	Happiness Satisfaction Delight	Consumers who associate positive emotions with a brand are more likely to develop loyalty and make repeat purchases **Hafez (2019)**.	FMRI (Functional Magnetic Resonance Imaging) EMG(Electromyography) Facial Coding Software	Baraybar-Fernández et al. (2017)
Surprised	Widened eyes Raised eyebrows An open mouth	Unexpected Elements	Leverage positive surprises to enhance marketing campaigns or product features.	FMRI(Functional Magnetic Resonance Imaging) EMG(Electromyography) Facial Coding Software	Ambler et al. (2000)
Angry	Furrowed brows Narrowed eyes A tense mouth	Displeasure, Frustration Disagreement	Identifying the causes of anger can help businesses address issues, improve customer service, and prevent negative reviews	FMRI (Functional Magnetic Resonance Imaging) EMG(Electromyography) Facial Coding Software	Min and Yun (2019)
Sad	Downturned mouth Lowered brows Possibly tears.	Sadness Empathy Sympathy	This could involve improving product features, revising messaging, or enhancing customer support**.**	FMRI(Functional Magnetic Resonance Imaging) EMG(Electromyography) Facial Coding Software	Vermeulen et al. (2018) Sashi (2012) (Ambler et al., 2000; Baraybar-Fernández et al., 2017; Hafez, 2019; Harris et al., 2019).
Disguised	Wrinkled nose Downturned mouth Averted gaze	Distaste towards Ad	Analyzing these expressions can guide adjustments to product features, marketing messages, or overall branding.	EMG(Electromyography) Facial Coding Software	Tandoc et al., 2014.
Fearful	Wide eyes	Discomfort Anxiety	Companies need to investigate the specific	FMRI(Functional Magnetic	Hollebeek and

	Raised eyebrows Tense or open mouth	Fear	elements and make adjustments to enhance safety, clarity, or user experience. Addressing these concerns can improve consumer trust and satisfaction	Resonance Imaging) Facial Coding Software	Chen, 2014; Marbach et al., 2016; Fan et al., 2018).
Neutral	Calm and relaxed face	Does not mean lack of engagement	Assess whether the lack of emotional engagement is intentional or if there are opportunities to enhance the product's appeal. Consider refining messaging, highlighting key features, or creating a more emotionally resonant brand image.	FMRI(Functional Magnetic Resonance Imaging) EMG(Electromyography) Facial Coding Software	Peruzzo, 2013
Contemplative/Excitement	Thoughtful and reflective gaze Possibly combined with a slight frown	Deep consideration Processing of information	Monitoring these expressions can help businesses gauge potential success and fine-tune marketing strategies.	EEG(Electroencephalography) FMRI(Functional Magnetic Resonance Imaging) Facial Coding Software	Coviello et al. (2014) Meshi et al., 2013, 2015; Turel et al., 2018).
Bored	Lack of engagement Possibly with a uninterested stare	No Viewer's Attention	Advertisers can use this feedback to adjust content and messaging.	EEG(Electroencephalography) FMRI(Functional Magnetic Resonance Imaging) Facial Coding Software	Spanjaard & Freeman, 2012
Confused	Furrowed brow Puzzled expression Possibly head tilting.	Difficulty in understanding Ad	Brands should pay attention to these cues to identify areas of improvement and maintain a positive image.	Eye Tracking EEG(Electroencephalography) Facial Coding Software FMRI(Functional Magnetic Resonance Imaging)	Turel et al., 2018

FMRI: Functional Magnetic Resonance Imaging
EMG: Electromyograph
EEG: Electroencephalography

CONCLUSION

Emotional engagement significantly influences consumer behaviour, with positive responses correlated with increased sales and customer loyalty. Brand perception is influenced by emotional resonance, and emotional touchpoints are crucial for optimizing customer experience. Neuromarketing techniques,

including facial expression analysis, can provide deeper consumer insights **Höfling TTA, Alpers GW. (2023)**. Agile marketing strategies can capitalize on emotionally resonant moments.
Businesses should use these insights to personalize marketing campaigns, optimize customer experience, and align product development with emotional insights. Ethical considerations should be implemented, and collaboration across departments should be fostered to address emotional triggers. Investment in technology, such as AI and facial expression analysis tools, can be beneficial.
To show the value of neuromarketing as a strategy for enhancing customer-business communication given the ability to identify the most effective messaging and preferred multimedia material. Businesses may boost product demand, prevent problems, and optimize their communication strategy with the use of this data.
Similarly, this research has made it possible to identify a number of emerging trends whose investigation could further improve the understanding of emotions through neuromarketing.
In conclusion, the study's findings align with existing literature on emotional engagement, brand perception, and customer experience. The implications for businesses include the need for personalized strategies, agile marketing, and ethical considerations in deploying advanced technologies. Addressing limitations and exploring future research directions will contribute to the ongoing evolution of neuromarketing and facial expression analysis in understanding and influencing consumer behaviour.
Finally, the integration of Neuromarketing and AI, particularly through facial expression analysis, stands as a transformative force in shaping the future of business success by providing unprecedented insights into consumer behaviour **Hubert & Kenning, 2008; Genco et al., 2013**. As businesses embrace these technologies ethically and strategically, they have the potential to forge unparalleled connections with consumers, drive innovation, and stay ahead in an increasingly competitive marketplace. Positive emotional engagement correlates with increased sales, brand perception, and customer loyalty. Personalized marketing campaigns based on individual emotional responses are crucial for businesses. Real-time adaptability in marketing strategies, informed by facial expression analysis, optimizes customer experiences.

Future scope

Future research directions include longitudinal studies, cross-industry comparisons, incorporating cultural factors, integrating neuroscientific approaches, addressing privacy and consent, and implementing robust data security measures **Hubert & Kenning, 2008; Genco et al., 2013**. Generalizability of findings should be encouraged, considering potential limitations in generalizing findings to diverse populations and industries. However, future research should evaluate its ability to predict consumer behaviour beyond self-report and out-of-sample criteria. Ethical issues arise in commercial and political contexts.

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