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The Impact of Neuro Consciousness on Impulsive Buying Behavior and Neuro-Marketing: The Mediating Role of Emotional Intelligence

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Abstract: This research investigates the effect that Neuro Consciousness has on Impulsive Buying Behavior and Neuro-Marketing through the mediating role of Emotional Intelligence. Quantitative analysis methods: correlation, regression and mediation analysis were used to test the proposed model using quantitative sampling (250 responses). Both Impulsive Buying Behavior and Neuro-Marketing receive direct impacts from Neuro Consciousness through the mediation of Emotional Intelligence. Impulsive buying behavior and neuro-marketing strategies have greater influence on individuals who possess advanced levels of Neuro Consciousness yet emotional intelligence reinforces this influence more strongly. The mediation analysis results indicate that Emotional Intelligence works as a crucial intermediary step between Neuro Consciousness and the customer responses, as well as their behavior patterns. The more influence consumers are shown to demonstrate during purchasing processes in terms of better emotional regulation and cognitive awareness, the more they show in their decision making during purchasing processes. Thus, the results for this study can extend to the psychological body of knowledge around how consumers act and how marketers can use techniques in neuro marketing. The results provide strong evidence of the influence of emotional intelligence on consumer reactions to marketing stimuli in which emotional intelligence can be seen as a determining variable of impulsive buying behavior and the engagement of neuro marketing strategies.

Keywords: Neuro Consciousness, Neuro Marketing, Emotional Intelligence, Impulsive buying behavior

1.Introduction

In today's dynamic business milieu, it is common for companies to exploit consumers. The core reason for this exploitation is to generate sales and retain consumers. Companies exploit consumers by using different techniques, later they label these techniques as business or marketing tools. The prominent of these tools is neuro-marketing which stimulates impulsive buying by targeting the subconscious mind of the consumer, which produces irrational decisions. Neuro consciousness is an emerging approach that makes the consumer aware of their mind and neural activity. This approach helps consumers to avoid all exploitation and take rational buying decisions. Consumers with rational buying decisions will not fall into impulsive or compulsive buying. The study will help consumers to have self-awareness in order to perform any business activity and will play its part by helping consumers to be aware of their neuro-consciousness behavior and their structure of mind which is the main instrument of decision making. This research will help us to know in-depth the structure of mind of consumers typically tied to consumer behavior.

Neuro-conscious consumers base their decisions through rational processes that produce sensible outcomes. The protection of consumers from exploitation came through the introduction of concepts such as self-awareness and conscious consumerism with alternative labels like ethical consumerism and green consumerism. This means consumers purposefully chose products they believe won't harm society or environment or economy (Vishnubhatla & Agashe, 2022). Every consumer must develop neuro-consciousness so they can make intentional choices while shielding themselves from by the development of irrational thinking patterns resulting

in compulsive purchasing behavior. The condition known as Compulsive buying disorder (CBD) leads people to make repetitive excessive purchases which trigger practical and psychological issues together with occupational problems as well as financial and potential legal consequences. Experts link CBD to intense mental health conditions. According to Filomensky and Tavares (2021), CBD involves unmanageable urges to both purchase goods and get more things than affordability allows along with the aspect of buying extraneous items. Through research on consumer decision-making Kahneman strives to determine how people choose between alternatives. According to his research people demonstrate irrational decision-making tendencies so he designated this discovery as 'rationality limited' (Casado-Aranda & Sanchez-Fernandez, 2022). The spontaneous action "impulse purchase" describes the unplanned consumer purchase of merchandise or services right before buying occurs (Kimiagari, Malafe, & Services, 2021).

The ability to detect and utilize emotions favorably to reduce stress while improving communication and empathy while overcoming obstacles while ending conflict has characterized emotional intelligence (EQ) according to Dugué, Sirost, & Dosseville (2021). People who cultivate emotional intelligence develop better relationships with stronger academic and professional success along with reaching both professional advancements and personal aspirations. By utilizing emotional intelligence, you connect deeper with your emotions while setting and implementing your goals and making decisions regarding crucial life priorities (Rūtelionė, Šeinauskienė, Nikou, Lekavičienė, & Antinienė, 2022). The basic elements of emotional intelligence require mastery of self-emotion control alongside skill to help others maintain emotional stability (Prentice, 2020). Today's consumers are increasing their regularity of impulse buying (Ahn, Lee, & Kwon, 2020). Parties define impulsive purchasing as a rapid greedy purchase that leaves out thorough information evaluation due to its speed of execution. The consumption need leads people to experience strong emotions while ignoring negative aftermath (Indartoyo, Kim, Devi, & Bismo, 2021). Consumer protection will benefit from Neuro Consciousness methods that help stop predatory business strategies to manipulate purchasing decisions and avoid neuromarketing exploitation. This research begins with an exploration of neuro-consciousness together with emotional intelligence to understand consumer behavior and its connection to impulsive buying behavior and neuro-marketing. The conceptual framework for this research unites all key elements into a unified framework that examines emotional and psychological forces which drive impulsive buying behavior during neuro-marketing events.

