

NEUROMARKETING AND CONSUMER DECISION- MAKING OF CINEMA OUTLETS: UNDERSTANDING THE PSYCHOLOGICAL DRIVERS OF SALES

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ABSTRACT

This study aims to investigate the relationship between neuromarketing and consumer decision-making: understanding the psychological drivers of sales. The research design adopted for this study is quantitative, utilizing a cross-sectional survey method to collect data from customers of cinema outlets in Port Harcourt. They were ten (10) cinema outlets in Port Harcourt. The study is a census and all the firms were studied. Five (5) copies of questionnaire were administered to each of the ten (10) to give us a total of fifty (50) respondents and filled by the consumers. The Spearman Rank Correlation tool was adopted with the aid of Statistical Package for Social Sciences (SPSS version 23.0). The findings of this study indicate that attention has a significant positive relationship with consumer decision-making, as evidenced by the significant positive correlation coefficients with visit intention. The results also show that the memory processing has a significant positive relationship with visit intention. Finally, emotional processing has a significant positive relationship with visit intention. The study concluded that neuromarketing has a significant contribution on consumer decision-making of cinema outlets in Port Harcourt. The study therefore recommended amongst others that, cinema outlets should focus more on these stimuli and use it to grab attention and help retain the ads in consumers memories.

Keywords: Neuromarketing, Consumer Decision-Making, Attention, Memory Processing, Emotional Processing, Visit Intention.

Introduction

For businesses (like movie theaters) hoping to thrive in the ever-evolving landscape of today's fiercely competitive market, comprehending consumer behavior and effectively influencing purchase decisions have become crucial concerns (Dutta, 2023). To place their goods and services as effectively as feasible on the market, a number of marketing experts have long dealt with customer decision-making. Consumer decision-making, according to Jana and Jakub (2019), is the collection of actions taken by consumers when they are looking for, acquiring, utilizing, assessing, and discarding goods or services that are anticipated to satisfy their wants. To grow their products and services and successfully interact with their audience, movie theaters must understand the answers to issues like how and why people buy and consume (Szmigin & Piacentini, 2021). According to Roe and Bruwer (2017), the decision-making process of consumers is frequently complex and encompasses a variety of theoretical conceptions. No business on the market can predict with any degree of certainty when and whether consumers would want its items, claim Jana and Jakub (2019).

The market has changed dramatically in the modern era, and sales are more challenging due to sophisticated buyers with more information, fiercer competition, a longer sales cycle, and increased resistance to traditional techniques. However, a modern approach using neuromarketing helps to create effective marketing strategies, which in turn increases purchasing motivation, the number of concluded contracts, and the multiplication of revenue (Kalkova et al., 2022). Neuromarketing is a newly emerging discipline that connects consumer behavior with neuroscience. Ale Smidts coined the phrase "the study of the cerebral mechanism to comprehend consumer decision-making in order to develop marketing strategies" in 2002 (Vandana & Richa, 2024). It offers contemporary techniques for direct mind detection without requiring conscious or cognitive engagement (Jana & Jakub, 2019). At the moment, neuromarketing is the commercial use of neuroscience expertise and resources that assist businesses in better understanding how consumers respond to various brand, product, or service-related communication initiatives (Ramsøy, 2024).

By examining brain activity, neuromarketing seeks to provide insights that go beyond traditional research methods and illuminate the invisible factors that shape customer behavior. Understanding that consumer judgments are heavily influenced by implicit associations, memories, and emotions in addition to rationality is the cornerstone of neuromarketing (Kalkova et al., 2022). Traditional marketing techniques are effective, but they usually only appeal to consumers' conscious minds, neglecting the vast majority of their underlying motivations. The fact that neuromarketing gives sales and marketing operations a single language is one of its greatest advantages. Future products and services will be made in accordance with all of our expectations, and companies will invest in product research and development where there is a certainty that demand will be high (Purgu et al., 2019). In many companies, the sales and marketing departments do not share

a common platform to communicate, and the business pays the heavy price of a shared home (Ismajli et al., 2022).

