

# Influence of Advertising through Neuromarketing Strategies on Customers' Purchasing Decision-Making: A Case Study of Spa Ceylon

M. V. V. Jayawardena and H. D. Rathnayake\*

ESOFT Uni, Sri Lanka  
vishwavimukthi111@gmail.com

**Abstract** - While customer purchasing decision-making is a cornerstone of marketing research, the application of neuromarketing remains an unexplored frontier in Sri Lanka, especially within the wellness industry. This study is to find the influence of neuromarketing strategies, including sensory marketing, color psychology, emotional appeal, and subconscious priming, on consumer purchasing decisions at Spa Ceylon. Using a positivism philosophy and a deductive approach, a structured survey was conducted with 377 customers. The findings reveal a strong, positive correlation between these strategies and customer behavior, demonstrating that neuromarketing effectively shapes consumer choices. Despite limitations like reliance on self-reported data, this research provides a foundational understanding of how these techniques can be leveraged to create a competitive advantage in the luxury wellness sector.

**Keywords:** Consumer Behavior, Neuromarketing, Purchasing Decisions, Sensory Marketing

## I. INTRODUCTION

Customer purchasing decision-making has always remained a theory among the fundamental constructions in the realm of marketing research. Countless researchers have explored factors that constitute consumer decisions, which range from psychological variables like perception, motivation, and attitudes to external constructions like culture, social class, and reference groups. Research by Dimagi and Herath (2017), done in Sri Lanka yielding results on Purchase intentions for branded apparel which was tested for the customer behavior and what drives customers to purchase decision making. According to research by Suyanto and Dewi (2023), who have incorporated traditional marketing mix factors-products, price, promotions, and place-in terms of their influence, both direct and indirect, on consumers' purchase intentions and actual behavior. This demonstrates just how widely studied customer purchasing decision-making is in different contexts and sectors; thus, establishing a firm theoretical foundation on how consumers make choices.

Whereas Neuromarketing is an untapped and unexplored strategy in Sri Lanka, especially among the wellness industry, even with the growing popularity of consumer neuroscience and behavioral economics in the rest of the world.

According to Yarosh et al. (2021) states in their findings it is feasible to modify the emotional state through advertising due to neuromarketing strategies done because of the understanding of the basic emotional predictors of customer decision online. Another research by Ismajli et al. (2022), concluded that the use of neuromarketing strategies impacts and assists businesses in choosing and modifying their advertisements in a way that is appropriate and affects the consumer's decision to purchase a product

However, there is a critical research gap in understanding whether and how these techniques as such sensory marketing, color psychology, emotional appeal in advertising, and subconscious priming are perceived by Sri Lankan consumers, especially within a

brand ecosystem like in the wellness industry, which blends wellness, tradition, and luxury. The ways in which factors like sensory marketing, color psychology, emotional appeal and subconscious priming influence consumer behavior are not well studied.

Therefore, this research aimed to find the influence of Advertising through Neuromarketing strategies on customers purchasing decision making where the research was conducted to Spa Ceylon.

## **II. LITERATURE REVIEW**

### ***A. Advertising through Neuromarketing Strategies***

The area of neuromarketing, which lies at the intersection of marketing, psychology, and neuroscience, is radically changing how companies create and implement advertising campaigns. Research by Mansor and Isa (2020), states that with the help of the neuromarketing foundation, advertisers will be able to better understand how consumer behavior works using neuromarketing strategies. Alsharif et al. (2021), states that traditional approaches in marketing do not assess unconscious behavior very well and; hence, by utilizing neuroimaging and physiological tools like fMRI, EEG, and ET, the NM offers marketers an opportunity to better understand unconscious consumers' behavior as well as pre-purchase and post-purchase behavior towards marketing stimuli. Another research by Ahmed et al. (2022), states according to their studies' findings that artificial neural networks that derive from NM were able to quantify the influence of predictors on consumer purchasing behavior and provide simulated values of anticipated consumer purchasing behavior. This further highlights the importance of advertising through NM and the further potential in marketing to reach broader customers through NM strategies.

