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NEUROMARKETING AS AN INNOVATIVE APPROACH TO THE FORMATION OF AN ENTERPRISE'S COMMUNICATION STRATEGY

НЕЙРОМАРКЕТИНГ ЯК ІННОВАЦІЙНИЙ ПІДХІД ДО ФОРМУВАННЯ КОМУНІКАЦІЙНОЇ СТРАТЕГІЇ ПІДПРИЄМСТВА

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The article examines neuromarketing as an innovative approach to developing an enterprise communication strategy under business digitalization and growing competition for consumer attention. It is shown that traditional marketing analysis, mainly based on rationalized consumer responses, does not always reveal hidden emotional, cognitive and behavioural reactions to marketing stimuli. Neuromarketing is defined as an interdisciplinary field combining neuroscience, cognitive psychology, behavioural economics, marketing analytics and digital research. The study identifies its role in analysing attention, emotional engagement, memorability, trust and behavioural intention. The main functions of neuromarketing in strategic communications are determined, and a sequence for developing an enterprise communication strategy through the use of neuromarketing tools is proposed. The relevance of combining these methods with web analytics, KPIs and AI tools is emphasized.

Keywords: neuromarketing; communication strategy; marketing communications; digital communication tools; digital marketing; digital communications; digital economy; consumer behaviour; emotional engagement; enterprise.

У статті досліджено нейромаркетинг як інноваційний підхід до формування комунікаційної стратегії підприємства в умовах цифровізації бізнесу, зростання комунікаційної конкуренції та фрагментації уваги споживачів. Встановлено, що традиційні методи маркетингового аналізу, які переважно спираються на раціоналізовані відповіді споживачів, не завжди здатні виявити приховані емоційні, когнітивні та поведінкові реакції аудиторії на маркетингові стимули. У цьому контексті нейромаркетинг розглянуто як міждисциплінарний науково-прикладний напрям, що поєднує методи нейронауки, когнітивної психології, поведінкової економіки, маркетингової аналітики та digital-досліджень. Визначено його значення для аналізу уваги, емоційного залучення, запам'ятовування, рівня довіри, асоціативного сприйняття та поведінкового наміру споживачів у системі стратегічних комунікацій. Уточнено сутність комунікаційної стратегії підприємства як системи взаємодії з цільовими аудиторіями, що охоплює позиціонування бренду, зміст і тональність повідомлень, вибір каналів, візуальну ідентичність, цифрові точки контакту та критерії оцінювання результативності. Визначено діагностичну, прогностичну, оптимізаційну, стратегічну й контрольну функції нейромаркетингу в межах комунікаційної стратегії. Запропоновано послідовність формування комунікаційної стратегії з використанням нейромаркетингових інструментів, що передбачає аналітичну діагностику, виявлення комунікаційних тригерів, тестування повідомлень, проектування стратегії, реалізацію, контроль і коригування. Підкреслено практичну значущість цього підходу в digital-середовищі, де нейромаркетингові методи можуть



поєднуватися з web-аналітикою, A/B-тестуванням, KPI та інструментами штучного інтелекту. Особливу увагу приділено етичним аспектам використання нейромаркетингу, зокрема прозорості збору даних, інформованій згоді, конфіденційності та недопущенню маніпулятивного впливу. Зроблено висновок, що нейромаркетинг не замінює традиційні методи маркетингового аналізу, а посилює їх, забезпечуючи більш точне, доказово обґрунтоване та етично виважене формування комунікаційної стратегії підприємства.

Ключові слова: нейромаркетинг; комунікаційна стратегія; маркетингові комунікації; цифрові комунікаційні інструменти; цифровий маркетинг; digital-комунікації; цифрова економіка; поведінка споживача; емоційне залучення; підприємство.

Statement of the problem. The contemporary marketing environment is characterised by the increasing complexity of communication interaction between an enterprise and the consumer. The growing number of digital channels, personalised advertising messages, social platforms, and content formats has led consumers to perceive marketing messages in an increasingly fragmented, selective, and critical manner.

This issue becomes particularly significant in the context of business digitalisation. According to DataReportal, in 2024 global marketers spent almost USD 1.1 trillion on advertising, with digital channels accounting for 72.7% of total advertising investment; online advertising exceeded USD 790 billion [1]. In the United States, according to the IAB / PwC report, the digital advertising industry reached USD 294.6 billion in 2025, increasing by 13.9% compared with the previous year [2]. These data indicate that enterprises operate in an environment of intense communication competition, where merely increasing the number of advertising contacts no longer guarantees greater impact effectiveness.