During the start of the twenty-first century businesses applied neuroscience widely to understand customer behavior patterns (Cherubino et al., 2019). The terminology “neuromania” was introduced by Tallis and Taylor during 2011. Neuroimaging technologies receive excessive use as researchers employ them in different investigations to research consumer responding patterns (Iloka & Onyeke, 2020). These theoretical studies remained confined to laboratory settings until the past ten years when applications started to gain practical external value (ALSHARIF et al., 2021). Newsletter methodologies have developed into a powerful instrument for investigating unconscious reactions in consumer brains by observing their brain activity during dealing with everyday external stimuli (Gluth, Rieskamp, & Büchel, 2012).

Organizations frequently take advantage of consumers throughout the current business framework. Business exploitation exists primarily for two reasons: it helps generate sales and retain consumer audiences. Firms use multiple tactics to manipulate consumers before they officially declare them business or marketing tools as noted in Pantano, Dennis, & Alamanos (2021). People often perform unplanned "impulsive" purchases because of their irrational decision-making process. Marketing entities use this spontaneous purchasing pattern to generate better sales results. Industry reports show impulse buying drives from 40% to 80% of all consumer transactions (Mattia, Di Leo, & Principato, 2021). Unconscious consumer choices serve as the dominant factor which drives these kinds of purchases. Multiple repetitive spontaneous purchases lead to compulsive buying disorder—an excessive behavioral pattern affecting both mental health and social life while also damaging occupational fulfillment and causing significant financial strain and occasionally resulting in legal complications. The ethical challenges confronting Neuromarketing stem from its research of consumer brain activity underneath awareness. It is associated with two ethical issues: The brain contains a buy button which becomes manipulatable while also influencing consumer selection (Bojić, Tucaković, & Nikolić, 2021).

2. Literature Review

2.1 Neuro Marketing

Neuromarketing defines how marketing communications generate physiological reactions through advanced

biometric technologies which include heart rate monitoring combined with brain activity detection and eye movements recording and functional magnetic resonance imaging scans of brain regions and more. As a marketing device neuromarketing reveals what impact different marketing triggers including advertising exposure holds on purchasing behavior. By detecting true consumer demand gaps this technique supports companies to engineer useful products that enhance consumer satisfaction levels. Neuromarketing techniques help companies create branding strategies while determining market positioning for their brands (ALSHARIF et al., 2021).

Neuromarketing is a tactic that uses the knowledge of neuro and cognitive science to precisely recognize customers' desires, needs, and preferences. The concept of neuromarketing is associated with the activities of the brain to understand the unconscious mind of consumers. Neuromarketing investigates the most effective forms of communication to affect the decision-making process of customers. Neuromarketing combines the knowledge of neuroscientific with marketing. Its main purpose is to analyze the customer's behavior before, during, and after the purchase of any product or service which can be achieved through different colors of advertisements, graphics on the website or product design changes, etc. On the other hand, the ultimate purpose of Neuromarketing is to determine the emotional involvement of customers in their product (Premnath & Education, 2021). Neuromarketing uses different tools to scan the brains of people and evaluate neural and physiological signals to a specific design, ads, packaging, etc. For companies, the brain's responses are very much crucial since these are providing business owners with a true picture of customers' wants and needs. Marketers demonstrate product design, ads, and packaging to the customers and subsequently track their brain activity and reactions. Once they find out responses then companies can easily decide what measures they require to initiate and how to improve their product, design, packaging, ads, etc. to keep the customer intact with them (Schneider, Brenninkmeijer, & Woolgar, 2022).

Followings are the different neuromarketing techniques that are very useful for the companies to know customer's needs (Naim & Technology, 2022).