### ***B. Customer Purchasing Decision Making***

The process by which customers determine a need, weigh their options, and decide whether to buy a good or service is a complicated psychological and behavioral process. Additionally, Rupini and Nandagopal (2015), states that scent and color are examples of sensory inputs that can stimulate the brain's reward centers, alter product impressions and buy intentions before cognitive processing ever takes place. According to Song et al. (2017), the decision-making process is heavily mediated by situational and cultural influences as to depending on their cultural background, beliefs, and media exposure, consumers in various geographic areas or demographic groupings may react differently to advertising signals apart from the subconsciously sensory attraction. Moreover, Panwar et al. (2019), states that the five steps of the classic model of the buyer choice process are problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior.

### ***C. Advertising through Neuromarketing Strategies on Customer Purchasing Decision Making***

In today's marketing literature, the relationship between advertising, neuromarketing tactics, and consumer purchase decisions has become an intriguing area of research. According to research by Yarosh et al. (2021), states in their research findings that it is feasible to modify the emotional state through advertising if one is aware of the basic emotional predictors of customer decision, further using Neuromarketing tools such as Eye-trackers they found as agreed upon in their hypothesis, the impact of emotions on customer decision has been statistically validated. According to Ismajli et al. (2022),

states in their findings that this studies' respondents mostly selected the significance of product quality, information pricing, and promotional discounts when choosing, then the researchers go on to state that the use of neuromarketing impacts businesses in choosing and modifying their ads that are relevant and have an impact on the consumer's decision to purchase a product.

According to research by Córdova et al. (2022), stated that both genders actively participated in the decision-making process, and so was proven by the mixed methodological technique using survey and EEG, as a result stating, neuromarketing does provide a paradigm change in advertising by emphasizing how unconscious processes, emotional cues, and brain systems impact customer responses. The study also stated, other factors such as Price and Quality played a factor apart from subconscious cues and sensory tactics.

However, Pluta-Olearnik and Szulga (2022), point out that companies may misuse these tools in neuromarketing in an attempt to find customer weaknesses rather than segmenting their customer base accordingly for profit.

#### ***D. Sensory Marketing and Customer Purchasing Decision Making***

In order to affect customer perceptions, feelings, and behavior, sensory marketing is a strategy technique that appeals to the five senses of humans: sight, sound, smell, taste, and touch. According to Géci et al. (2017), it states that 62% of respondents said that sight had the most effect when they were purchasing and, in their decision, making and also the sensory experience of different generations varies, whilst all majority accordingly points to sensory factors when making purchasing decision making. According to Fong et al. (2022), states in their research done in the hospitality sector that to improve decision-making in favor of the service and increase consumer-brand connections, sensory marketing seeks to create immersive brand experiences by appealing to one or more senses. They have also stated that sensory marketing is highly relevant. Moreover, Kulkarni and Kolli (2023), states in their research that sensory marketing works by triggering neurological pathways that are intimately linked to emotion, memory, and pleasure, especially in the brain's limbic system.

Moreover, according to qualitative research done by Dusauw et al. (2023), states in their findings done for Starbucks that the consumers most respondents had the smell and scent factors on purchasing the products, further indicating the Smell and Taste played a key role in customer purchasing decision making. Another research by Sachitra and Konara (2023), states in their research done for the apparel sector in Sri Lanka that Visual merchandising involving promotional signage significantly influences impulsive purchasing decisions in retail clothing, with attractiveness and advertising phrases playing crucial roles in attracting customers and increasing product acceptability with proper visually pleasing product placement. According to Hussain et al. (2024), states in their findings done in Pakistan's fashion done quantitatively that there is a statistical investigation, between visual appeal and purchasing decision are significantly correlated ( $r = 0.706$ ). Furthermore, the correlation in their study revealed a strong overall relationship between visual content and consumer purchasing behavior as well as to its attributes such as visual appeal. Further stating that sensory marketing deriving from visual appeal targets customers in demographical stance as well as the correlating factor on the customer purchasing decision making.

### ***E. Color Psychology and Customer Purchasing Decision Making***

Color psychology is crucial in influencing consumer behavior, especially in advertising and product presentation because colors elicit distinct emotional reactions, build perceptions, and ultimately influence purchase decisions. According to Kuniecki et al. (2015), Colors affect decision-making speed and ease in addition to emotion and cognition, because they are associated with simplicity or urgency, some colors are known to elicit faster reactions. They further imply that, particularly when the stimuli are emotionally significant, the color of the stimuli should be regulated in research pertaining to attention and reaction times.

