

The Role of Instagram in Shaping Consumer Decisions: Literature Review and Insights from Neuromarketing Studies

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Abstract

This study conducts a systematic literature review to explore the patterns in online consumer decision-making influenced by stimuli provided on Instagram. The social media platform has been used by marketers heavily and has significantly affected the online consumer engagement process. Decision-making among consumers can be driven by how the information is processed both consciously and subconsciously, which is where the principles of neuromarketing are applied. Content on Instagram, including posts, storytelling, product reviews, and testimonials, can prompt consumers to make quick purchasing decisions. The review was based on journal articles sourced from Scopus, Science Direct, Google Scholar, Emerald, and Research Gate, out of which 100 articles were initially found, and 50 were selected for detailed analysis. The study utilizes theories and concepts related to consumer decision processes, learning mechanisms in consumer behaviour, and neuromarketing. Upon examining the selected publications, the main contributions are grouped into three categories: 1) Studies that define and describe the application of neuromarketing in consumer behaviour particularly in consumer decision making caused by Instagram content; 2) Research that identifies how Instagram content could become a strong stimulus and affect in decision-making processes; 3) Investigations that analyse how the consumer processes information.

Keywords: Consumer Behaviour, Decision-Making Process, Instagram, Neuromarketing.

E-commerce has seen a substantial increase in growth globally and in Indonesia since 2014. Indonesia holds the position as the largest e-commerce market in ASEAN, having achieved online sales of \$1.1 billion, a figure expected to rise further. This surge in online sales could

potentially boost the valuation of Indonesia's e-commerce sector, driven by factors like the growing adoption of smartphones, the rise in internet-based activities, and the rapid expansion of digital and e-commerce businesses offering a diverse range of products. By 2020, e-commerce

penetration in Indonesia reached 93% of all internet users. The product categories with the highest spending include Fashion and Beauty, Electronics and Physical Media, and Food and Personal Care, indicating a significant potential for growth in the country's online shopping market (William, et al, 2020).

According to William et al. (2020), the online business models commonly employed by many e-commerce platforms include C2C (Consumer to Consumer) and P2P (People to People). These models are based on the concept of providing a platform where vendors or marketers facilitate online shopping by connecting sellers and buyers. Most business transactions, such as buying, selling, ordering, and advertising, are conducted over the internet.

In this process, consumers follow a series of decision-making steps, as outlined by the Engel-Kollat-Blackwell (EKB) Model: identifying a problem or need, searching for information, evaluating options, considering alternatives, and making a purchase decision. The Engel-Kollat-Blackwell (EKB) Model, a prominent framework in consumer behaviour theory, systematically delineates the stages involved in the decision-making process, encompassing the identification of a need, information search, option evaluation, consideration of alternatives, and ultimately, the purchase decision. Within the domains of neuromarketing and Instagram marketing, this model is instrumental in analysing how consumer behaviour is shaped by neurological reactions and the influence of social media stimuli.

In the subsequent phase, Search for Information, neuromarketing techniques, such as eye-tracking, analyse consumers' reactions to various types of information. Instagram plays a pivotal role here, acting as a key platform where consumers search for product information through hashtags, influencer reviews, and sponsored content, positioning itself as a significant source for establishing product credibility. During the Evaluation of Alternatives phase, neuromarketing employs

biometric tracking to gauge emotional engagement as consumers compare different products. Instagram further facilitates this process by enabling users to evaluate various options through user-generated reviews, opinions, and visual content, allowing for swift comparisons, particularly based on product appearance. In the Considering Alternatives phase, neuromarketing assesses both emotional and cognitive responses to different product options, such as emotional connections to brands or influencers. Instagram simplifies this comparison process by providing a seamless exploration of alternatives, allowing users to scroll through feeds, compare brands, and access direct product recommendations from influencers or ads. Finally, in the Purchase Decision phase, neuromarketing identifies the moment when consumers are ready to make a purchase by analysing decision-making processes and emotional arousal. Instagram leverages this readiness through features like "Shop Now," clickable links, and influencer-driven content, which are designed to trigger impulse purchases based on emotional appeal, convenience, and social proof.