Under such conditions, the effectiveness of an enterprise's communication strategy is determined not only by the scale of information reach but primarily by a message's ability to attract attention, evoke an emotional response, be understood, remain memorable, and build trust in the brand. At the same time, a considerable proportion of traditional approaches to the development of marketing communications is based on the assumption that consumer rationality does not always make it possible to explain why certain advertising messages, visual images, or brand symbols prove effective, whereas others, despite positive preliminary evaluations, fail to generate the expected communication effect.

In this context, neuromarketing emerges as an innovative approach to developing an enterprise's communication strategy, as it enables the examination of consumer responses to marketing stimuli across attention, emotions, memory, motivation, trust, and unconscious

cognitive processes. Accordingly, there is a need for a scientific substantiation of the role of neuromarketing within the enterprise communication system and for identifying the possibilities of its application to enhance the effectiveness of interaction with the target audience.

Analysis of recent research and publications. Neuromarketing has developed at the intersection of fields like marketing, neuroscience, cognitive psychology, psychophysiology, behavioural economics, branding, and communication theory. It arose when researchers recognized that classical rational consumer choice models do not fully explain how decisions are made. Modern research views neuromarketing as an innovative way to analyse consumer behaviour. It allows for studying not only conscious motives of choice, but also consumers' hidden emotional, cognitive, and psychophysiological responses to marketing stimuli.

Among international scholars, a significant contribution to the development of this research area has been made by N. Lee, A. Broderick and L. Chamberlain [3], who consider neuromarketing as a promising field of marketing science that applies advances in neuroscience to achieve a deeper understanding of consumer behaviour. D. Ariely and G. Berns [4] emphasise the potential of neuroimaging for identifying latent consumer preferences, while also stressing the need for cautious interpretation of neural data. H. Plassmann, V. Venkatraman, S. Huettel and C. Yoon [5] further develop the concept of consumer neuroscience as a field that explains the neural, cognitive and emotional processes associated with consumer decision-making.

Ukrainian scholars have also examined the possibilities of applying neuromarketing in the marketing activities of enterprises. In particular, N. Skryhun and V. Meteiko [6] consider neuromarketing as a means of psychological influence on consumers and systematise its main methods and channels of impact. N. Karpenko and M. Ivannikova [7] analyse the possibilities of using neuromarketing in small business,

emphasising its connection with emotional marketing, storytelling, neurocopywriting, audio marketing, and aroma marketing. O. Zozulov and O. Moskalenko [8] focus on the use of eye-tracking in website testing, which is important for evaluating the effectiveness of an enterprise's digital communications. Yu. Zintso and S. Stasiuk [9] consider neuromarketing as a tool for increasing sales through its influence on consumers' behavioural responses. S. Koval [10] examines the role of neuromarketing technologies in strengthening consumer trust, which is directly related to the issue of developing an enterprise's communication strategy.

Contemporary studies demonstrate that neuromarketing methods, including eye-tracking, electroencephalography, facial expression analysis, measurement of emotional arousal, and implicit association tests, make it possible to assess attention, emotional engagement, memorability, cognitive load, and consumers' latent attitudes towards a communication message. In this context, Nielsen's research [11] highlights the importance of attention, memory, and emotional response as key parameters of advertising message effectiveness.

Highlighting previously unresolved parts of the overall problem. The analysis of scholarly publications indicates that most studies focus primarily on individual neuromarketing tools or on testing specific advertising materials, packaging, web pages, or sensory stimuli. However, the issue of systematically integrating neuromarketing into the development of an enterprise's communication strategy remains insufficiently elaborated. This has determined the topic of the present study.

Formation of the objectives of the article (task statement). The purpose of the article is to provide a theoretical substantiation of neuromarketing as an innovative approach to developing an enterprise's communication strategy and to identify the possibilities for its integration into the marketing communications system in order to enhance the effectiveness of interaction with the target audience.