1. **Pupillometry**
2. **Eye-tracking**
3. **Biometrics**
4. **Facial coding**
5. **Electroencephalogram**
6. **Functional magnetic resonance imaging** (fMRI)

Neuromarketing plays a pivotal role in marketing research. It gives direct access to understand the customer's behaviors towards any product. Neuromarketing identifies the automatic reactions of human beings which are universal across the world. Traditional marketing research always depends on the responses reported by the individuals through any format. However, neuroscience rules out any type of biases to affect the quality of data collection and market research (Mouammine, Azdimousa, & Inspirations, 2021).

Over the period of time, a number of different neuromarketing techniques have been introduced and practiced by different companies for market research of their products, ads, packaging, and promotion to fulfill customers' needs (Rothensee & Reiter, 2019). Followings are the different neuromarketing techniques that are being used by the companies to know customer's needs and improve the quality of their product and their promotion: -

1. **Pupillometry.** This technique deals with the changing state of the customer's pupils. It notices whether the subject's pupils are dilated to measure the level of customers' commitment. With these results, changes in products are being made.
2. **Eye-tracking.** This technique deals with gaze and where the subject directs it. It notices the attention of the subject towards colors, ads, fonts, and designs. With this technique, a company can find out the recognition speed of the customers. This approach helps to measure the level of recognition and suggests further working on it to make people recall the brand faster.
3. **Biometrics.** This technique deals with the type of positive or negative response and level of engagement based on skin conductance, respiration, and heart rate.
4. **Facial coding.** This technique focuses on the facial expressions of customers to identify emotional responses regarding their happiness, anxiety, fear, surprise or satisfaction, etc.
5. **Electroencephalogram.** This technique allows a company to expose customers' engagement and

recall with the aid of electrical signals receive from neurons inside the brain.

6. **Functional magnetic resonance imaging (fMRI).** This technique provides emotional responses, customer engagement, and recall in detail. A lab is required to perform this technique. During the high neural activity, fMRI recognizes blood flow in the brain and as a result, the company receives information that can help to improve the branding and set its prices. It is the most expensive approach.

There is a significant relationship between compulsive buying disorder and rationality limited since both have extreme and inconsistent types of behavior of customers (Robaina-Calderín & Martín-Santana, 2021). There is a significant relationship between compulsive buying disorder and rationality limited since both have extreme and inconsistent types of behavior of customers. Compulsive buying disorder is an obsession of excessive shopping beyond the needs and it causes distress and harm to the affected person. It is closely related to poorly managed urges associated with the purchasing of any specific item. It is the ultimate result of perfectionism, insecurity, the need to have a variety of things or impulsiveness. In today's digital era, purchasing has become easier than ever before and online shopping can deliver products to doorsteps will fewer efforts from the purchaser (Royo-Vela & Varga, 2022) .

On the other hand, rationality limited is to the inconsistencies of consumer behavior. In that case, the consumer does not desire to find out all the essential information that would be required to make a rational decision. This causes customers to make satisfactory choices rather than the optimal choices in specific time and space. Compulsive buying disorder and rationality limited show customers' inconsistent behavior and it is very much difficult for companies to assess such consumer behavior (Kannengiesser & Gero, 2019). Both are the types of disorders and inconsistent personalities. Companies cannot target such consumers and do not take decisions by keeping such consumers in mind. However, to increase the craving and selling products to compulsive buying disorder consumers, companies keep on changing the designs, colors, and features of their products. On the other hand, the rationality limited customer can also be a purchaser of their products depending upon their state of mind and clicking the product to him (Allan, 2018).

Neuro-marketing serves as a research discipline which uses neuromechanics to study consumer actions and strengthen marketing practices (Lee, Broderick, & Chamberlain, 2007). Studies in neuro-marketing focus on understanding brain activity patterns throughout consumer decision processes triggered by marketing stimuli including promotions and advertisements and product design layouts (Ariely & Berns, 2010). Researchers employ eye tracking and brain imaging together with facial expression analysis as technology to investigate the brain mechanisms which influence consumer decisions (Morin, 2011). Through its investigation of emotional and subconscious marketing responses Neuro-marketing provides brand optimization through marketing tactics that target consumer emotional triggers (Plassmann, Ramsay, & Milica, 2015). Neuro-marketing and neuro-consciousness show an important relationship because consumers who demonstrate advanced neuro-consciousness excel in processing emotional cues to direct their purchasing choices (Karmarkar & Plassmann, 2015). Knowledge about consumer responses to marketing strategies through the mechanism of neuro-consciousness provides essential information about successful neuro-marketing practices.