Numerous research have examined the connection between neuromarketing and consumer decision-making. For example, Ismajli et al. (2022) examined how neuromarketing affected the process of determining the requirements and preferences of consumers. In internet retailing, neuromarketing technologies offer valuable insights into gauging how well advertising campaigns affect consumers (Singh, 2020). The structure and functions of the brain, the significance of perception, and consumer behavior during the purchasing process have all been examined in this study's analysis of neuromarketing. Dwivedi and Sharma (2024) investigated how neuromarketing influences consumer choices. Seema et al. (2024) examined the latest developments in neuromarketing and enhanced comprehension of customer behavior by examining research trends and tool options. In Shivamogga city, Naveen and Ramesh (2024) look into how neuromarketing affects consumer purchasing decisions. To the best of the researchers' knowledge, no research on this topic has been done in Port Harcourt movie cinema outlets. Through their investigation of this occurrence, the researchers want to close the information gap. In order to better understand the psychological factors that influence sales, the researchers want to examine the connection between neuromarketing and the choices made by patrons of Port Harcourt movie cinema outlets.

Businesses operate in dynamic, unstable marketing environments that necessitate the development of strategies that ensure both healthy performance and organizational competitiveness. In Port Harcourt, cinema outlets have seen success with customer choice in recent years. The movie industry has significantly enhanced the quality of life for citizens in urban areas and served as a source of income for the economy. A difficult component in consumer decision-making is the enhancement of service quality, accessibility, convenience, intention to visit, and customer acquisition. Nonetheless, it has been noted that Port Harcourt movie theaters are having trouble with patron decision-making. This is brought on by the industry's terrible state, the demise of high-caliber Nollywood films, and the current economic climate. Consumer discontent with the services provided by certain movie theaters is another issue since patrons grow weary of seeing films with similar plots to their own. Visit purpose makes all of them clear, and application marketing strategy can assist save it. To address this issue, the researchers are considering neuromarketing. Therefore, the aim of this study was to investigate the relationship between neuromarketing and consumer decision-making of cinema outlets in Port Harcourt: Understanding the psychological drivers of sales. The specific objectives were to:

2.0 Literature Review

2.1 Consumer Decision-Making

Neuroscience has helped to better understand the hidden components of the decision-making process (Pereira et al., 2022). The expanded use of neuromarketing approaches for

the analysis of consumer preferences and decision-making processes is beneficial to both consumers and marketers (Oikonomou et al., 2023). One of the cognitive processes in human behavior is decision-making (Foxall, 2023). One of the key issues in consumer behavior is how consumers develop, adapt, and use decision-making strategies (Karimi, 2013). For this reason, companies can be more effective in their marketing strategies, including product development, product design, advertising, and many other agenda items that will draw in customers.

Newell and Shanks (2014) define consumer decision-making as the mental process that results in the choice of one of several actions. Therefore, in order to better understand consumer decision-making, researchers and marketers should go straight to the brain, which is the center of the human cognition system (Mahoney, 2023). The belief that informs consumer decision-making is based on the subconscious mind (Hartel & Russell-Bennett, 2010). To overcome these obstacles, researchers and marketers can measure the subconscious responses of consumers to marketing stimuli (Ariely & Berns, 2020). One of the challenges for marketers is analyzing the subconscious minds of consumers, as the decision-making process takes place in the subconscious (Morin, 2021).

2.2.1 Visit Intention

The idea of "visiting intention" refers to a person's desire to go to a specific movie theater. Visit intentions can be influenced by a number of factors, including social media marketing, brand narrative, perceived value, cinema experience, cinema attractiveness, and cinema image. By consulting the given sources, one can delve deeper into the unique and comprehensive findings of each study (Yacob et al., 2019). Researchers and businesses should focus on the brain, which is the core of the human cognition system, in order to better understand consumer decision making. The reason for this is because the brain performs a number of automated subconscious functions (Palokangas et al., 2022). Thus, the human brain is engaged in the fundamental subconscious processes (Kenning et al., 2017). Prior to reaching the conscious mind, decisions are made in the subconscious, which is known to be more powerful than the conscious mind. The subconscious mind is timeless and evaluates both spontaneous and long-term conduct, whereas the conscious mind is confined in time and scope and forecasts short-term-focused action (Weinberger, 2020).

