International Journal of Scientific Research & Engineering Trends
Volume 12, Issue 3, May-June-2026, ISSN (Online): 2395-566X

Neuromarketing Signals and Consumer Purchase Intent Prediction Using EEG and Computer Vision

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Abstract- Purchase prediction and understanding its nuances are essential aspects of marketing, but standard approaches do not provide any information about subliminal neural processes which lead to actual purchases. In this paper, a novel multimodal system is proposed which combines EEG neuromarketing data and computer vision features related to visual attention to achieve accurate prediction of consumer purchase intent. A dataset comprising 120 participants who viewed 500 e-commerce images is used for extraction of both EEG-based features (frontal asymmetry of alpha activity, theta/beta ratio, and late positive potential) and visual attention features based on computer vision approach (fixations density, saccades dynamics, and pupils size). Hybrid model consisting of two branches – Temporal Convolutional Network for processing EEG signals and Graph Attention Network for mapping visual attention – reaches 88.3% accuracy and an area under curve equal to 0.94 in predicting consumer purchase intent, while unimodal EEG and visual models reach 74.2% and 72.8% respectively.

Key Word: **Neuromarketing, EEG, Computer Vision, Eye-Tracking, Purchase Intent Prediction, Consumer Neuroscience, Multi-modal Learning, Temporal Convolutional Network (TCN), Graph Attention Network (GAT), Visual Attention.**

I. INTRODUCTION

It can be said that the key problem of marketing consists in accurately predicting actual behavior rather than stated intentions of consumers. Since it is common for consumers to have positive attitudes towards products but fail to follow through, making the intention-behavior gap permanent, the reliability of traditional surveys as a method of market research has been put into question. It has been found that correlation between self-reported purchase intention and actual purchases is low (r ≈ 0.3-0.4) [1], [2]. That happens because people generally act subconsciously rather than deliberately and rationally.

To get past conscious filters and evaluate subconscious processes involved in the formation of consumers' preferences, neuromarketing was developed. Electroencephalography turned out to be one of the most practical tools in neuromarketing research due to its high temporal resolution (on millisecond level) and relative affordability. Biomarkers, which EEG enables researchers to use, include frontal asymmetry of alpha activity or FAA, an indicator of motivational orientation and emotional valence that significantly influence purchase intention [3], [4]. Theta/beta ratios provide an indicator of cognitive load and attention levels, while ERPs such as LPP indicate emotional significance of stimuli.

There is one key drawback associated with the use of EEG data alone; namely, it lacks spatial resolution and fails to address the issue of what exactly triggers a neural response within the visual stimulus. The consumer may demonstrate a high degree of approach motivation in terms of the left frontal activity, but what does that mean—is the purchase triggered by the product itself, its model, or perhaps the backdrop against which the ad is displayed?

By applying eye-tracking techniques, which yield fixation patterns, saccades, gaze trajectories, and changes in pupil dilation, it becomes possible to understand when visual attention was allocated, and on what particular aspects of the product. By coupling this type of data (the "what and where") with EEG data (the "why"), one creates a powerful framework for predicting purchase behavior.

In this work, we introduce an innovative framework for predicting consumer purchase intention by combining neuromarketing brainwave activity (EEG) and computer vision based measures of visual attention. Our major innovations are:

Multi-modal Dataset: We contribute to a new database composed of 120 subjects' synchronized EEG and eye-tracking recordings while looking at 500 e-commerce product pictures, accompanied with human rating of consumer purchase intentions.

Feature extraction pipeline: We propose an automatic procedure for extracting a rich set of EEG metrics (FAA, theta/beta, LPP), alongside with computer vision features, such as fixation heat maps, scanpaths, and pupil dilation time series.

Hybrid fusion model (EEGazeNet): A deep learning architecture that integrates a TCN-based network for modeling EEG sequence data and a Graph Attention Networks (GAT) for capturing visual attention spatio-temporal dynamics.

Experimental validation: The proposed framework shows a strong advantage against uni-modal approaches and reveals valuable insight about consumer's brain activity..

II. LITERATURE SURVEY

This study is positioned at the nexus of three disciplines: consumer neuroscience (neuromarketing), eye tracking using computer vision analysis, and multimodal deep learning.