2.2 Emotional Intelligence

Gardner (1983) coined the terms "interpersonal intelligence" and "intrapersonal intelligence". The ability to perceive, manage, and respond to the emotions of others is known as interpersonal intelligence, whereas the ability to perceive, manage, and respond to our own emotions is known as intrapersonal intelligence. Emotional intelligence (EI) was coined by Salovey and Mayer (1990) and defined as the ability to control and use emotions effectively to drive one's thinking and action in response to the emotions of others (Gardner, 2012). Goleman (1995) went on to discuss the notion of emotional intelligence in greater depth, and his claim that the emotional quotient (EQ) trumps the intellectual quotient (IQ) became well-known and attracted the attention of many other researchers (Goleman, 2011).

People with emotional intelligence show their ability to detect emotions in themselves and others while also learning to control and handle these emotions (Salovey & Mayer, 1990). EI functions as an essential psychological control mechanism which affects social behavior together with interpersonal connections and choice-making activities (Goleman, 1995). The ability of consumers to handle emotional marketing triggers while making purchase decisions depends significantly on their emotional intelligence according to studies by Brackett et al. (2006). Higher emotional intelligence capabilities lead consumers to manage emotions more effectively reducing impulsive purchases (Mayer et al., 2008). People with high emotional intelligence

demonstrate better self-control abilities that enable them to overcome pressure-driven impulsive purchases (Goleman, 1995). Higher emotional intelligence abilities serve as a mediator between neuro-consciousness and impulsive buying behavior because consumers with strong emotional abilities achieve better emotional regulation when exposed to marketing stimuli to reduce impulsive decision-making (Salovey & Mayer, 1990).

2.3 Neuro Consciousness

The word "Conscious" is derived from Latin word "Conscious" which mean cognizant of or conscious to oneself. The word "conscientia" is also a related word which means shared knowledge. In Western philosophy, it is defined as a "state of being aware of surroundings". In Western philosophy, it is a subjective experience from first person account which is called the phenomenal consciousness (Searle, 2000). The word Neuro itself indicates the neural correlates or neural network of the human brain. Neuro consciousness signifies the neural awareness of consumers about the function of their mind. Here mind is collection of thoughts, thoughts are group together to make human mind. When these thoughts or mind overwhelm individual or when a consumer is not aware of his or her thought patterns, the result will be irrational decision making or impulsive buying (Hogans, Lyu, & Journal, 2022). Neuro marketing for exploration can be done in such a case, and such consumers are target of marketers.

A person's neuro-consciousness arises from their ability to detect both their mental states and emotional experiences triggered by neurological conditions (Damasio, 1999). The complex mental construct consists of cognitive knowledge combined with emotional intelligence which facilitates human responses to outbound and inward stimuli. Research exists which demonstrates that neuro-consciousness strongly connects to decision-making processes across consumer purchasing behavior (Gazzaniga, 2005). Individuals who become more aware of their inside mental experiences make decisions more impulsively which includes buying things on impulse. Neuro-consciousness provides essential insights into consumer unplanned purchases by examining their subconscious emotional driving forces developed by Damasio (1994). Scientists propose that individuals with neuro-consciousness develop better emotional regulation skills because it contributes to successful consumer decisions as explained by Goleman (1995).

2.4 Impulsive Buying Behavior

Spontaneous purchasing decisions made without planning constitute impulsive buying behavior according to Rook (1987). Consumers often make such psychological decisions based on emotions and fed by exciting feelings that emerge through feelings of guilt and pleasure (Hausman, 2000). Studies have found that people engage in impulsive buying because of both how they feel and what they encounter through marketing efforts and the features that define who they are (Verplanken & Herabadi, 2001). Consumers who make purchase decisions quickly demonstrate high emotional responses to advertising and discount offers because they need immediate gratification (Beatty & Ferrell 1998). The field of neuro-consciousness offers valuable knowledge about the way people stay aware of their emotional states through its relevance to buying behavior impulsively (Rook & Fisher, 1995). By studying neuro-consciousness better scientists can understand what emotional events drive people to make unexpected purchases thus revealing deeper aspects of consumer mind processes.

