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Abstract

Understanding customers has an enormously beneficial effect on market success. Repeated advertising combining emotional and rational appeals is one technique to establish a foothold in the minds of consumers. Even advertisements on reality programs, movies, and sports are frequent forms of informing clients about the product most commonly used in marketing. Marketers nowadays can employ neuromarketing to tap into consumers' unconscious brain processes, but evaluating neuromarketing approaches is costly. Using split-brain theory, advertisers can better anticipate how consumers respond to their messages. Despite the fact that rational thought would dissuade them from owning an object, people often acquire an emotional attachment to things. This study looked at four countries and their major brands of refrigerators to see how ads' content related to the left and right sides of the brain. This study found that While Germany and India tend to concentrate on the brain's right hemisphere, Bangladesh places equal emphasis on the left and right sides. However, the United States tends to use the left side of the brain more. A consumer's demand can be influenced by economic, demographic, cultural, and political issues, which in turn ultimately causes a consumer's mind to connect with promotional efforts. The findings of this study could be utilized to guide content selections for campaigns both domestically and internationally, which has significant ramifications for advertising agencies.

Sustainable Development Goal(s) (SDG)

Goal 9: Industry, Innovation and Infrastructure
