

Abstract

The studies of the neuromarketing include rich insights to consumer behaviour when understanding the neural activity during the purchase. However, there are few researches that study consumer behaviour during personal selling. In a realistic consumer retail sales situation a consumer often has made an upfront decision to purchase, but he or she would need help to identify the most suitable solution for his/her problem. This study created a research setting where consumer neurophysiologic activity was analysed by fMRI scans as a consumer was exposed to the retail marketing assets. The assets were organized to support consultative selling process. In the consultative selling process both the seller and the buyer has an intention to close the sales. The results indicate that from the moment of a problem solving, a physiological response can be observed in the Inferior Frontal Gyrus. The results suggest that even if the elevated degree of Willingness to Purchase did not remain in the behavioural test results until the latter phases of the consultative selling process, the physiological results indicated plateau of the BOLD signal until the end of the marketing exchange. In addition, the study demonstrated how retail marketing can benefit from fMRI method.

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