2.5 Hypotheses and Conceptual Framework

A neuro-conscious person becomes cognitively aware of their mental state combined with emotional states through neurological functions according to Damasio (1999). Neuro-consciousness serves as an independent variable which researchers predict will dramatically affect both impulsive buying behavior (H1) and neuro-marketing (H2). Impulsive buying behavior functions as the dependent variable while research identifies it as successive unplanned shopping actions stemming from emotional reactions and marketing triggers Rook 1987. Furthermore, the dependent variable of neuro-marketing analyzes consumer decision processes through neuroscience-based techniques for the study of marketing-associated emotional responses (Lee, Broderick, & Chamberlain, 2007). Emotional intelligence (EI) functions as the essential intermediary force which shapes both impulsive buying behavior and neuro-marketing dynamics. According to Salovey and Mayer (1990) emotional intelligence represents the competencies needed to detect along with comprehend and steer along with affect emotions both within individuals themselves and in others. The proposed framework argues emotional intelligence functions as a mediating factor which connects neuro-consciousness to both impulsive buying behavior (H6) and neuro-marketing (H7). For years scholars established an association between higher

emotional intelligence and controlled decision-making among consumers (Brackett et al., 2006). Modern industry faces a critical issue concerning how consumers decide among competing products or select their preferred brands. There is an increasing curiosity among researchers about how brain indicators demonstrate consumer decision-making processes. The advancement of marketing now goes beyond traditional customer behavior analysis to examine how neuroscience studies monitor consumer reactions to marketing stimuli through neuromarketing technology (Stanton, Sinnott-Armstrong, & Huettel, 2017). Neuromarketing describes how neuroscience technologies help market research examine customer responses to marketing stimuli through brain studies. Consumer neuroscience exists in two distinct domains where NM represents commercial use of neuroscience research (Plassmann, Venkatraman, Huettel, & Yoon, 2015). The process of understanding consumer emotional intelligence combined with neuroscience helps companies drive consumer motivation. Companies pursue additional impulsive buying from customers constantly through neuro-marketing techniques. This model targets the analysis of how neuro-consciousness shapes emotional intelligence performance which ultimately drives changes in consumer actions during neuro-marketing initiatives. Current research has an empirical void that this study aims to address by testing these relationships using quantitative methods. The hypotheses guiding this study include:

- H1: Neuro-consciousness has an impact on impulsive buying behavior.
- H2: Neuro-consciousness has an impact on neuro-marketing.
- H3: Neuro-consciousness has an impact on emotional intelligence.
- H4: Emotional intelligence has an impact on impulsive buying behavior.
- H5: Emotional intelligence has an impact on neuro-marketing.
- H6: Emotional intelligence mediates the relationship between neuro-consciousness and impulsive buying behavior.
- H7: Emotional intelligence mediates the relationship between neuro-consciousness and neuro-marketing.

By testing these hypotheses, this research seeks to enhance the understanding of the psychological mechanisms underlying impulsive buying behavior and neuro-marketing, ultimately contributing to the fields of consumer psychology and marketing.

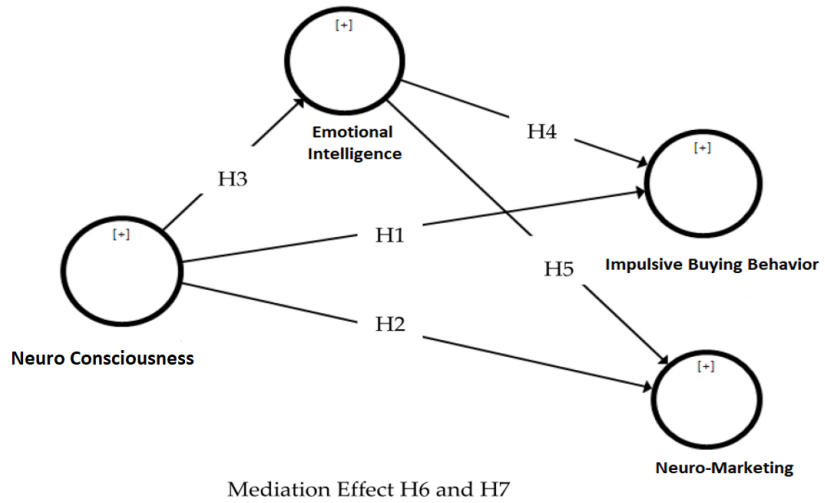

Figure 1: Conceptual Framework

3. **Research Methodology**

According to Bernard Bell and Alan Bryman (2007), the research used quantitative data analysis and deductive theory testing method of positivism. Previous studies on the influences of behavior and impulsive buying are not sufficient to explore quantitative analysis of the effect of neuro-consciousness. To fill this gap, the theoretical model was investigated and the cause effect relationships between survey variables was tested from this questionnaire developed (Saunders et al., 2003). Customer data were gathered by purposive sampling and the sample size is 250 individuals.