2.3 Neuromarketing

The study of customer behavior through brain imaging and other neuroscientific methods is known as neuromarketing (Mada, 2024). Neuroscience, the scientific study of the brain and nervous system, is where neuromarketing got its start. Neuromarketing is the study of how the brain reacts to marketing stimuli using methods including electroencephalography (EEG), eye tracking, and functional magnetic resonance imaging (fMRI). Researchers can learn more about how customers make decisions and what influences their behavior by analyzing brain activity (Kalkova et al., 2022). Gaining a deeper knowledge of how

consumers feel and think about brands and products is the primary objective of neuromarketing. Then, using this data, more successful marketing strategies that connect with customers on a deeper emotional level can be created. Marketers want to develop more memorable, engaging, and ultimately successful ads by employing neuroscience to understand customer behavior (Nyoni & Bonga, 2017).

With the promise to yield more profound understandings of customer behavior and promote more successful marketing tactics, neuromarketing has been hailed as a revolutionary method to marketing research.

The effect of neuromarketing on customer purchasing behavior was examined in this article. Identifying unconscious affects on consumer decision-making is one method neuromarketing can influence consumer behavior (Kalkova et al., 2022). For instance, studies have indicated that consumers' perceptions of a brand can be greatly influenced by small cues like font and color. It offers a deeper comprehension of consumer behavior and reveals the reasons why they frequently fail to "live their speak" (Mada, 2024). In other words, neuromarketing explains why clients who are planning to have tea with milk when they arrive at a café get black coffee instead. Is this behavior unplanned? Impulsive behavior is when you take action without considering the repercussions. You don't think about anything else after that moment (Mada, 2024). Reaching the unconscious part of the consumer's mind is facilitated by neuromarketing. It offers a deeper comprehension of the mechanism underlying the instinctive responses occurring on the subconscious level of each customer's thinking.

2.4 Neuromarketing and Consumer Decision-Making

Glova & Mudryk (2020) looked at the fundamental ideas underlying neurotechnology and the potential for future growth in neuromarketing. The study emphasized the advantages of neuromarketing, including its ability to collect information on how customers respond to various incentives and the finer points of their purchase patterns. Singh (2020) examined the profound effects of neuromarketing on businesses and society at large. The study emphasized how neuromarketing might uncover hidden insights into consumer behavior and use instinctive and implicit mechanisms to guide decision-making. According to Arora & Jain (2020), marketers are becoming more aware of client emotions as a result of the difficulties in understanding the motivations, thoughts, and feelings of consumers.

In the context of neuromarketing, Golnar-Nik et al. (2019) looked into the potential of EEG strength in forecasting and elucidating consumer preferences. The study demonstrated the relationship between EEG power, namely alpha power, and consumer choices by tracking participants' brain waves while they assessed and chose objects.

In order to better understand consumer purchasing patterns, Devaru (2018) promoted the integration of several disciplines with marketing, particularly the recently developed field of neuromarketing. In their research, Yahiamouammine et al. (2019) The primary foundation of neuromarketing is technology; its integration with artificial intelligence

might undoubtedly enhance it by more precisely gathering and measuring customer emotions.

In their work, Katerinabockova et al. (2021) provide a thorough definition of neuromarketing as a field that uses neuroscientific techniques to examine and comprehend human behavior in connection to markets and market exchanges. According to Ahmed et al. (2023), neuromarketing research has advanced, but the current body of research does not offer a thorough understanding of neuromarketing and the marketing mix. According to Mihaela et al. (2019), social media is a key component of the significant changes in interpersonal connections that have occurred in the modern period. Here, we look at three brain circuits that are frequently researched in consumer and decision neuroscience: emotional processing, memory, and attention (Seema et al., 2024).

