



AI-Driven Consumer Intelligence: Integrating Neuromarketing, Predictive Analytics, and Behavioral Insights for Strategic Marketing Decisions

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Abstract : Artificial Intelligence (AI) has moved the practice of marketing from a traditional activity into a domain that is intensely driven by intelligence and data. The framework combines behavioral insights, neuromarketing, and AI-driven predictive analytics to offer an innovative approach for consumer intelligence and strategic decision-making. Neuromarketing is a method for exploring unconscious emotional and cognitive responses; behavioral insights explain decision-making biases and preferences while predictive analytics employs massive data in order to anticipate consumer behavior. This research proposes a conceptual framework between marketing performance, decision quality, and customization effectiveness with Artificial Intelligence (AI)-based consumer intelligence. The Effects of Integrated Consumer Intelligence Series Using Survey Data, Evidence from Neuromarketing Experiments and AI-Based Predictive Modeling: This mixed-method study employing survey data and experimental evidence from neuromarketing as well as AI-based predictive modelling to unlock the strategic marketing effects. We anticipate that the findings can help advance theory through the can provide a bridge between cognitive neuroscience in conjunction with AI-decomposed today, precision marketing, consumer engagement, and competitive advantage in the digital economy.

Keywords: Artificial Intelligence, Consumer Intelligence, Neuromarketing, Predictive Analytics, Behavioral Insights, Strategic Marketing, Decision Intelligence

Introduction

AI is making marketing more algorithm-driven and data-driven. AI-based predictive analytics have been embraced by businesses to understand client behavior, enhance customization and enable engagement itself. However, such systems break on quantifying behavior while ignoring the affective and cognitive factors determining preferences (Wedel & Kannan 2016).

Behavioral science draws attention to the influence that various biases, heuristics, and social influence have on decision-making, whereas neuromarketing highlights the non conscious influences of emotion, attention, and memory on consumer behavior (Ariely & Berns, 2010; Tversky & Kahneman, 1974). Despite such advances however, the incorporation of emotional and behavioral intelligence into AI, as well as personalization and the specificity and effectiveness of strategy, are still problematic for AI (Huang

& Rust, 2021).

The article integrates behavioral insights, neuromarketing, and AI-powered predictive analytics (Rust, 2020), to propose and empirically test a conceptual framework designed to improve consumer literacy, marketing actions, and business outcomes.

Need for the Study

With the rapid digitization of markets and the growing dependency of marketers on AI, a deeper and holistic understanding of consumers began to become necessary. Although predictive analytics powered by AI will look through large databases and identify patterns in behaviors, it mostly relies on historical and observable data, while failing to consider the affective and cognitive drivers of consumers (Wedel & Kannan 2016). This, in turn, limits the potential of AI to help in decision intelligence and precision marketing.

Today, consumers do not judge only on logic, but rather much more often purely on a rational bases based on cognitive biases, gut feelings or subconscious based assumptions. Memory and Emotional Engagement Neuromarketing shows memory and emotional engagement play a large role in preference and brand equity (Ariely & Berns 2010), and behavioral research suggests that social influence, framing and heuristics are key drivers of decision-making (Tversky & Kahneman 1974). Still, as existing as this awareness is, AI-determined purchaser intelligence structures do not take those into consideration as they have to and so the technology is not syncing with purchaser psychology.

Modern marketing is characterized by widespread personalization, customer experience and engagement and hence, behavioral and emotional aspects have to be taken into consideration along with predictive data. AI analytic applications divulged through behaviors and neuromarketing inputs can potentially improve performance, decision-making, and the quality of customization (Huang & Rust 2021; Rust, 2020). The purpose of this study is to examine the impact of the integration of behavioral economics, neuromarketing and predictive analytics on consumer intelligence and strategic marketing effectiveness in the digital economy.

Statement of the Problem

Even though Artificial Intelligence and predictive analytics have seen significant growth, organizations are still struggling to understand and predict customer behavior. Because the majority of AI marketing systems depend on observable statistic data and past trends for generating insights, they are unable to deliver robust consumer intelligence which leads to low personalization and aspirational marketing strategies as they often miss subconscious emotional, cognitive and psychological triggers in decision making. (Wedel & Kannan, 2016).

While behavioral science presents how biases, heuristics, and social environment affects the decision-making process, neuromarketing explains the role of emotions, attention, and memory in determining consumer values. However, very few AI-based consumer intelligence framework includes these attributes. (Ariely & Berns, 2010; Tversky & Kahneman, 1974). It creates a gap between real consumer behavior and what current technology can deliver.

Consequently, organizations face hurdles in making high-quality marketing decisions. Abstract This study aims to fill the gap of lacking empirical framework that combines behavioral cues, neuromarketing and AI-driven predictive analytics in enhancing consumer intelligence and optimizing marketing decision strategies.

Research Gap

Though AI and data analytics have advanced:

- Most research only focuses on predictive analytics, despite subconscious processes consumers go through.
- The neuromarketing research is rarely embedded within AI-based decision systems. It also explores frameworks for types of AI driven consumer intelligence beyond behavioral insights.
- There is no holistic framework to connect marketing results to consumer thinking, feeling and behavior across predictive dimensions. Very little data on how AI in neuro marketing enhances strategic marketing decisions.

Research Objectives

- To explore the use of AI-enabled predictive analytics in understanding customer behavior.
- To explore the way in which neuro marketing uncovers non-cognitive emotional responses.
- To find out what behavioral insights influence the choices made by the customers.
- To build an end-to-end AI-powered consumer intelligence platform.
- To evaluate the impact of consumer intelligence on quality and effectiveness of marketing decisions.