4. Data Analysis and Results

The results and data analysis section provides the results gathered from the survey through quantitative data. Testing the hypotheses and having a look at the relation between Neuro Consciousness, Emotional Intelligence, Impulsive Buying Behaviour and Neuro Marketing is done. To evaluate the direct and indirect effects between the variables, covariate descriptive statistics, correlation analysis, regression analysis and mediation analysis were conducted. In the remaining subsections, the results are thereof interpreted in details beginning with descriptive statistics, correlation matrix, regression analysis, and finally mediation analysis.

Table 1: Descriptive Statistics

Variable	Mean	Std. Deviation	Min	Max
Neuro Consciousness	3.75	0.85	1	5
Impulsive Buying Behavior	3.55	0.90	1	5
Neuro-Marketing	3.80	0.75	2	5
Emotional Intelligence	3.60	0.80	1	5

Descriptive statistics for four key variables: Neuro Consciousness, Impulsive Buying Behavior, Neuro-Marketing and Emotional Intelligence is presented in Table 1. Respondents had a relatively high level of awareness as shown by a mean value for Neuro Consciousness equal to 3.75 and a standard deviation of 0.85, very near moderate variation. Impulsive Buying Behavior has a mean of 3.55, standard deviation of 0.90, slightly less average but variances that are similar. The highest mean is recorded by Neuro Marketing which is 3.80 with a standard deviation of 0.75 indicating that most of the respondents rate their experience with neuro marking very high with small variance. Finally, Emotional Intelligence has mean of 3.60 and standard deviation of 0.80 that shows that respondents had a moderate level of emotional intelligence. All variables range from minimum of 1 to maximum of 5 except for Neuro-Marketing, which ranges from minimum of 2 as the minimum value of this variable is 2 and no respondent chose this variable at the lowest level. As a whole these results indicate moderate to high ratings to these attributes.

Table 2: Correlation Matrix

Variable	Neuro Consciousness	Impulsive Buying Behavior	Neuro-Marketing	Emotional Intelligence
Neuro Consciousness	1	0.45**	0.50**	0.52**
Impulsive Buying Behavior	0.45**	1	0.50**	0.47**
Neuro-Marketing	0.50**	0.50**	1	0.55**
Emotional Intelligence	0.52**	0.47**	0.55**	1

Note: ** indicates significant correlations at $p < 0.01$.

The correlation matrix of the variables is presented in Table 2, that is, how Neuro Consciousness and Impulsive Buying Behavior are related to each other and with Neuro-Marketing and Emotional Intelligence. All correlations are significant at $p < .01$, and are thus very significant that these variables are related. The correlation between Neuro Consciousness and Impulse Buy Behavior is also moderately positive ($r = 0.45$), which indicates that people who have higher neuro consciousness would be more prone to taking impulsive buying decisions. Additionally, Neuro Consciousness is more strongly positively correlated to Neuro Marketing ($r = 0.5$) and Emotional Intelligence ($r = 0.52$), indicating that people who are more neuro conscious are more agreeable to putting neuro marketing strategies to work and practice higher emotional intelligence.

The results showed moderate correlation between Impulsive Buying Behaviour ($r = 0.50$) and Neuro-Marketing ($r = 0.47$) and Emotional IQ ($r = 0.47$); meaning, people who are more inclined towards impulse buying may also be subject to neuro marketing effects as well as being emotionally aware. It is found that Neuro-Marketing correlates most strongly to Emotional Intelligence ($r = 0.55$), which suggests that there is a strong relationship between these two variables. What this implies is that people who are more emotionally intelligent are more open to the advertisements.

Results overall show that all variables have positive correlation and there is strongest correlation between Emotional Intelligence and Neuro Marketing. In this case, it seems to mean that there exists a correlation, if not a causation, between neuro consciousness, emotional intelligence and neuro marketing and influence on consumer behavior in impulsive buying.