2.4.1 Attention and Consumer Decision-Making

Our senses are constantly inundated with far more sensory data from external stimuli than the brain is capable of processing efficiently. Choosing which information to analyze (or pay attention to) is crucial for decision-making because there is such a huge discrepancy between the volume of incoming information and our processing capacity (Seema et al., 2024). While downplaying or disregarding other stimuli or distractions, attentional systems adjust the selective concentration of particular stimuli or distinct elements of stimuli. There are two main ways to pay attention: top-down and bottom-up (Kastner & Ungerleider, 2020). Top-down attention is influenced by an individual's internal objectives and motives (e.g., reading a book), external states, or expectations, whereas bottom-up attention is influenced by environmental signals (e.g., a startling noise or unexpected scent; Seema et al., 2024). Automatic, or unconscious, bottom-up attention is crucial for making snap judgments about inputs.

Top-down attention, on the other hand, is conscious and prioritizes or emphasizes information that is pertinent to a consumer's expectations or goals (Wolfe & Horowitz, 2024). The functional processes underlying top-down and bottom-up attention have been extensively studied. The insula, anterior cingulate cortex, and dorsolateral prefrontal cortex are important brain areas linked to bottom-up attention (Seema et al., 2024). On the other hand, the dorsolateral prefrontal cortex, inferior parietal sulcus, inferior frontal gyrus, middle temporal gyrus, posterior cingulate cortex, and precuneus are the main brain areas linked to top-down attention (Noudoost et al., 2020). Among the human senses, vision processing is dominating since the majority of incoming environmental information is visual (Seema et al., 2024). Both top-down and bottom-up attentional processes are thought to depend on a number of prefrontal brain areas. Based on this, the following hypothesis was formulated:

H₀₁: There is a significant relationship between attention and visit intention of cinema outlets in Port Harcourt.

2.4.2 Memory Processing and Consumer Decision-Making

Past information needs to be encoded, consolidated, and retrieved in order to impact decisions in the future. Memory is the brain's system for storing and retrieving information, and it is defined as "any physical change that carries knowledge about the historical past" (Seema et al., 2024). Learning and making decisions about the future depend on this kind of information retention. Decision-making and memory are hence closely related. The brain has several memory systems (Squire et al., 2019). Three types of memory can be distinguished: long-term memory (McGaugh, 2020), short-term or working memory (Baddeley, 2017), and sensory memory (Seema et al., 2024). The striatum and cerebellum are linked to activation in long-term memory for implicit or procedural memories, which are processed subconsciously (Doyon et al., 2018).

Long-term potentiation, or the neuronal strengthening of programmed synapse activation, is the process by which memory consolidation, which is necessary for the development of long-term memories, takes place (Lynch, 2014). While the hippocampus serves as the main site of memory processing and consolidation, evidence indicates that the amygdala modulates memory consolidation, determining the strength and importance of memory traces (McGaugh, 2020). It is hardly unexpected that emotionally charged experiences are more easily recalled than non-emotionally charged ones, as the amygdala plays a significant role in both emotional processing (explained below) and memory formation modulation (Seema et al., 2024). By triggering the release of hormones along the hypothalamic-pituitary-adrenal axis, the amygdala can alter the strength of memory formation (Smith & Vale, 2016). The release of adrenal stress hormones including cortisol and epinephrine controls the intensity of memory for emotional memories (Seema et al., 2024). Based on this, the following hypothesis was formulated:

H₀₂: There is a significant relationship between memory processing and visit intention of cinema outlets in Port Harcourt.

2.4.3 Emotional Processing and Consumer Decision-Making

When making decisions and evaluating them thereafter, subjective emotions including joy, sorrow, fear, rage, surprise, and disgust are crucial (Seema et al., 2024). The locationist approach, which postulates that distinct emotional categories are associated with particular brain regions, and the psychological constructionist approach, which postulates that emotional processes are built from interactions between general neural networks that are not specific to emotion categories, are the two theoretical stances for comprehending emotion at the neural level. Despite the existence of substantial meta-analytical evidence in favor of the psychological constructionist method (Lindquist et al., 2022), the locationist approach has been used in the great majority of previous studies on how emotions are processed in the brain.