According to Casas and Chinoperekweyi (2019), states in their findings that were done for the apparel industry that color resonates with emotions and such using colors inducing a negative emotion will only be perceived negatively, vice versa. The research also highlights that customers' purchasing decisions are more significantly influenced by color psychology, therefore color is an essential component of neuromarketing tactics that seek to maximize consumer decision-making because of its immediacy and effect. Another research done by Yu et al. (2021), states in their findings that the color connection has a significant impact on participants' decisions to buy a product; they are more likely to choose one hue over another with the decision stemming from emotion.

According to Suriadi et al. (2022), also states that even if the product is not better, an effective Color Psychology plan should increase customers' favorable reaction to brand personality further extending the purchasing as they also conclude that customers subconsciously create an impression of "quality" in their brains when they see packaging with more appealing colors as proven in their data analysis. Liu and Zhao (2024), also states in their findings for the research done in China for its pattern and color metaphors, utilizing traditional cultural symbols like Chinese dragons and phoenixes, positively impact customer experience and purchasing decisions. Cultural resonance enhances emotional response and decision-making speed, enhancing semantic processing of colors and visual cues.

### ***F. Emotional Appeal in Advertising and Customer Purchasing Decision Making***

Emotional appeal is a persuasive tactic that uses affective components such as happiness, terror, nostalgia, empathy, or desire to build deep emotional bonds with consumers to change their opinions and behavior. According to Achar et al. (2016), positive emotional triggers increase the persuasiveness of messages and foster stronger brand relationships, which increases customers' propensity to follow through on their buy intentions. Each emotion's related appraisals influence customers' decisions through mechanisms including affecting their temporal attention or construal levels. According to Rahman and Pial (2019), states in their findings done for social media that the study examines how social media advertising appeals affect online purchases and finds no discernible variations between the needs of men and women. Students and those under 30 are more likely to be swayed by emotional arguments than by intellectual ones, which have a greater effect on consumers.

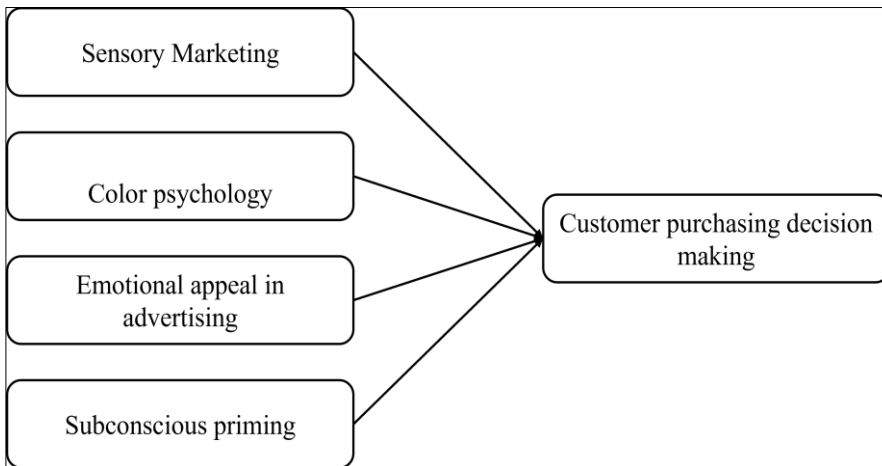
Another research by Júnior et al. (2022), highlights the importance of emotional appeal such as storytelling in their findings by stating that storytelling enhances brand identification, provides emotional value to consumers, and supports engagement behaviors. Pluta-Olearnik and Szulga (2022), states that affective neuroscience, emotionally charged ads increase brain activity, which improves recollection even over

long periods of time. Orenca (2023), also states in a study done using a mixed method that respondents revealed that the constant emphasis on the significance of relatability and identification in influencer effectiveness. Highlighting that stronger behavioral intentions and a readiness to spend more for emotionally fulfilling things are the results of this emotional resonance

Research later by, Vrtana and Krizanova (2023), states that a well-crafted, emotionally appealing ad may build a deep emotional bond between the business and its target audience. It was established that Generation Z consumers were significantly impacted by emotional appeal in advertising in their research findings which was also found in the 2019 study by Rahman and Pial. As to these findings, it's important to see the generational target audience have a balance in emotional appeal with rational appeal when considering customer purchasing decision making.

### **G. Conceptual Framework**

**Figure 1: Conceptual framework**



Source: Author Developed 2025.