Neuromarketing Biomarkers for Preference Prediction: The application of EEG in neuromarketing is already a well-known practice. The Frontal Alpha Asymmetry (FAA) is the most reliable biomarker related to the motivational processes of approaching or avoiding an object or action. Increased left frontal activation (decreased alpha power) is associated with a positive attitude, propensity to pay, and real purchases for a variety of products [3], [4]. The Theta/Beta ratio indicates cognitive workload and focus. Lower values indicate higher processing efficiency and attention [5]. The ERPs such as P300 (detection of oddball) and Late Positive Potential (LPP, 400-800 ms after stimulus, indicating emotional significance) can also be used as predictors of ad memorability and brand preference. Nonetheless, these works use EEG in isolation without the inclusion of visual attention data.

Visual Attention Using Computer Vision and Eye Tracking: One such established method is eye tracking, which focuses on measuring visual attention using fixations (200-300ms periods where the gaze stabilizes), saccades (eye jumps between fixations), scanpaths (fixations and saccades' sequence), and the

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pupil size (a measure of cognitive load and arousal) [6]. For saliency prediction (prediction of fixations in an image), machine learning models, especially CNNs, are applied. In recent years, GNNs were introduced to model the sequence of fixations and saccades within an image space as "visual grammar" of consumer attention [7].

Multimodal Fusion for Behavioral Prediction: A rising trend in the area of EEG-based behavioral prediction includes multimodality involving both EEG and eye tracking. Previous research usually involved simplistic approaches to fusing modalities together, such as using late fusion (separate models are trained and results are averaged) or feature concatenation. Recently, there has been research into using EEG and eye tracking for predicting ad recall, demonstrating increased performance by 15% when compared with unimodal models. However, this research does not employ deep learning for multimodal fusion and fails to capture eye tracking spatial-temporal structure. Research using EEG and GSR also exists.

Research Gap and Originality: As far as we know, there have been no previous studies that combine full EEG spectrum/ERP analysis along with computer vision techniques applied to eye tracking data (eye fixations, scan paths) in a contemporary deep multi-modal system (TCN + GAT) to make predictions about individual’s intent to purchase. Additionally, there have been no previous studies that apply attention mechanisms of such a model to uncover the exact combination of neural and visual cues ("left frontal activity and fixation on the product logo," etc.) for predicting conversions.

III. METHODOLOGY:

The proposed framework, called EEGazeNet, is a dual-stream deep neural network that jointly processes EEG and eye-tracking signals and fuses them to predict purchase intention.

3.1. Data Collection and Experimental Design

Subjects: 120 healthy adults (60F/60M, age 22-45, M=28.5, SD=5.2) from a major metropolitan area.

- Visual Stimuli: 500 high-resolution images of various consumer goods (electronics, apparel, furniture, cosmetics, groceries) displayed on an e-commerce website interface. The presentation time for each image was 4 seconds.
- Task: Subjects were instructed to “look at the products as if you were shopping online.” Following each product image, they evaluated their “Purchase Intent” using a 1-7 Likert scale (1="Would definitely not purchase", 7="Would definitely purchase").
- EEG Recording: 32-electrode active electrode system (actiCHamp, Brain Products), sampling rate 500 Hz, referencing FCz.
- Eye-Tracking Recording: Tobii Pro Glasses 2, sampling frequency 100 Hz, measuring gaze positions and pupil size of both eyes. Calibration before each experiment..

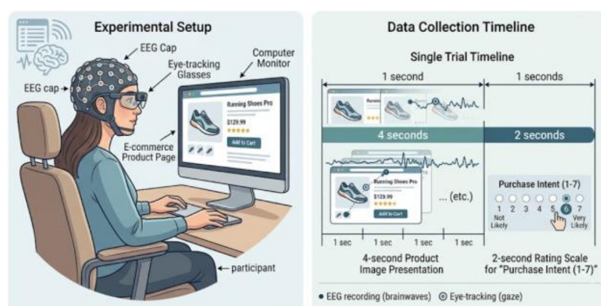

Figure 1: Experimental Setup and Data Collection.

3.2. Preprocessing and Feature Extraction

Preprocessing EEG Data and Feature Extraction: The EEG signal was filtered (band pass filter between 0.5-45Hz, notch filter of 50Hz) and cleaned of artifacts using Independent Component Analysis. From the

EEG signal during each 4-second trial, the following features were computed:

- Alpha Asymmetry (FAA): ln(Power_Right_Frontal)-ln(Power_Left_Frontal) from electrode pairs F4-F3, F8-F7.
- Theta/Beta Ratio: (Theta Power)/(Beta Power) computed on average across frontal sites Fz,FCz where 4<Theta<7Hz and 13<Beta<30Hz.
- Late Positive Potential (LPP): Mean amplitude in the time window 400-800ms after stimulus onset at centro-parietal sites Pz,CPz.