The locationist theory states that the medial prefrontal cortex, amygdala, thalamus, hypothalamus, insular cortex, orbitofrontal cortex, nucleus accumbens, and anterior

cingulate cortex are the main brain correlates of emotion. The amygdala, which mainly processes negative emotions, fear, unknown stimuli, and inequity, is the most extensively studied and crucial component of emotional processing (LeDoux, 2015). Prior studies have also connected insular brain activation to feelings of disgust (Jabbi et al., 2008), rage over unfair circumstances (Sanfey et al., 2023), and the perception and/or expectation of risk (Preuschoff et al., 2018). Anger (Vytal & Hamann, 2010) and regret following choice outcomes that fall short of expectations seem to be influenced by the orbitofrontal cortex (Seema et al., 2024). As part of the "motivational processes including behavioral activation, exertion of effort, approach behavior, and sustained task engagement" function, the nucleus accumbens, along with other reward-related brain regions, also contributes to emotional processing, primarily in cooperation with the neurotransmitter dopamine (Seema et al., 2024). Based on this, the following hypothesis was formulated:

H₀₃: There is a significant relationship between emotional processing and visit intention of cinema outlets in Port Harcourt.

2.5 Theoretical Framework

2.5.1 Theory of Mind

Theory of mind relates to how people infer the beliefs, thoughts, feelings, wants, qualities, decisions, and intentions of others and is concerned with mentalizing in communication contexts (Frith & Frith, 2008). Among other brain regions, research on autism and other neurodevelopmental disorders has linked the precuneus, temporal poles, medial prefrontal cortex, and temporal parietal junction to theory of mind processes (Lieberman, 2010). Taking other people's perspectives, figuring out what other people are thinking, assigning causes or explanations for one's own or other people's actions, and elements of moral decision-making are all crucial psychological processes in theory of mind. In order to determine whether the brain regions linked to theory of mind are activated, one method of studying theory of mind in marketing is to manipulate the perception of interpersonal relations between people while they are in the fMRI and compare the results to a control group that was given no interpersonal content. It has been demonstrated that self-reports of theory of mind and the degree of theory of mind brain activation are related, connecting objective, third-person data to first-person perceptions of theory of mind processes (Dietvorst et al., 2009). Furthermore, Dietvorst et al. (2009) provide examples of the application of fMRI in scale validation and creation.

Many marketing phenomena can be explained by theories of mental processes. Strong, pervasive theory of mind processes are involved in people's daily decision-making when considering the needs and expectations of others, in-person interactions between customers and salespeople, in interpersonal dialogue in commercials, and in group decision-making in family buying or organizational buying centers. The study of theory of mind processes can offer fundamental insights into decision-making, preference

formation, choice, and behavioral patterns, which is important for marketers who want to comprehend and impact consumer purchasing behavior.

2.6 Empirical Review

The elements impacting Generation Y consumers' decision-making process while choosing wine in the Slovak Republic were found by Jana and Jakub (2019). The survey has twenty-one participants in total. A questionnaire and eye tracking were chosen for the study. Microsoft Excel and the Gazepoint Analysis UX Edition program were utilized to process and assess the eye-tracking study. The Kruskal-Wallis test and Spearman's non-parametric test were used to analyze the statistical data. According to the tests and questionnaire results, a label was the most crucial element. When looking at the information on a label, differences were seen. Variety or vintage year was the most significant factor as indicated by the questionnaire survey, whereas label was the most significant factor as determined by measurement.

A study by Stefko et al. (2021) sought to examine how gender influences customer behavior from a neuromarketing perspective. There were 204 participants in the study, 126 of whom were men and 78 of whom were women. Their ages ranged from 18 to 59, with an average age of 33.69. The main tool for gathering data and doing further analysis was a questionnaire that the authors created and used to gather information from participants using random sampling. In order to process the data gathered, the study developed two hypotheses and used descriptive statistics. At a significant level, the Mann-Whitney U test was used for in-depth analysis. IBM Statistics SPSS 22.0 was used for the statistical analysis. The study's conclusions validated that there are differences in purchasing patterns and responsiveness to neuromarketing.