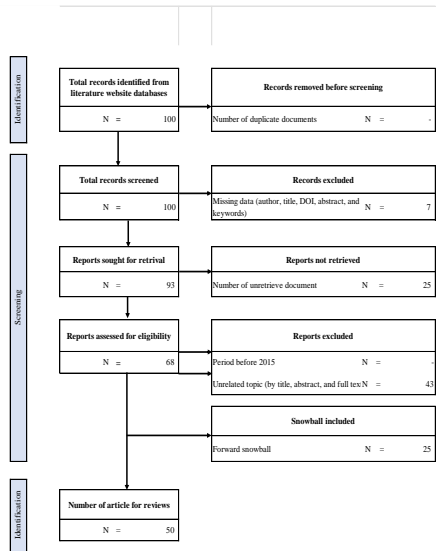
The internet significantly simplifies this decision-making process compared to traditional offline shopping. Consumers can easily identify their needs, seek relevant product information, evaluate and compare alternatives, and make informed choices from anywhere and at any time, while also engaging in discussions with other buyers and sellers. Social media platforms have developed into important tools for customer behaviour phenomenon and deciding what to buy in the current digital era. Instagram stands out among these platforms as a vibrant, visually-focused platform that has soared to great heights of popularity all around the world. Instagram has developed into a well-known platform for companies to interact with their target audience and advertise their goods or services because of its user-friendly layout, appealing pictures, and influencer marketing techniques. Understanding how Instagram influences consumer decision

making is increasingly important as the platform develops as a marketing tool. Neuromarketing has emerged as an essential approach for gaining insights into consumer behaviour in recent years. This is due to the fact that Neuromarketing, enables researchers to observe subconscious reactions that occur beyond the conscious awareness of consumers. This provides a more accurate picture of consumer preferences and decision-making processes. This systematic literature review aims to touch base on the neuromarketing and examine how Instagram, as a social media platform, impacts consumer decision-making processes. The result from this review will provide valuable insights for marketers, advertisers, and influencers to better refine their Instagram strategies in relations to the consumer decision making. By gaining a deeper understanding of how Instagram affects consumer choices from their conscious and subconscious mind, businesses can develop more effective and engaging marketing activities. The overall goal of this strategic literature analysis is identifying the unseen factors that influence customer choice and opening the door to creative ways to use Instagram as a marketing tools.

PREVIOUS RESEARCH IN CONSUMER DECISION MAKING AND INSTAGRAM

In order to see and analyse the role of Instagram in online consumer decision making with Neuromarketing studies, a search has been carried out on previous studies related to this topic. The search used the PRISMA framework, which began by searching for studies with the keywords Neuromarketing OR Decision-Making Process OR Consumer Behaviour OR Learning Process OR Psychological Process on sites such as Emerald Insight, ProQuest, Science Direct and Scopus which addressed research conducted on last 7 years. In the following chart you can see the acquisition of reference articles used as many as 50 articles.

Framework items	Exclude Document	Tabulation
1 Source	100	100
2 Number of duplicate documents	-	100
3 Missing data (author, title, DOI, abstract, and keywords)	7	93
4 Number of unretrieve document	25	68
5 Period before 2015	-	68
6 Unrelated topic (by title, abstract, and full text reading)	43	25
7 Forward snowball	25	50
Number of article for reviews		50



ANALYSIS AND SYNTHESIS

Wallace & Buil, 2023 on A study conducted by Wallace E. Buil recently in 2023 on Investigating trait antecedents of normative and deceptive Like-seeking on Instagram discovers that people actively seek Likes for their posts on Instagram since the quantity of Likes is a social currency that denotes status and popularity. Digital like-seeking behaviours, however, are also linked to harmful results, including as risky behaviours for one's health. However, nothing is known about the motivations behind like-seeking. In order to distinguish between legitimate Like-seeking and dishonest Like-seeking on Instagram, we look into materialism, susceptible narcissism, and self-monitoring—traits connected to conspicuous consumption—as antecedents of Like-seeking. The research

investigates on how these characteristics and the two types of Like-seeking are related, and how Instagram intensity plays a mediating role between consumerism and self-monitoring, as well as both Like-seeking behaviours.

Kim K, Chung et al., 2023 on their study about the role of interactivity from Instagram advertisements in shaping young female fashion consumers' perceived value and behavioural intentions discover that Instagram has evolved into a platform for online purchasing where businesses can market their goods, encourage consumer connection, and provide promotional messages. According to Chung, user control and two-way communication are two elements that contribute to the interactivity of social media (Sreejesh et al., 2020). In the first place, user control enables users to choose the data they gather and share through a variety of activities (Ko et al., 2005), such as swiping images or videos to browse, touching tags to visit another account, and sharing postings. Second, real-time dialogue between or among users is made possible by two-way communication (Sreejesh et al., 2020). On social media, businesses communicate with and learn from their followers; customers can openly share their thoughts on a business and its posts.