Summary of the main research material. Neuromarketing is an interdisciplinary scientific and applied field that integrates neuroscience, cognitive psychology, behavioural economics, and marketing analytics. Its central focus is the investigation of consumers' responses to communication stimuli. In scientific literature, neuromarketing is defined as enabling deeper examination of consumer behaviour by analysing brain responses, emotional states,

and physiological indicators when exposed to marketing stimuli [12]. The object of neuromarketing is the consumer's interaction with a brand, product, advertisement, digital platform, or service environment. The subject of study includes attention formation, emotional response, trust, memorability, associative perception, and behavioural intention, all of which directly influence the effectiveness of marketing communications [4; 13].

An enterprise's communication strategy is a complex managerial system. It determines how the enterprise interacts with target audiences, conveys its value proposition, positions its brand, selects communication channels, designs message content, sets the emotional tone, and evaluates communication effectiveness [14; 15]. Today, this strategy goes beyond advertising campaigns or media selection. Consumers form their perceptions from many touchpoints, including advertising, the website, social media, reviews, visual identity, customer service, personalised messages, purchasing experiences, and post-purchase interactions.

From the perspective of a systems approach, an enterprise's communication strategy comprises the following key elements: identification of the target audience, development of positioning, formulation of the core message, selection of communication channels, formation of the tone of voice, management of visual identity, content creation, organisation of digital touchpoints, evaluation of effectiveness, and adjustment of communication decisions. Each of these elements can be strengthened through the application of a neuromarketing approach.

Traditionally, a communication strategy is oriented towards what an enterprise seeks to communicate to the consumer [14], whereas the neuromarketing approach focuses on how the consumer actually perceives this message [4; 16]. This shift in focus is fundamental. An enterprise may formulate a message that is logically sound, information-rich, and visually appealing; however, it will not be effective if it fails to attract attention, causes cognitive overload, is not memorable, or does not generate emotional trust.

Therefore, within a neuromarketing approach, communication strategy should be considered as a system for managing not only informational influence but also cognitive and emotional impact on the consumer. This is not about the manipulative use of latent reactions, but rather about improving the accuracy of communications through a better understanding of which stimuli

are comprehensible, emotionally acceptable, relevant, and aligned with the expectations of the target audience.

Within an enterprise's communication strategy, neuromarketing performs at least five functions.

1. Diagnostic function. This function consists in identifying which elements of a message actually attract consumers' attention, which remain unnoticed, which generate emotional engagement, and which create cognitive overload. In particular, the use of eye-tracking, EEG, facial coding, and other methods makes it possible to assess not only the fact of consumer contact with a message, but also the nature of its perception [7; 9].

2. Predictive function. Neuromarketing data can be used to predict the likelihood of brand memorability, purchase intention, trust in a message, or a positive response to an advertising stimulus. The study by V. Venkatraman et al. demonstrates that neurophysiological indicators can complement traditional methods for assessing advertising effectiveness and improve the accuracy of forecasting market responses to advertising [7].

3. Optimisation function. This function involves improving the visual structure of advertising, packaging, websites, landing pages, email communications, videos, or social media posts. The application of neuromarketing tools makes it possible to determine which elements of a communication message are the most noticeable, comprehensible, and emotionally significant for the target audience [13; 17].

4. Strategic function. Neuromarketing contributes not only to the development of individual messages, but also to the overall logic of a communication strategy, including emotional positioning, tone of voice, the structure of brand associations, and the system of trust signals. As noted by H. Plassmann, T. Ramsøy, and M. Milosavljevic, consumer neuroscience enables a deeper understanding of the processes involved in the formation of brand value, emotional response, and consumer choice [16].

5. Control function. This function consists in assessing the extent to which communications correspond to the expected cognitive and emotional responses of the audience. In this regard, neuromarketing can be used to evaluate the effectiveness of advertising appeals, brand communications, and digital content at different stages of the consumer journey [13].

It should be noted that neuromarketing should not serve as an independent basis for developing an enterprise's communication strategy. It is advisable to apply it in combination with traditional marketing analysis tools, including segmentation, surveys, in-depth interviews, focus groups, web analytics, CRM data, social listening, competitive environment analysis, and financial performance indicators. Its advantage does not lie in its ability to "read" consumers' thoughts, but rather in its ability to capture responses that are often unconscious or cannot be accurately verbalized.