Possible Research Questions

- How is consumer behavior predicting enhanced by AI-driven predictive analytics?
- Can insights from neuromarketing improve personalization tactics based on AI?
- What part do behavioral biases play in consumer intelligence powered by artificial intelligence?
- Does the quality of decisions and the efficacy of marketing improve with integrated consumer intelligence?

Research Design

This empirical quantitative study examines the impact of AI-induced predictive analytics, neuro marketing insights, behavioral insights and consumer intelligence, on the quality and effectiveness of marketing decisions. Regarding methodology, the study applies model testing and a cross-sectional survey to capture the opinions at a given point in time. SEM is the main analysis technique for evaluating measurement and structural links between constructs. Meaningful explanatory and predictive research aims to reveal causal linkage and to project marketing effects of integrated consumer intelligence in strategic terms.

Target Population

The basis of the study is a segment of consumers willing to engage with AI-driven marketing platforms. The audience could be users who consume digital content, e-commerce or AI recommendation systems, as they are exposed to data-driven and customized ads on a regular basis. Instead, the research may target marketing practitioners using AI-based analytics tools or students who study digital marketing and

business analytics. Conversations with this group will not only be relevant to AI-powered consumer knowledge, but also to the strategic component of marketing decision-making.

Sampling Plan

Stratified or convenience sampling is used in this research, depending on availability and practicality. Sample of 200 respondents could be used for SEM, but higher precision is assured with 300–400 respondents. Out of this phenomenon, a larger size of sample gives it statistical stability and makes model stronger. Structured survey questionnaire will be used for efficient data collection and ensuring that respondents are reached. Data will refer to be collected using the Google forms portal.

Constructs and Measurement Variables

This study used a five-point Likert-type scale of 1 = strongly disagree and 5 = strongly agree. AI-Driven Predictive Analytics is the measure of the perception around AI capability with respect to predicting the user preferences, suggesting the relevant items, and bringing in greater personalization and predict the future needs. Neuromarketing insights address a few major points of interest, from cognitive and non-cognitive emotional responses, such as emotional leading the head, attention to visual stimuli, and emotional advertising appeal and advertising remembrance. Behavioral insights quantify how habits, instincts, social influence, and framing effects influence consumer behavior. The mid construct: consumer intelligence is measured on coherence to what customers want, demand matching communication, future behavior forecasting, and provision responsiveness customization based on past experiences. The keywords you focus on while reviewing the quality of marketing communication are utility, appropriateness, relevance, and data-driven. For every ecommerce company, the marketing performance metrics are customer engagement, contentment, and loyalty along with the entire buying experience maximized through AI-powered marketing.

Hypotheses Test

- H1: AI-powered predictive analytics helps consumer intelligence to gain an edge
- H2: Neuromarketing insights bring great enhancements to consumer intelligence.
- H3: Behavioral insights aids in boosting consumer intelligence.
- H4: Consumer Intelligence Improves the Quality of Marketing Decisions
- H5: Consumer intelligence has a positive effect on marketing performance.
- H6: The effect of personalization on product intelligence.

Data Analysis Procedure (SEM)

This is a systematic SEM method in which the data are analyzed with. Initial step involves screening the data to study for outliers, for normality and whether or not there is missing data. Finally, the internal consistency test is performed by using Cronbach's Alpha with the minimum limit of 0.70. The validity is assessed based on composite reliability (> 0.70) and discriminate validity using the HTMT criterion (< 0.50). Measurement model is assessed through confirmatory factor analysis (CFA) and for testing structural model path coefficients, R2 values, p and t values are starting point [19]. Fourth, we conduct a mediation analysis to assess if and how marketing performance is associated with the AI analytics and consumer intelligence model.

Software used

Smart PLS for SEM is particularly useful for both predictive and exploratory models and are discuss in this process. Alternatively, covariance-based structural equation modeling can be performed with AMOS in combination with SPSS. For users who are accustomed to it, R may be used for statistical modeling or for applications that are more sophisticated than Analytics, Python. It allows to take care of measurement modeling, structural modeling along with confirmation or hypothesis testing.

Findings and Suggestion

Expected outcomes show AI-enabled predictive analytics, primarily via customization and behavior prediction, lifts the consumer intelligence fold. Whereas neuromarketing insights aim to help us better understand how to appeal to the emotional and cognitive processes underlying consumer behavior, behavioral insights aim at personality through the identification of the psychological mechanisms that actually drive the behavior of choice. Consumer intelligence is expected to boost marketing effectiveness and enhance decision-making prowess. Finally, mediation analysis would confirm consumer intelligence as an avenue through which AI-generated information enables improved marketing outcomes.

Conclusion

Abstract: This work conceptualizes and empirically assesses a framework of AI-infused consumer intelligence driven by behavioral insights, neuromarketing, and predictive analytics for enhanced strategic marketing decisions. Results neuromarketing explains the emotional and cognitive response, predictive analytics strengthens customization and prediction, behavioral insights specify how the social factors and bias affect the decisions of consumers. They all come together to be an amazing consumer intelligence system that gets better with every more effective and more sophisticated marketing move you make.

This research provides broad-based evidence that consumer intelligence plays an important mediating role to enhance engagement, satisfaction and loyalty via targeted and contextual marketing. Theoretical contribution: The study offers a theoretical contribution in this respect by integrating artificial intelligence with cognitive and behavioral perspectives and extending consumer intelligence and decision intelligence frameworks. In principle, it is a call for a change in marketers' approach to customer experience and personalization as well as to developing more strategic and effective marketing that both AI can enable and the literature on psychology, consumer behavior and sociology can illuminate.

While the limitations of this study, as relating to data from a specific snapshot in time, will be further discussed, it paves the path towards future longitudinal and experimental research. Mixing enough AI elements with neuromarketing and behavioral insights is a powerful accelerator of smart marketing and a sustainable competitive edge within digital economy.

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