Based on the popularity of Instagram advertising among retail companies and the significance of these interactions to consumer responses, brands could gain a competitive edge by better understanding the impact of its interactivity. To study the influence of interaction from an Instagram ad in influencing favourable brand outcomes, two different Instagram ad formats that reflect two levels of interactivity (i.e., Story format vs. regular ad format) were compared. The S-O-R model served as a framework for the establishment of associations between Instagram ad interactivity (Stimuli), perceived brand value (Organism), and behavioural intention (Response). The interaction from Instagram Stories, compared to less interactive standard Instagram ads, gives both utilitarian and hedonic value to young

female users, according to the findings of the interactivity x fashion brand experimental study. Additionally, hedonic value and social value had a large impact on brand purchase intention.

Theory of Interactivity and Perceived Value by Ko et al. (2005), on page 59 was utilized for this study; "interactivity in advertising" is "the degree to which people engage in advertising processing by actively communicating with advertising messages (human-message) and advertisers/consumers (human-human)". A virtual environment's interaction with users can affect their utilitarian and hedonistic experiences (Lee et al., 2021; Yoon and Youn, 2016)

On a different aspect of Instagram, Saffanah, et al., 2022 studied the Actual purchases on Instagram Live Shopping: The influence of live shopping engagement and information technology affordance. The purpose of this study was to ascertain the effects of Instagram Live Shopping on consumer engagement and real purchasing patterns. About 517 people participated in an online survey, and partial least square structural equation modelling was used to evaluate the results. Nine respondents were interviewed in order to confirm the survey results. The researchers found out that although the presence of the vendor was not fully supported, the customers' sensations of immersion and involvement were supported by visibility, meta voicing, shopping advice, trade, and prompted attendance. Additionally, the sensations of presence and immersion influenced actual purchasing habits. Furthermore, this study could be useful for societal developers of commerce applications in assessing and putting into practice features to boost user engagement.

Djafarova & Bowes in 2022 conducted an interesting study about 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. In the context of the UK fashion sector, this study examines the many Instagram marketing strategies that are most effective in influencing Generation Z's impulsive buying behaviour. The study applies the Stimulus-Organism-Response theory to the Instagram

environment. The results of this qualitative study, which drew on eight in-depth focus groups, show that there are notable gender variations in terms of Instagram impulse buying behaviour. Instagram had a significant impact on increasing impulse purchases among women, but not among the male participants. A revised version of the Stimulus-Organism-Response model is put out for Instagram, with the conclusion that commercials, opinion leaders, and user-generated material serve as stimuli (S) in eliciting pleasant emotions (O), which in turn cause Generation Z females to make impulse purchases (R).

Yeo SF, et al, 2022 in their study about Investigating the impact of AI-powered technologies on Instagrammers' purchase decisions in digitalization era. A study of the fashion and apparel industry had discovered some interesting occurrences. Technology has advanced dramatically over the past two decades, particularly in the area of online social networking sites. Applications for digital technologies powered by artificial intelligence (AI) are constantly developing to enhance and improve new kinds of communication on social media platforms, particularly Instagram. The behavioural and social customer journey has changed as a result, and customers now need to adopt a digital experience. The primary goal of AI apps is to research consumer browsing patterns in order to increase customer acquisition and business growth. Even the fast-paced and the dynamic of fashion industry has taken use of Instagram's business advantages. The buying choice may vary between e-shoppers and traditional shoppers with this rapid and effective method of drawing customers' attention to trendy products. AI has the potential to be a game-changer for Instagram users, advertisers, and influencers, and is very promising. This study uses the Engel-Kollat-Blackwell (EKB) theory to examine how Instagrammers' decisions to buy fashion clothes are impacted by AI-based digital technology experiences in terms of perceived electronic Word of Mouth (e-WOM), perceived

emotional value, perceived quality, perceived risk, and perceived price. Structural equation modelling (SEM) was used to assess the study's framework utilizing information gathered from Instagram users. Thus, the result of this study was that Instagram users' decisions to buy apparel were positively and statistically significantly influenced by their perceptions of emotional value, quality, and e-WOM. The impact of social media platforms on customer behaviour is one particular topic of research in the field of neuromarketing. Understanding how these platforms influence consumer decision-making has become crucial for marketers with the emergence of platforms like Instagram, which place a strong emphasis on visual content and influencer marketing.