The conceptual framework illustrates the relationship between advertising through neuromarketing strategies and customer purchasing decision-making. It incorporates four independent variables sensory marketing, color psychology, emotional appeal in advertising, and subconscious priming that influence the dependent variable, customer purchasing decision-making. These neuromarketing dimensions engage consumers' sensory and emotional processes to shape perceptions and behavior. As noted by Alsharif et al. (2021), neuromarketing tools such as EEG and eye-tracking provide insights into unconscious consumer responses, while sensory and color cues significantly impact emotional arousal and purchase intentions (Fong et al., 2022; Yu et al., 2021). Emotional appeal further strengthens brand attachment and decision confidence (Achar et al., 2016). Collectively, these elements demonstrate how advertising based on neuromarketing principles can effectively influence consumer purchasing decisions.

### **H. Research Objectives**

RO 1: To find the relationship between Sensory Marketing and Customers purchasing decision making

RO 2: To find the relationship between Color Psychology and Customers purchasing decision making

RO 3: To find the relationship between Emotional appeal in advertising and Customers purchasing decision making

RO 4: To find the relationship between Subconscious priming in advertising on Customers purchasing decision making

### ***I. Hypotheses***

Ha 1: There is no relationship between Sensory Marketing and Customer purchasing decision making

Ha 2: There is a relationship between Color Psychology and Customer purchasing decision making

Ha 3: There is a relationship between Emotional appeal in advertising and Customer purchasing decision making

Ha 4: There is a relationship between Subconscious priming and Customer purchasing decision making

## **III. METHODOLOGY**

This study's chosen research philosophy is positivism, which is consistent with the impartial, scientific methodology required to examine the causal link between neuromarketing tactics and consumer purchase choices. This study has used a deductive research approach to evaluate several well-defined hypotheses derived from accepted ideas on neuromarketing and consumer behavior. The primary data collection involved a structured survey questionnaire; this tool was well-suited for collecting quantifiable and standardized responses from many Spa Ceylon customers. The primary data set characteristics was to get statistical representation through descriptive methods. For inferential statistical, Senthilnathan (2019), states Pearson's correlation coefficient (R value) for establishing both magnitudes and directions of linear connections among different variables, they also state that the measure of the two variables' proximity to one another is the correlation coefficient ( $r$  or  $R$ ). Moreover, statistical significance was identified by using p-values in the chi-square test which analyzes categorical variable relationships which is the probability of getting the null hypothesis accepted. For this research, the target population was defined as the total number of active customers who engaged with Spa Ceylon at the One Galle Face outlet in March. The total accessible population was 18,095 individuals, based on customer engagement data provided by the outlet manager. According to this table, for a population size above 18,000 – 20,000, a sample size of 377 respondents is sufficient to yield results at the 95% confidence level with a 5% margin of error. For the selection of the sample, simple random sampling technique was employed. The research has shared the online survey questionnaire among the chosen loyal customers of Spa Ceylon. A statement has been included in the questionnaire clarifying the purpose of the research and the respondent's role in the research where the respondent has been given the freedom to voluntarily participate in the research.

## IV. RESULTS AND DISCUSSION

### A. Summary of the Reliability Test

**Table 1: Reliability Test**

| Type                            | Variables                           | Cronbach's Alpha | No of Items | Conclusion      |
|---------------------------------|-------------------------------------|------------------|-------------|-----------------|
| Independent Variables           | Sensory Marketing                   | 0.844            | 5           | Highly Reliable |
|                                 | Color Psychology                    | 0.854            | 5           | Highly Reliable |
|                                 | Emotional Appeal in advertising     | 0.875            | 5           | Highly Reliable |
|                                 | Subconscious Priming                | 0.871            | 5           | Highly Reliable |
| Dependent Variable              | Customer Purchasing Decision making | 0.822            | 3           | Highly Reliable |
| All Questions in the instrument |                                     | 0.965            | 23          | Highly Reliable |

Source: Author Developed 2025.

Based on table the Cronbach's alpha value for overall questionnaire with twenty-three statements received as 0.965 which is greater than the threshold of 0.7. As Cronbach's alpha is in the range of  $0.9 < \alpha > 1$ , the instrument is considered as very high reliable and can be accepted. This also means that the 23 items are consistent in their measurement of the concept, such as attitudes toward the influence between Neuromarketing and Consumer purchasing decision making. This high level of reliability suggests that the data collected from these items can be trusted to accurately reflect the respondents' views.