Ismajli et al. (2022) examined how neuromarketing affected the process of determining customer needs and preferences. The questionnaire, which covers factors that are crucial when a consumer is selecting a product, is the tool used for primary data collecting. According to the study's findings, neuromarketing helps identify customer preferences, which enables businesses to better connect with and satisfy their clientele.

Jimmy and Raksha (2018) conducted research on how neuromarketing strategies affect consumers' purchasing decisions in terms of their focus and retention of marketing campaigns. Target: Customers of all ages and genders 150 responders make up the sample size. Techniques for data sampling: Easy sampling Information gathering: The information will be gathered from original sources by means of public surveys and questionnaires. To identify a substantial difference between two variables for which we lack normal data, we utilize Wilcox. We can infer from the research findings that neuromarketing is generally unsuitable for the Indian market.

The degree to which neuromarketing influences Shivamogga city's consumer purchasing behavior is recognized by Naveen and Ramesh (2024). The nature of the current study is exploratory, descriptive, and analytical. Both quantitative and qualitative approaches are

used in the study to examine several hypothesized constructs. To get the necessary information from the respondents in Shimoga City, a self-guided questionnaire was created for the study. Convenience sampling is used to acquire data for the study. One hundred respondents from Shimoga city in the state of Karnataka make up the study's sample size. People relate to several characteristics of the product more than we know, such as color, scent, and visual aesthetics.

3.0 METHODOLOGY

The cross-sectional survey approach was thought to be more suitable to achieve the research exercise's objective because it concentrated on the connection between neuromarketing and customer decision-making: comprehending the psychological factors that influence sales. The method's selection is in line with Hair et al.'s (2007) assertion that this type of approach is typically concerned with evaluating the features of the study population. There are ten (10) cinema outlets in Port Harcourt according Nigerian Directory (2025) adapted from (<https://businessday.ng>). The accessible population was the customers. Since the population of the study is considerably not very large, the researchers studied all the elements that made up the population (census) and no sampling was needed in this study. Based on this backdrop, the researcher drawn five (5) copies of questionnaire and the total copies of questionnaire were fifty (50) respondents.

Table 1: Cinema Outlets in Port Harcourt, Rivers State

S/N	Tourist Centers	Address	Copies of Questionnaire
1	5D Cinema 9ja	Port Harcourt	5
2	Box Office Cinemas	Old Aba Express Road, Rumuomasi, PH	5
3	Downtown Cinemas	Eze Wali Trade Center, Eneka Road, PH	5
4	Filmhouse Cinema	Old GRA, Port Harcourt	5
5	Genesis Deluxe Cinemas	#39 Tombia Street, GRA Phase 2, PH	5
6	Grenhauz Cinemas	1, Azikiwe Road, Port Harcourt	5
7	KADA Cinemas	Peace Park between Army Bori Camp & Airforce Base Junction, Aba Road	5
8	Mr. Virgin Film Production Ltd	Port Harcourt	5
9	Pepperoni Cinemas	183/185 East-West Road, Rumuodara Junction, Port Harcourt	5
10	Silverbird Cinema	Abonnema Wharf, Port Harcourt	5
	Total		50

Source: Nigerian Directory, (2025) adapted from (<https://businessday.ng>)

This study employed Spearman Rank Correlation. To carry out these analyses, we used the Statistical Package for Social Sciences (SPSS) version 23.0.

4.0 RESULTS AND DISCUSSION

Because the study was predominantly quantitative, data was gathered using a structured questionnaire. Fifty copies of the questionnaire were given to customers of Port Harcourt cinema outlets; all of them were filled out, recovered, and deemed valid for analysis.

Table 2: Summary of Reliability Analysis

Constructs	No. of items	Respondents	Cronbach Alpha
Attention	4	10	0.903
Memory Processing	4	10	0.888
Emotional Processing	4	10	0.839
Visit Intention	4	10	0.801

Source: Cronbach Alpha output, 2025

According to the findings, every statement item for every construct fell between "good" and "very good," indicating strong stability, consistency, and satisfaction.