Heena Arora et al. (2022) conducted a study exploring how neuromarketing can serve as a valuable tool for understanding consumer psychology. The study revealed that neuromarketing integrates concepts from marketing, psychology, and neuroscience to comprehend the subconscious and emotional responses that influence consumer choices. Due to the complexity of the human mind, it can be challenging to fully grasp a consumer's thoughts, actions, emotions, and decision-making processes (Martinez, 2012). Rather than merely focusing on identifying and fulfilling needs, marketers are increasingly shifting their attention towards understanding consumer emotions. Neuromarketing has emerged as a strategic tool to gain insights into how consumers respond to various marketing efforts. By mapping brain activity and analysing sensorimotor and emotional responses, neuromarketing provides a deeper understanding of consumer behaviour (Kumar & Singh, 2015).

Furthermore, neuromarketing can offer valuable insights into consumer behaviour by examining how emotional appeals in advertising resonate with customers and influence their purchasing decisions. Neuromarketing theory, as outlined by Plassmann, Ramsoy, and Milosavljevic (2012), helps researchers

understand neurological reactions to marketing stimuli by integrating approaches from marketing, psychology, and neuroscience. This theory is instrumental in analyzing how Instagram content impacts consumer decision-making, triggers specific brain regions, and elicits emotional responses. It offers critical insights into the neurological mechanisms that drive consumer behaviour, enabling marketers to develop Instagram strategies that maximize their influence and effectiveness. In 2022, Surabhi Singh conducted a study on the impact of neuromarketing applications on consumers, focusing on the effects of neuromarketing on businesses and the broader economy. The research revealed that consumer decision-making is largely driven by implicit and automatic processes, which unveil the subconscious awareness influencing consumer behaviour. Additionally, the study found that neuromarketing technologies can effectively measure the impact of advertising campaigns on consumer responses, particularly in the context of online commerce. The theory of the Decision-Making Process by Solomon, Russell-Bennett, and Previte (2012) was applied to analyse the study's findings.

In a related study, Mohammad Sofyan et al. (2021) explored the online purchase decision-making process at Shopee Mall Indonesia during the COVID-19 pandemic. The research, which involved 262 buyers and vendors, utilized a descriptive qualitative methodology. The findings indicated that the traditional need recognition step in the decision-making process was altered due to the pandemic. With the introduction of work-from-home and learn-from-home practices, both buyers and sellers had more time to gather information to fulfill their needs. As a result, the research process for online purchases became less time-consuming, relying more on internal knowledge than external data. This shift influenced the selection process at Shopee Mall.

One significant area of interest within neuromarketing is the impact of social media

platforms on consumer behaviour. In a 2021 study titled *Consumer Behaviour Through Neuromarketing Approach*, Ahmed H. Alsharif et al. examined how platforms like Instagram, which emphasize visual content and influencer marketing, influence consumer decision-making processes. Understanding this influence has become essential for marketers. The study highlights the potential of neuroimaging tools, made possible by advancements in neuroscience, to analyse consumer behaviour and decision-making. The primary contribution of this review demonstrates how neuroscience methods can be effectively applied to comprehend decision-making processes. However, the researchers emphasize that neuromarketing alone is not a complete solution to research challenges. They suggest integrating neuroscience with traditional marketing research approaches. It is essential to select the appropriate neuromarketing techniques based on specific research questions and objectives. Furthermore, businesses and organizations should focus on utilizing neuromarketing to enhance societal well-being and develop successful products that align with the needs and preferences of actual consumers.

Neuromarketing continues to be a highly promising area of study within marketing. Its primary objective is to understand how marketing stimuli impact the human brain. In a study conducted by Thabani Nyoni et al. (2017) on *Neuromarketing Methodologies*, it was discovered that neuromarketing allows for the tracking and analysis of brain activity in response to marketing stimuli. It has become widely accepted that subconscious thought plays a significant role in influencing consumer purchasing decisions, thus enhancing the value of neuromarketing as a tool for studying consumer behaviour. However, neuromarketing is not intended to replace traditional marketing strategies but rather to supplement them. As neuromarketing gains increasing acceptance and credibility, organizations engaging in the practice are encouraged to uphold

professionalism and address specific ethical considerations.

