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Neuromata Strategies in -: A Study of Decision-Making and Consumer Behaviour

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1. Introduction

Neuromata integrates neuroscience with marketing strategies to better understand how consumers make decisions.

In the context of mobility—whether transportation services, electric vehicles or ride-sharing platforms, Neuromata helps decode emotional and subconscious triggers that influence user behaviour.

2. Objective of the Study

This research aims to explore how Neuromata tools can be applied to mobility services to influence consumer decision-making and improve user engagement satisfaction and brand loyalty.

3. Neuromata : The Concept and Tools

Neuromata uses methods such as fMRI, EEG, eye-tracking, and biometrics to analyse non-conscious consumer responses. These tools help uncover

- Emotional triggers
- Attention patterns
- Memory recall
- Purchase intentions

4. Decision-Making in Mobility

Consumers evaluate mobility solutions based on convenience, price, safety, environmental impact, and brand trust. Neuromata allows companies to optimise messaging, design, and service models aligned with these factors.

5. Key Findings from the Research

- Emotional branding plays a crucial role in consumer recall and loyalty.
- User experience (UX) elements such as app interface, vehicle comfort, and service speed strongly influence purchase decisions.
- Sustainable mobility solutions are more likely to be accepted when emotionally framed (e.g., “green guilt” or “eco-pride”).

6. Case Studies (Optional Section)

- Tesla: Effective use of Neuromata through scarcity (limited editions), emotional design, and social proof.
- Uber/Ola: A/B testing of app designs using Neuromata to reduce drop-offs and increase bookings.

7. Consumer Behaviour Patterns Identified

- Consumers respond faster to visual cues than textual information.
- Framing of price (e.g., “Only ₹49” vs. “₹49”) significantly affects perceived value.
- Loyalty increases when brands evoke personal identity (“I am an eco-conscious traveler”).

8. Ethical Concerns

The use of neuroscience in marketing raises questions about manipulation and data privacy. Transparent, ethical application is critical.

9. Conclusion & Recommendations

Neuromata is a powerful tool for companies in the mobility sector to refine their strategies. Brands should:

- Use emotional storytelling
- Optimise sensory design (sound, visuals)
- Focus on personalisation
- Ensure ethical transparency in data use