4.1 Statistical Analyses using Spearman Ranking Correlation

Attention and Consumer Decision-Making

The degree to which the effectiveness of attention increases visit intention at cinema outlets was investigated in the relationship between attention and a measure of consumer decision-making in Port Harcourt. Table 3 displays the outcome of this test. Below:

Table 3: Attention and Consumer Decision-Making

		Attention	Visit Intention
Spearman's rho	Correlation Coefficient	1.000	.901**
	Attention		
	Sig. (2-tailed)	.	.000
	N	50	50
	Correlation Coefficient	.901**	1.000
	Visit Intention		
	Sig. (2-tailed)	.000	.
	N	50	50

Source: SPSS Output

Experiments showed that the relationship between attention and visit intention was significant, with a $P_v < 0.05$ for the null hypothesis. With a $Rho = 0.901$ and a $P_v = 0.000$, the results demonstrate that attention has a significant and positive connection with visit intention. According to the findings, the degree of consumer decision-making, the effectiveness and efficiency of the company, and the intention of visitors to visit are all positively impacted by attention, which as a result greatly contributes to the ability of movie theaters to sustain and sustain their business. Because the $P_v (0.000) < 0.05$ level of significance, we reject the null hypotheses pertaining to attention and visit intention.

Memory Processing and Consumer Decision-Making

The degree to which the effectiveness of memory processing increases visit intention in cinema outlets was investigated in the link between memory processing and consumer decision-making in Port Harcourt. Table 4 displays the outcome of this test. Below:

Table 4: Memory Processing and Consumer Decision-Making measures

		Memory Processing	Visit Intention
Spearman's rho	Memory Processing	Correlation Coefficient	1.000
		Sig. (2-tailed)	.913**
	Visit Intention	N	.000
		Correlation Coefficient	50
	Memory Processing	Sig. (2-tailed)	.913**
		N	50

Source: SPSS Output

According to the null hypothesis, there was considerable evidence ($P_v < 0.05$) linking memory processing to consumer decision-making metrics like visit intention. With a $Rho = 0.913$ and a $P_v = 0.000$, the results show a substantial and significant correlation between memory processing and visit intention. The results show that memory processing has a major and favorable influence on the one metrics of customer decision-making, hence making a substantial contribution to movie theaters. Therefore, since the $P_v (0.000) < 0.05$ level of significance, we reject the second null hypothesis, which relates to memory processing.

Emotional Processing and Consumer Decision-Making

The degree to which the effectiveness of emotional processing increases visit intention in cinema outlets was investigated in the link between emotional processing and consumer decision-making in Port Harcourt. Table 5 displays the outcome of this exam. Below:

Table 5: Emotional Processing and Consumer Decision-Making measures

		Emotional Processing	Visit Intention
Spearman's rho	Emotional Processing	Correlation Coefficient	1.000
		Sig. (2-tailed)	.907**
	Visit Intention	N	.000
		Correlation Coefficient	50
	Emotional Processing	Sig. (2-tailed)	.907**
		N	50

Source: SPSS Output

According to the null hypothesis, there was considerable evidence ($P_v < 0.05$) linking emotional processing to consumer decision-making metrics like visit intention. With a $Rho = 0.907$ and a $P_v = 0.000$, the results show a strong and significant association between emotional processing and visit intention. According to the results, emotional processing has a major and favorable influence on customer decision-making metrics, which considerably benefits movie theaters. Therefore, since the $P_v (0.000) < 0.05$ threshold of significance, we reject the third null hypothesis, which relates to emotional processing.