Table 3: Regression Analysis Results (Direct Effects)

Hypothesis	Predictor	Outcome	Beta (β)	t-value	p-value
H1	Neuro Consciousness	Impulsive Buying Behavior	0.45	5.60	0.000
H2	Neuro Consciousness	Neuro-Marketing	0.50	6.20	0.000
H3	Neuro Consciousness	Emotional Intelligence	0.52	6.50	0.000
H4	Emotional Intelligence	Impulsive Buying Behavior	0.42	5.10	0.000
H5	Emotional Intelligence	Neuro-Marketing	0.47	5.75	0.000

The results of last regression analysis, pertaining to direct effects of Neuro Consciousness on Impulsive Buying Behavior, Neuro Marketing, Emotional Intelligence are presented in Table 3. These are the Beta (β) coefficients, t values, and p values, the stength, significance and reliability of these relationships. In H1, Neuro Consciousness makes significant prediction for Impulsive Buying Behavior ($\beta = 0.45$, $t = 5.60$, $p = 0.000$). The result indicates that people who have higher neuro-consciousness do buy more impulsively and this is statistically significant. Neuro Consciousness significantly has a positive effect on the effect of Neuro Marketing ($\beta = 0.50$, $t = 6.20$, $p = 0.000$), meaning that as neuro consciousness increases people are more likely to be influenced by the neuro marketing tactics. H3 is also a significant predictor for Emotional Intelligence ($\beta = 0.52$, $t = 6.50$, $p = 0.000$) for Neuro Consciousness. This implies that neuro conscious people have better emotional intelligence.

The results are highly significant because all p values are less than 0.01 ($p = 0.000$) therefore these relationships are highly significant. The results show that Neuro Consciousness has a significant impact in explaining the impulsive buying behaviour through impulsive buying motives, responsiveness toward neuro marketing as well as emotional intelligence which all support the hypothes (H1, H2, and H3).

Table 4: Mediation Analysis Results (Indirect Effects)

Hypothesis	Independent Variable	Mediator	Dependent Variable	Indirect Effect	SE	t-value	p-value
H6	Neuro Consciousness	Emotional Intelligence	Impulsive Buying Behavior	0.30	0.08	3.75	0.000
H7	Neuro Consciousness	Emotional Intelligence	Neuro-Marketing	0.33	0.07	4.71	0.000

Results of the mediation analysis, assessing the indirect effect of Emotional Intelligence, in the relations between Neuro Consciousness and the two dependent variables, the Impulsive Buying Behavior (H6) and the Neuro-Marketing (H7), are presented in table 4.

The analysis also shows that Emotional Intelligence strongly mediates between Neuro Consciousness and Impulsive Buying Behavior for H6. A t-value of 3.75 and a p-value of 0.000 are obtained for 0.30 (I), with a SE of 0.08. This means that Neuro Consciousness basically influences impulsive buying behavior through its effect on Emotional Intelligence. As can be seen the p value < 0.01, this is statistically significant.

For H7, Emotional Intelligence also mediates the relation between Neuro Consciousness and Neuro Marketing. A t-value of 4.71 and a p-value of 0.000 is established by the indirect effect of 0.33 with a standard error (SE) of 0.07. Consequently, Emotional Intelligence solely partially explains the effect of Neuro Consciousness on Neuro-Marketing, and the mediating effect is statistically significant with $p = 0.000$ again.

Table 5: Model Fit and Mediation Bootstrapping Results

Model	Chi-Square	df	CFI	TLI	RMSEA	Indirect Effect	Bootstrapped SE	Bootstrapped CI (95%)	p-value
Mediation	45.32	23	0.97	0.96	0.04	0.30	0.08	[0.14, 0.47]	0.000

Model (H6) Mediation Model (H7)	42.18	22	0.98	0.97	0.03	0.33	0.07	[0.21, 0.48]	0.000

The results of the mediation analysis of hypotheses H6 and H7, the goodness of fit of the mediation models and the indirect effects with their confidence interval and the related statistical significance, are presented in Table 5. For H6, the Chi-Square (χ^2) values are 45.32 with 23 degrees of freedom (df), while H7 Chi-Square is 42.18 with 22 degrees of freedom (df), reasonable values. If the smaller chi-square value is compared to the degrees of freedom, it indicates a good fit and these chi-square values indicate the fit with the data is good.

H6 and H7 have CFI of 0.97 (over 0.9 threshold) and 0.98 respectively to denote excellent fit of the model. The TLI values of 0.96 and 0.97 for H6 and H7 indicate strong model fit again because numbers near 1 reflect good fit. This indicates that the models fit the data well under minimal error, as both the RMSEA (Root Mean Square Error of approx.), 0.04 for H6, and 0.03 for H7 are below the generally accepted threshold of 0.05.

For H6, the results of the analysis indicate that the indirect effect is 0.30 (SE = 0.08). The bootstrapped 95% confidence interval (CI) spans from 0.14 to 0.47, with p-value of 0.000, proving the indirect effect to be statistically significant. The indirect effect for H7 is 0.33 (0.07 SE). Finally, all of the above things work together to confirm that the indirect effectiveness is in fact also statistically significant (p-value 0.000) and statistically valid when the bootstrapped 95% CI ranges from 0.21 to 0.48.