For the practical application of neuromarketing in developing an enterprise's communication strategy, this process should be presented as a sequence of interrelated stages. Such an approach makes it possible not only to systematise analytical, research, and managerial actions, but also to determine the place of neuromarketing tools at each stage of the development and implementation of communication decisions. Importantly, in this process, neuromarketing performs not an isolated but an integrative function, combining the analysis of consumer perception, the testing of marketing stimuli, the optimisation of messages, and the subsequent evaluation of their effectiveness. The generalised sequence for developing an enterprise's communication strategy using neuromarketing is presented in Table 1.

Within the proposed approach, neuromarketing should serve as a specific, evidence-based filter for communication decisions, enabling the reduction of subjectivity in the development of marketing messages. This means that an enterprise should not rely solely on the creative team's intuitive perceptions, managers' personal preferences, or assumptions about which visual or verbal elements are attractive to the target audience. In the practice of marketing communications, situations often arise in which a message that appears aesthetically successful, original, or persuasive from the developers' perspective fails to generate the expected consumer response because it does not attract sufficient attention, is difficult to perceive, is not memorable, or does not evoke the required emotional response.

For this reason, the application of neuromarketing tools enables a shift from predominantly intuitive evaluation of communication materials towards a more substantiated analysis of their actual impact on consumers. Any key communication stimulus –

Table 1

Stages in the development of an enterprise’s communication strategy based on the use of neuromarketing

Stage	Scope of work	Neuromarketing tools	Expected outcome	KPIs
1. Analytical diagnosis	Analysis of the market, audience, competitors, and trust barriers	Surveys, implicit association tests, social listening	A map of the audience’s needs and latent motives	Awareness, sentiment, trust baseline
2. Identification of communication triggers	Identification of stimuli that attract attention and evoke emotions	Eye-tracking, facial coding, galvanic skin response (GSR)	A list of effective visual and semantic triggers	Attention rate, emotional engagement
3. Message testing	Comparison of alternative slogans, visuals, and videos	EEG, eye-tracking, implicit association tests	Selection of the most persuasive message	Recall, preference, cognitive load
4. Strategy design	Development of positioning, tone of voice, and communication channels	Neuroanalytical interpretation combined with digital analytics	Communication strategy	Message clarity, brand fit
5. Implementation	Launch of campaigns in digital and offline channels	A/B testing, web analytics	Scaling of communication activities	CTR, CPA, conversion rate
6. Control and adjustment	Evaluation of results and trust levels	Repeated testing, brand tracking	Optimisation of the strategy	ROI, retention, NPS, trust index

Source: formed by the authors

such as a logo, packaging, advertising banner, video commercial, website page, landing page design, advertising headline, email subject line, slogan, or visual brand image – can be tested in terms of its ability to attract attention, elicit an emotional response, ensure message clarity, build trust, and contribute to brand memorability. This approach enables timely identification of communication weaknesses, reduces excessive cognitive load, optimizes message structure, and aligns the message with the expectations of the target audience.

Moreover, neuromarketing testing can be useful not only at the stage of preliminary development of advertising materials, but also during subsequent adjustments. The results obtained make it possible to determine which elements of a message remain unnoticed, which evoke undesirable associations, which fragments of communication overload the consumer with information, and which, conversely, enhance emotional engagement and trust in the brand. In this context, neuromarketing serves not only as a tool for evaluating individual advertising stimuli, but also as an important means of

improving the quality of an enterprise’s strategic communication decisions.

The sequence for developing an enterprise’s communication strategy using neuromarketing, as proposed in Table 1, acquires particular practical significance in the digital environment. Digital channels ensure continuous contact between the enterprise and the consumer, enable the prompt testing of marketing stimuli, the collection of behavioural data, and the adjustment of communication decisions. Therefore, analytical diagnosis, identification of communication triggers, message testing, implementation, and control can be effectively carried out through digital marketing tools.

Analytical diagnosis in the digital environment involves collecting data on the behaviour of the target audience, including traffic sources, page-view depth, time spent interacting with content, responses to advertising messages, comments, reviews, and social mentions of the brand. However, such indicators primarily reflect consumers’ external behaviour and do not always explain their emotional or cognitive causes. Therefore, it is advisable to complement

them with neuromarketing tools that help identify which elements of communication attract attention, build trust, facilitate memorability, or create barriers to perception.

The identification of communication triggers can be carried out by testing headlines, banners, colour solutions, images, video fragments, the structure of advertisements, call-to-action buttons, review sections, price-related accents, and trust markers. In particular, eye-tracking enables determining which areas of a website, advertising banner, or product page fall within the user's field of attention, whereas facial expression analysis or biometric responses may indicate the level of emotional engagement.