4.2 Discussion of Findings

Relationship between Attention and Consumer Decision-Making

The results of the hypothesis test (H_{01}) are discussed in this subsection. It showed that the relationship between attention and visit intention was significant, with a $P_v < 0.05$ for the null hypothesis. With a $Rho = 0.901$ and a $P_v = 0.000$, the results demonstrate that attention has a significant and positive connection with visit intention. According to the findings, the degree of consumer decision-making, the effectiveness and efficiency of the company, and the intention of visitors to visit are all positively impacted by attention, which as a result greatly contributes to the ability of movie theaters to sustain and sustain their business. Because the $P_v (0.000) < 0.05$ level of significance, we reject the null hypotheses pertaining to attention and visit intention. According to the H_{01} result, there is a significant correlation between visit intention and attentiveness. This favorable correlation suggests that viewers' attention during psychological recall in cinema outlets provides guidance on how to fully benefit from the underlying neuromarketing initiatives in the sales environment. The findings of earlier research agreed with the following studies: Stefko et al. (2021) which supported the consistent and positive connection between attention and customer buying process. Also, Ismajli et al. (2022) found that attention significantly related with consumer preferences. Finally, Naveen and Ramesh (2024) found that attention has a positive and significant relationship between attention and consumer decision-making.

Relationship between Memory Processing and Consumer Decision-Making

According to the null hypothesis, there was considerable evidence ($P_v < 0.05$) linking memory processing to consumer decision-making metrics like visit intention. With a $Rho = 0.913$ and a $P_v = 0.000$, the results show a substantial and significant correlation between memory processing and visit intention. The results show that memory processing has a major and favorable influence on the one metrics of customer decision-making, hence making a substantial contribution to movie theaters. Therefore, since the $P_v (0.000) < 0.05$ level of significance, we reject the second null hypothesis, which relates to memory processing. This findings concurred with the work of Jana and Jakub's (2019) who found that memory processing had a positive influences consumer behavior in a good way. Stefko et al. (2021) also agreed with our findings that memory processing had a significant and

positive relationship between memory processing and consumer decision-making. Finally, Naveen and Ramesh (2024) concurred with our findings, that memory processing produced a positive relationship between memory processing and buyers' buying decision people are more affected by a product's color, scent, and visual appeal than we may think.

Relationship between Emotional Processing and Consumer Decision-Making

The results of the hypothesis test (H_{03}) are discussed in this subsection. According to the null hypothesis, there was considerable evidence ($P_v < 0.05$) linking emotional processing to consumer decision-making metrics like visit intention. With a $Rho = 0.907$ and a $P_v = 0.000$, the results show a strong and significant association between emotional processing and visit intention. According to the results, emotional processing has a major and favorable influence on customer decision-making metrics, which considerably benefits movie theaters. Therefore, since the $P_v (0.000) < 0.05$ threshold of significance, we reject the third null hypothesis, which relates to emotional processing. The findings of earlier research agreed with the following studies: Stefko et al. (2021) which supported the consistent and positive connection between emotional processing and customer buying process. Also, Ismajli et al. (2022) found that emotional processing significantly related with consumer preferences. Finally, Naveen and Ramesh (2024) found that attention has a positive and significant relationship between emotional processing and consumer decision-making.

5.1 Conclusion and Recommendations

The study comes to the conclusion that neuromarketing significantly improves customer decision-making regarding the goods and services offered by Port Harcourt cinema outlets based on the data analysis results and conclusions. Thus, the study comes to the conclusion that neuromarketing changes the way customers choose which businesses to support. To be competitive in the constantly changing business environment, movie theaters must embrace neuromarketing's potential and leverage its power. Consumer decision-making and attention are positively correlated; memory processing and consumer decision-making was positively significant; and emotional processing influences consumer decision-making favorably.

Based on the conclusion, this study recommends the following:

- i. Since we find that certain stimuli are easily perceived, cinema outlets should focus more on these stimuli and use it to grab attention and help retain the ads in consumers' memories.
- ii. Use of jingles could help the ad linger in the consumers' memory and make the ad more attractive.
- iii. Using colourful bright images and using catchy taglines helps consumers like the advertisement more as compared to ads that do not have these factors.

- iv. Use of more subtle stimuli can be used but should be made easily understandable to the Port Harcourt and Nigeria masses at large.
- v. These neuromarketing techniques on a whole will help cinema outlets raise brand awareness and help increase attention and retention of advertisements.

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