The exploration of neuromarketing does not stop there. Some researchers have observed intersections between neuroscience, psychology, economics, and marketing, leading to the emergence of two interdisciplinary fields: neuroeconomics and neuromarketing. V. Sebastian (2014) explored how humans make decisions, focusing on immersive economic settings and consumer decision-making processes. This research introduced two new

approaches—neuroeconomics and neuromarketing—which emphasize the relationship between brain regions involved in decision-making and the process itself. These fields offer fresh insights into decision-making by employing methodologies specifically designed for neuroscience. By examining how individuals make decisions in economic and consumer contexts, neuroeconomics and neuromarketing provide a novel perspective on the cognitive processes that influence purchasing behaviour.

Study/Author	Focus/Objective	Key Findings	Theoretical Framework
Wallace & Buil, 2023	Investigates trait antecedents of normative and deceptive Like-seeking on Instagram.	Individuals seek Likes as a social currency denoting status. Traits such as materialism, narcissism, and self-monitoring influence Like-seeking behaviour. Instagram intensity mediates these behaviours.	Conspicuous consumption and social media behaviour.
Kim K. Chung et al., 2023	Examines the role of interactivity from Instagram advertisements on shaping young female fashion consumers' perceived value and behavioural intentions.	Instagram Stories, compared to standard ads, provide both utilitarian and hedonic value, significantly influencing brand purchase intention through interactive ads.	S-O-R model (Stimulus-Organism-Response)
Saffanah et al., 2022	Studies the effects of Instagram Live Shopping on consumer engagement and purchasing patterns.	Presence and immersion, influenced by visibility, meta-voicing, and trade, affect actual purchasing behaviour.	Live shopping engagement and information technology affordance.
Djafarova & Bowes, 2022	Explores how Instagram influences Generation Z's impulse purchases in the UK fashion industry.	Instagram strongly impacts female impulse purchases via advertisements and opinion leaders, while men are less influenced.	Revised Stimulus-Organism-Response (S-O-R) model for Instagram impulse buying.
Yeo SF et al., 2022	Investigates the impact of AI-powered technologies on Instagrammers' purchase decisions in the fashion and apparel industry.	AI-powered tech enhances Instagram user decision-making by influencing perceived emotional value, quality, and electronic word-of-mouth (e-WOM).	Engel-Kollat-Blackwell (EKB) theory and AI-powered digital marketing.
Heena Arora et al., 2022	Explores neuromarketing as a tool to understand consumer psychology and decision-making processes.	Neuromarketing helps map brain activity to understand emotional responses and subconscious reactions to marketing stimuli, influencing consumer choices.	Neuromarketing theory (Plassmann, Ramsøy, & Milosavljevic, 2012).
Surabhi Singh, 2022	Investigates the impact of neuromarketing applications on consumers and its effects on businesses and economies.	Implicit processes drive consumer decision-making, revealing subconscious behaviour. Neuromarketing measures ad campaign effectiveness, especially in online commerce.	Decision-Making Process theory (Solomon, Russell-Bennett, & Previte, 2012).
Mohammad Sofyan et al., 2021	Examines the online purchase decision-making process at Shopee Mall Indonesia during the COVID-19 pandemic.	The traditional decision-making process was altered by the pandemic; buyers used internal knowledge for quicker decisions due to the new work-from-home dynamic.	Descriptive qualitative methodology.
Ahmed H. Alsharif et al., 2021	Studies how Instagram and visual content influence consumer decision-making from a neuromarketing perspective.	Neuromarketing shows how visual content and influencer marketing on Instagram trigger emotional responses, impacting purchasing behaviour.	Neuromarketing approaches integrated with traditional marketing research.
Thabani Nyoni et al., 2017	Analyses neuromarketing methodologies and their ability to	Subconscious thought plays a critical role in consumer purchasing decisions.	Neuromarketing methodologies.

	track brain activity in response to marketing stimuli.	Neuromarketing supplements rather than replaces traditional marketing strategies.	
V. Sebastian, 2014	Investigates the intersection of neuroscience, psychology, economics, and marketing through neuroeconomics and neuromarketing.	Neuroeconomics and neuromarketing provide insights into decision-making by linking brain regions to consumer behaviour, offering fresh perspectives on purchasing behaviour.	Neuroeconomics and neuromarketing approaches.

RESEARCH GAP

The research gaps on the subject of "The Role of Instagram in Shaping Consumer Decisions: Literature Review and Insights from Neuromarketing Studies." refer to the regions where additional study is required to improve our comprehension of the neurological mechanisms driving consumer decision-making on Instagram. Several possible gaps on the study could include the following aspects:

		data utilization, and informed permission that must be addressed in more detail in order to create rules for conducting neuromarketing studies on Instagram that respect participant privacy and well-being.
6.	Instagram Visual as Stimuli	Need a further study on of how Instagram influences customer decision-making by examining the neurological processes, emotional reactions, social engagement, and cultural factors related to consumer activity on the platform.