## ***B. Relationship between Sensory Marketing and Customer Purchasing Decision Making***

**Table 2. Sensory Marketing and Customer Purchasing Decision Making Analysis Results**

| <b>Statistics</b>  |                              |                           |   |   |   |
|--|------------------------------|---------------------------|---|---|---|
| <b>N</b>   | <b>Valid</b>                 | 377                       |   |   |   |
|  | <b>Missing</b>               | 0                         |   |   |   |
| <b>Sensory Marketing</b>   |                              |                           |   |   |   |
|  | <b>Q1 - Auditor y Appeal</b> | <b>Q2 - Visual Appeal</b> | <b>Q3 - Taste and Smell suggestions</b> | <b>Q4 - Sensory recall and brand associatio n</b> | <b>Q5 Emotional connection via sensory perception</b> |
| <b>Mean</b>  | 1.62                         | 1.72                      | 1.64                                    | 1.71  | 1.74  |
| <b>Mode</b>  | 1                            | 1                         | 1                                       | 1   | 1   |
| <b>SD</b>  | 0.898                        | 0.818                     | 0.794                                   | 0.880   | 0.890   |
| <b>Pearson Correlati on</b>                                      | 0.709                        | 0.486                     | 0.489                                   | 0.596   | 0.567   |
| <b>Sensory Marketing and Customer purchasing decision making</b> |                              |                           |   |   |   |
| <b>Pearson Correlation Value for the whole IV</b>                | 0.729                        |                           |   |   |   |
| <b>Chi-Square Value</b>  | 0.000                        |                           |   |   |   |

Source: Author Developed 2025.

Sensory marketing, as employed by Spa Ceylon, has a strong and statistically significant positive influence on customer purchasing decisions. Primary research findings reveal that respondents consistently show a strong positive perception of Spa Ceylon's sensory elements (mean values from 1.62 to 1.74 with low standard deviation). A strong overall Pearson correlation of 0.729 (p-value 0.000) confirms a significant relationship between sensory marketing and buying behavior. This is supported by secondary research from various studies, including Dusauw et al. (2023), who found that engaging in multiple senses strengthens brand recall and influences purchasing. The primary research also breaks down the influence of different senses, with auditory appeal ( $r = 0.709$ ) showing the strongest correlation, consistent with Shakil and Siddiqui (2018). While visual ( $r = 0.486$ ) and taste/smell ( $r = 0.489$ ) appeals show moderate correlations, these still contribute significantly to sensory recall and emotional connection ( $r = 0.596$  and  $r = 0.567$ , respectively), aligning with findings from Kulkarni and Kolli (2022) and Shahid et al. (2022). Ultimately, both the primary data and corroborating secondary research conclude that Spa Ceylon's use of multisensory cues, particularly soundscapes and fragrances, greatly and positively influences customer purchase intent and brand association.

### ***C. Relationship between Color Psychology and Customer Purchasing Decision Making***

**Table 3. Color Psychology and Customer Purchasing Decision Making Analysis Results**

| <b>Statistics</b>   |                                  |  |                                 |  |  |
|---|----------------------------------|--|---------------------------------|--|--|
| <b>N</b>  | <b>Valid</b>                     | 377                                    |                                 |  |  |
|   | <b>Missing</b>                   | 0                                      |                                 |  |  |
| <b>Color Psychology</b>   |                                  |  |                                 |  |  |
|   | <b>Color emotion association</b> | <b>Visual contrast and readability</b> | <b>Brand identity alignment</b> | <b>Cultural impact of color perception</b> | <b>Impact of color on Decision speed</b> |
| <b>Mean</b>   | 1.70                             | 1.73                                   | 1.65                            | 1.70                                       | 1.77                                     |
| <b>Mode</b>   | 1                                | 1                                      | 1                               | 1  | 1  |
| <b>SD</b>   | 0.924                            | 0.897                                  | 0.853                           | 0.856                                      | 0.941                                    |
| <b>Pearson Correlation</b>                                      | 0.632                            | 0.629                                  | 0.657                           | 0.567                                      | 0.748                                    |
| <b>Color Psychology and Customer purchasing decision making</b> |                                  |  |                                 |  |  |
| <b>Pearson Correlation Value</b>                                | 0.815                            |  |                                 |  |  |
| <b>Chi-Square Value</b>   | 0.000                            |  |                                 |  |  |

Source: Author Developed 2025.