Message testing in digital communications should be combined with A/B testing, web analytics, and conversion analysis. While A/B testing shows which message variant generates a higher CTR or conversion rate, neuromarketing data help explain the reasons for such effectiveness, including better visibility, a simpler structure, a stronger emotional response, a higher level of trust, or greater brand memorability.

The results of neuromarketing analysis can be used to optimise an enterprise's website, landing pages, social media, email communications, contextual and targeted advertising, video marketing, marketplaces, and mobile applications. In each of these channels, it is important to consider not only technical performance indicators, but also the specific features of consumer perception, including the speed of message comprehension, the emotional correspondence of content to audience expectations, the presence of trust signals, and the absence of excessive information load.

Control and adjustment of the communication strategy in the digital environment are guided by KPIs such as CTR, CPA, conversion rate, bounce rate, retention rate, engagement rate, NPS, repeat purchases, and loyalty indicators. At the same time, neuromarketing tools deepen the interpretation of these indicators by helping identify which elements of communication drive a positive consumer response and which require revision. Thus, digital communication constitutes a practical environment for implementing the proposed approach, while neuromarketing provides analytical depth.

The further development of the proposed approach to shaping a communication strategy involves the use of artificial intelligence as a tool to deepen neuromarketing analysis at different stages of this process. While

neuromarketing enables a more in-depth investigation of consumers' emotional, cognitive, and behavioural responses, AI tools enable the processing of large datasets, the identification of latent patterns, the forecasting of message effectiveness, and the personalization of interactions with the target audience. This enables more accurate determination of which elements of communication attract attention, build trust, evoke emotional engagement, and contribute to brand memorability [18].

At the stages of implementation, control, and adjustment of the communication strategy, artificial intelligence can be used to adapt messages in real time, monitor the effectiveness of digital communications, and identify changes in consumer responses in a timely manner. Thus, AI does not replace neuromarketing; rather, it expands its analytical and predictive potential, contributing to the development of a more accurate, adaptive, and evidence-based communication strategy for the enterprise.

An essential condition for the responsible use of neuromarketing in an enterprise's communication strategy is the ethical dimension, since this approach involves the study of consumers' emotional, cognitive, and partly unconscious responses to marketing stimuli. The application of neuromarketing tools should be based not on the intention to covertly manipulate audience behaviour, but on a deeper understanding of its needs, expectations, and perceptual characteristics. In this context, particular importance is attached to the principles of respondents' voluntary participation in research, informed consent, transparency of data collection purposes, confidentiality, protection of personal information, correct interpretation of results, and the prevention of the use of neuromarketing data to exert pressure on vulnerable consumer groups.

It is also important to avoid overstating the capabilities of neuromarketing, since its results do not provide grounds for directly "reading" consumers' thoughts, but only for recording and interpreting specific responses to communication stimuli. Thus, the ethical use of neuromarketing involves a combination of scientific validity, respect for consumer autonomy, responsible data handling, and an orientation towards building trust between the enterprise and the target audience.

Conclusions. As a result of the study, it was established that neuromarketing is an innovative tool for developing an enterprise's communication strategy, as it enables a deeper investigation of

consumers' responses to marketing stimuli at the levels of attention, emotional engagement, memorability, trust, and behavioural intention. Its application enables the complementing of traditional marketing analysis methods with data on consumer responses that are not always consciously recognized or accurately verbalized.

It is substantiated that neuromarketing should be applied not as an independent basis for a communication strategy, but rather as a tool to enhance its analysis. It performs diagnostic, predictive, optimization, strategic, and control functions, thereby increasing the precision of communication impact, optimizing digital communications, and building trust in the brand. The proposed sequence for developing

a communication strategy using neuromarketing enables the systematic analysis, testing, design, implementation, and adjustment of marketing messages. This approach becomes particularly significant in the digital environment, where neuromarketing tools can be combined with web analytics, A / B testing, KPIs, and the capabilities of artificial intelligence.

The prospects for further research should include the empirical validation of the proposed approach, the development of indicators to assess the neuromarketing effectiveness of communications, the adaptation of neuromarketing tools to enterprises of different sizes, and the formulation of ethical standards for the use of neurodata in marketing activities.

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