No:	Areas of Gap	Description
1.	The Impact of Social Engagement	There is a lack of study on how, from a neuromarketing standpoint, social involvement on Instagram influences customer decision-making.
2.	Emotional involvement and Brand Perception on Instagram	More investigation is required to comprehend how Instagram, as a visual and social network, influences brand perception and evokes emotional responses.
3.	Influencer marketing's impact	There is a need in studying influencer marketing on Instagram by examining the brain reactions connected to influencer content, the significance of perceived authenticity, and the impact of social proof.
4.	Comparison in Decision-Making on Instagram:	There are gaps in the research on how Instagram users receive information, weigh options, and make decisions. Insights on the consumer decision-making on the platform can be gained by examining the neural activities that correlates decision-making processes.
5.	Cross-Cultural Disparities	Need further study on how cultural elements affect neural processing and consumer responses to Instagram content.
6.	Ethical Considerations	There is a lack of study on ethical issues such as privacy,

DISCUSSION

The literature discussed highlights how successful applications of neuromarketing on Instagram serve as a clear example of the connection between theory and practical marketing strategies. Neuromarketing, which merges neuroscience and marketing, aims to understand how consumers' brains respond to stimuli, providing deeper insights for crafting more effective marketing campaigns. Brands like Nike and Sephora have effectively utilized this approach on Instagram to shape consumer behaviour and drive engagement. The examples would be Nike, which strategically incorporates specific colours in its Instagram posts to evoke emotions such as excitement, energy, and urgency. Colours like red, known for stimulating action, are commonly used to encourage quick decision-making. Additionally, Nike's choice of influential athletes and fitness personalities aligns the brand with attributes like health, performance, and success, emotionally connecting with their target audience. This combination of visually appealing content and aspirational figures appeals to both the conscious and subconscious minds of consumers,

motivating them to take immediate actions, such as purchasing sportswear or joining fitness programs. Similarly, a brand like Sephora leverages neuromarketing principles by collaborating with beauty influencers who have established trust with their followers. By carefully selecting colours and emphasizing emotional appeals like confidence and beauty, Sephora taps into the emotional responses of its audience. Influencer endorsements add authenticity and social proof, further encouraging impulsive purchases. This effect is amplified through Instagram Stories and limited-time promotions, where the sense of exclusivity and urgency triggers a more immediate buying response. The visual allure of Sephora's content, paired with the trustworthiness of relatable influencers, directly influences their audience's subconscious, driving purchasing decisions. Both Nike and Sephora exemplify how neuromarketing techniques on Instagram can be used to tap into consumers' psychological and emotional triggers. By leveraging visual design, colour psychology, and the authenticity of influencers, these brands create powerful, emotionally resonant content that not only engages consumers but also accelerates the purchasing process. Their use of neuromarketing shows how understanding the deeper layers of consumer psychology can result in more compelling and impactful marketing strategies, leading to faster and more impulsive buying behaviours.

CONCLUSION

This literature review underscores the importance of understanding how specific visual

elements on Instagram, such as product images, influencer endorsements, and user-generated content, influence consumer decision-making. Despite existing research on how visual stimuli affect brain activity in marketing contexts, there is a significant gap in understanding how these elements specifically interact with the brain's cognitive and emotional processes. This gap highlights the need for further neuromarketing research that examines how different visual components on Instagram affect consumer perceptions, preferences, and purchase behaviours. Instagram, with its strong emphasis on visually driven content and influencer marketing, plays a key role in triggering subconscious and emotional responses in users. This suggests that consumer behaviour on the platform is not just based on rational decision-making but is deeply influenced by emotional and cognitive engagement, often operating below conscious awareness. Neuromarketing provides valuable insights into how Instagram content impacts consumer behaviour by exploring the neurological reactions to various stimuli. By analysing how the brain processes Instagram's visual elements, businesses can fine-tune their marketing strategies, making their campaigns more effective in capturing consumer attention and driving purchasing decisions. Ultimately, the article concludes that a deeper understanding of the brain's response to Instagram's visual elements can help marketers craft more compelling and engaging campaigns. This insight into consumer behaviour allows businesses to optimize their strategies, ensuring they attract and retain consumers in a highly competitive digital environment.

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