Color psychology is a powerful and significant driver of customer purchasing decisions at Spa Ceylon, supported by both primary and secondary research. Primary findings show that consumers have a consistent and strong positive perception of the brand's use of color, with a high overall Pearson correlation of 0.815 ( $p=0.000$ ). While there's some variation in individual responses (standard deviation from 0.853 to 0.941), the average sentiment remains highly positive. A key finding is that color significantly influences decision speed, with a high mean score of 1.77, a finding supported by Cunningham (2017) and Martinez et al. (2020), who note that color can prompt rapid judgments and create psychological shortcuts for consumers. Furthermore, the use of deep greens and golds by Spa Ceylon not only accelerates decisions but also builds trust and brand authenticity, as confirmed by Yu et al. (2021) and Casas and Chinoperekweyi (2019), who highlight color's role in creating emotional and cultural associations. Therefore, Spa Ceylon's color strategies are effective in creating a subconscious emotional connection that reinforces brand identity and drives consumer purchasing behavior.

**D. Relationship between Emotional Appeal in Advertising and Customer Purchasing Decision Making****Table 4. Emotional Appeal in Advertising and Customer Purchasing Decision Making Analysis Results**

| <b>Statistics</b>  |                                      |                            |   |                                   |   |
|--|--------------------------------------|----------------------------|---|-----------------------------------|---|
| <b>N</b>   | <b>Valid</b>                         | 377                        |   |                                   |   |
|  | <b>Missing</b>                       | 0                          |   |                                   |   |
| <b>Emotional Appeal in advertising</b>   |                                      |                            |   |                                   |   |
|  | <b>Positive Emotional Triggering</b> | <b>Storytelling impact</b> | <b>Emotional recognition and recall</b> | <b>Long term emotional impact</b> | <b>Relatability to personal experiences</b> |
| <b>Mean</b>  | 1.64                                 | 1.73                       | 1.73                                    | 1.68                              | 1.76  |
| <b>Mode</b>  | 1                                    | 1                          | 1                                       | 1                                 | 1   |
| <b>SD</b>  | 0.903                                | 0.936                      | 0.891                                   | 0.883                             | 0.932                                       |
| <b>Pearson Correlation</b>   | 0.660                                | 0.628                      | 0.717                                   | 0.659                             | 0.716                                       |
| <b>Emotional appeal in advertising and Customer purchasing decision making</b> |                                      |                            |   |                                   |   |
| <b>Pearson Correlation Value</b>   | 0.828                                |                            |   |                                   |   |
| <b>Chi-Square Value</b>  | 0.000                                |                            |   |                                   |   |

Source: Author Developed 2025.

Emotional appeal in advertising is a powerful and statistically significant driver of customer purchasing decisions for Spa Ceylon, demonstrated by a strong overall Pearson correlation of 0.828 ( $p=0.000$ ). While primary data shows some variation in individual responses (standard deviation from 0.883 to 0.936), the consensus among respondents is a strong positive perception (mean values from 1.64 to 1.76). The findings highlight the effectiveness of storytelling ( $r=0.628$ ) and positive emotional triggers (mean=1.64) in connecting with consumers, which aligns with secondary research by Júnior et al. (2022) and Rawal and Saavedra (2017). Furthermore, emotional advertising significantly enhances brand recall (mean=1.73) and creates a long-term emotional connection, a finding that is consistent with studies by Missaglia et al. (2017) and Gamali and Fernando (2025). By leveraging its Sri Lankan cultural heritage to evoke feelings of tranquility and luxury, Spa Ceylon successfully anchors its brand in emotional experiences, making it a powerful determinant in consumer decision-making.