Table 6: Hypothesis Testing Results

Hypothesis	Path	Beta	t-value	p-value	Result
H1	Neuro Consciousness → Impulsive Buying Behavior	0.45	5.60	0.000	Supported
H2	Neuro Consciousness → Neuro-Marketing	0.50	6.20	0.000	Supported
H3	Neuro Consciousness → Emotional Intelligence	0.52	6.50	0.000	Supported
H4	Emotional Intelligence → Impulsive Buying Behavior	0.47	5.00	0.000	Supported
H5	Emotional Intelligence → Neuro-Marketing	0.55	6.50	0.000	Supported
H6	Emotional Intelligence (Mediator) → Impulsive Buying Behavior	0.30	3.75	0.000	Supported (Mediated)
H7	Emotional Intelligence (Mediator) → Neuro-Marketing	0.33	4.71	0.000	Supported (Mediated)

The results of hypothesis testing appear in Table 6 which demonstrates both direct and mediated relationships between research variables. Implementation of the Beta coefficient and t-value and p-value confirms or rejects each hypothesis studied within the research. The connection between Neuro Consciousness and Impulsive Buying behavior obtains support with a 0.45 Beta score along with t-values reaching 5.60 and p-value maintaining 0.000 to establish a significant positive relationship.

Research findings demonstrate Neuro Consciousness strongly affects Neuro-Marketing through a strong positive relationship whose Beta equals 0.50 along with a t-value of 6.20 and a p-value of 0.000. Research results demonstrate a strong positive relationship between Neuro Consciousness and Emotional Intelligence through H3 with a Beta value of 0.52 and t-value of 6.50 and p-value of 0.000. H4 validates the positive connection between Emotional Intelligence and Impulsive Buying Behavior by demonstrating a Beta level of 0.47 and t-values measuring at 5.00 alongside a statistical significance level of 0.000. The results indicate that Emotional Intelligence strongly affects Neuro-Marketing through a Beta value of 0.55 at t=6.50 with p=0.000 supporting the research hypothesis.

The research investigates Emotional Intelligence as a mediator through the results of H6 and H7. Research findings demonstrate that Emotional Intelligence functions as an important mediator between Neuro Consciousness and all dependent variables. The relationship between Neuro Consciousness and Impulsive Buying Behavior receives a full indirect effect of 0.30 through Emotional Intelligence and meets statistical significance with t=3.75 and p=0.000. The examination reveals an indirect effect of 0.33 between H7 and Neuro-Marketing through statistical calculations using t=4.71 and p=0.000.

5. Conclusion

This study reveals important understanding about how Neuro Consciousness relates to Emotional Intelligence as well as Impulsive Buying Behavior and Neuro-Marketing. The results backed up most hypotheses demonstrating Neuro Consciousness impacts both Impulsive Buying Behavior and Neuro-Marketing through the important mediating role of Emotional Intelligence.

Research has demonstrated a positive connection between Neuro Consciousness levels and both Impulsive Buying Behavior and Neuro-Marketing which indicates higher Neuro Conscious individuals engage in unplanned purchases through neuro-marketing approaches. Higher awareness of cognitive and emotional processes through Neuro Consciousness produces significant effects on Emotional Intelligence according to the research results.

Emotional Intelligence demonstrated a direct connection to both Impulsive Buying Behavior as well as Neuro-Marketing found in research. The emotional awareness abilities of people who demonstrate better emotional regulation lead them toward more impulsive purchasing decisions and enhanced responses to neuro-marketing strategies.

The research's primary discovery demonstrates Emotional Intelligence works as a direct link between Neuro Consciousness and the two dependent variables. Emotional Intelligence functions as both a standalone predictor and as an intervening effect on both Impulsive Buying Behavior and Neuro-Marketing through its influence on Neuro Consciousness. The extent to which an individual regulates and comprehends their emotions determines how Neuro Consciousness affects these behaviors. The study demonstrates that Neuro Consciousness and Emotional Intelligence hold strong connections because emotional self-competence combined with cognitive awareness shapes consumer behaviors along with marketing approaches. The study gives market organizations and promoters actionable methods which demonstrate that embracing emotional expertise along with Neuro Consciousness development results in better neuro-marketing programs and control of consumer spontaneous actions.

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