**E. Relationship between Subconscious Priming and Customer Purchasing Decision Making****Table 5. Subconscious Priming and Customer Purchasing Decision Making Analysis Results**

| <b>Statistics</b>   |                             |   |                                      |                            |  |
|---|-----------------------------|---|--------------------------------------|----------------------------|--|
| <b>N</b>  | <b>Valid</b>                | 377   |                                      |                            |  |
|   | <b>Missing</b>              | 0   |                                      |                            |  |
| <b>Subconscious Priming</b>   |                             |   |                                      |                            |  |
|   | <b>Symbolic Visual Cues</b> | <b>Repeated Exposure to Key Words or Images</b> | <b>Hidden or Subliminal Messages</b> | <b>Cross-modal Priming</b> | <b>Associations with Positive Emotions</b> |
| <b>Mean</b>   | 1.63                        | 1.71  | 1.74                                 | 1.73                       | 1.63                                       |
| <b>Mode</b>   | 1                           | 1   | 1                                    | 1                          | 1  |
| <b>SD</b>   | 0.877                       | 0.899   | 0.926                                | 0.859                      | 0.805                                      |
| <b>Pearson Correlation</b>  | 0.674                       | 0.715   | 0.707                                | 0.633                      | 0.631                                      |
| <b>Subconscious Priming and Customer purchasing decision making</b> |                             |   |                                      |                            |  |
| <b>Pearson Correlation Value</b>                                    |                             | 0.828   |                                      |                            |  |
| <b>Chi-Square Value</b>   |                             | 0.000   |                                      |                            |  |

Source: Author Developed 2025.

Subconscious priming, the final independent variable, is a powerful and statistically significant influence on customer purchasing decisions for Spa Ceylon, with a strong Pearson correlation of 0.828 ( $p=0.000$ ). Primary research shows that while there's some variation in individual responses (standard deviation from 0.805 to 0.926), consumers consistently and strongly agree with the brand's use of priming elements. This finding is supported by secondary research from Karam et al. (2017), who confirm that priming shapes behavior at a subconscious level. The study identifies several key drivers of this effect: symbolic visual cues (mean=1.63), which enhance trust and authenticity and are consistent with findings from Guang (2019) and Shukla et al. (2022); repeated exposure to keywords and images (mean=1.71), which builds familiarity and is supported by Liang et al. (2024); subliminal messages (mean=1.74), which subtly influence perception as noted by Ruch et al. (2016); and cross-modal priming ( $r=0.633$ ), which links different sensory channels to amplify product experiences, as affirmed by Shenje (2018). Furthermore, the brand's association with positive emotions (mean=1.63), supported by Cuong (2024), effectively converts subconscious positive effect into purchasing action.

These findings confirm that Spa Ceylon's strategic use of subconscious cues from cultural symbols to multisensory integration makes priming a critical factor in influencing consumer decisions.

## V. CONCLUSION

This study concluded that neuromarketing strategies, including sensory marketing, color psychology, emotional appeal, and subconscious priming, all have a strong and positive influence on consumer purchasing decisions at Spa Ceylon. The primary research confirmed that these strategies are effective in shaping consumer behavior. Specific findings showed that different senses contribute in unique ways. Auditory appeal, for instance, was found to be a particularly strong driver, while color psychology was effective in speeding up decision-making and building trust. Emotional appeals, especially through storytelling, created strong brand recall and fostered long-term customer connections. Subconscious priming also played a significant role by leveraging cultural symbols and subtle cues to influence perception. Despite these compelling findings, the study had several limitations. The quantitative survey method relied on self-reported perceptions, which may not always align with actual behavior and could be subject to bias. The research was also cross-sectional, meaning it provided a snapshot in time and could not track changes in consumer behavior or loyalty over time.

To enhance its neuromarketing strategies and improve customer purchasing decisions, Spa Ceylon should build upon its existing strengths by implementing a more targeted and measurable approach. For sensory marketing, the brand can operate the S-O-R model by creating "sensory zones" in stores where customers can engage with scents, textures, and visual displays to create lasting memories and brand loyalty. This can be systematized using the Five-Senses Framework and a clear two-year timeline for implementation. In terms of color psychology, Spa Ceylon should conduct regional studies to ensure that its color palettes are culturally appropriate for different foreign markets and optimize digital visuals for better contrast to improve decision speed and conversion rates. For emotional appeal, the brand can utilize real-time Emotion AI to test and refine ad campaigns and develop cause-related marketing initiatives that connect with consumers on a deeper level, like supporting mental health or eco-restoration. Finally, for subconscious priming, Spa Ceylon can use dynamic lighting and spatial design to influence mood, employ AI algorithms for personalized and subtle retargeting, and introduce symbolic rituals to create a subconscious link between the brand and daily wellness routines. It is further suggested to get qualitative input in this regard in enhancing the validity of the research as the researcher has limited time where these qualitative insights were not collected.

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