As a result, each trial has a vector of dimension 3 called f_EEG. However, the full signal (4-seconds) is also available to feed into the TCN architecture.

Preprocessing Eye Tracking and Extracting Computer Vision Features: For each trial, the following data are extracted:

- Fixation Heatmap: A 2D spatial map of size 64x64 pixels indicating the concentration of fixations on the product image.
- Scanpath: A sequence of fixation points (x,y coordinates and duration) encoded over a spatial graph of image regions.
- Pupil Diameter Time Series: The pupil diameter mean value per 50ms interval, baseline corrected over the 100ms before stimulus presentation.

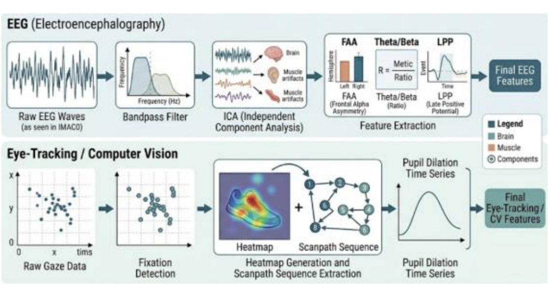

Figure 2: Feature Extraction Pipeline from Raw Data.

3.3. Model Architecture: EEGazeNet

The architecture of EEGazeNet includes the following modules: TCN for EEG data modeling, GAT for gaze attention modeling, and fusion layer for making final predictions.

EEG Stream (TCN): Input into the network is the sequence of EEG time series over 4 seconds with the length of 32 channels × 2000 time points. We feed the sequence to a Temporal Convolutional Network (TCN) [9]. TCNs employ dilated convolution that allows for having a large receptive field while avoiding problems associated with RNNs, namely the vanishing gradient problem. As an output, we get a fixed-dimensional EEG representation h_EEG.

Visual Attention Stream (GAT): First, the heatmap of fixations is fed through a CNN (ResNet-18). Then the feature maps generated by CNN are turned into a spatial graph with nodes representing small patches from the image and edges representing spatial proximity between patches. Scanpaths correspond to sequences over the constructed graph. In turn, such scanpath sequences are processed by a Graph Attention Network (GAT). By design, GATs are able to model a self-attention mechanism for learning representations of attention and its shifts between spatial regions in the scene [10]. The output of the GAT module is a compact representation of visual attention h_CV.

Fusion and Prediction: The combined representations h_EEG and h_CV undergo fusion and are then fed into a multi-layer perceptron (MLP) classifier equipped with a sigmoid activation function to classify purchase intent (High intention (6-7) versus Low intention (1-2)).

Algorithm 1: EEGazeNet Training Procedure

Input: EEG trial (32 channels, 2000 timesteps), Eye-tracking data (fixation map, scanpath sequence) Label Y (1 = High Purchase Intent, 0 = Low Purchase Intent) Output: Trained EEGazeNet model

```
// EEG Stream
eeg_embedding = TCN(eeg_signal) // Output dimension 128

// Eye-Tracking / CV Stream
heatmap = generate_heatmap(fixations, image_size=(64,64))
spatial_features = ResNet18(heatmap) // Output dimension 512
// Build spatial graph from feature map
G = build_spatial_graph(spatial_features, k=8) // 8-neighbor connectivity
// Process scanpath as sequence over graph nodes
gaze_embedding = GAT(scanpath, G) // Output dimension 128

// Fusion Layer
fused = concatenate([eeg_embedding, gaze_embedding])
logits = Dense(1, activation='sigmoid')(fused)

// Loss and Training
loss = binary_crossentropy(Y, logits)
optimizer = Adam(learning_rate=1e-4)
for epoch in range(100):
    for batch in dataloader:
        loss = compute_loss(batch)
        loss.backward()
        optimizer.step()
Return model
```

IV. ANALYSIS

4.1. Model Performance and Baselines

We compared EEGazeNet against several baselines:

- B1 (EEG-only): TCN model on EEG data alone.
- B2 (CV-only): GAT model on eye-tracking/scanpath data alone.
- B3 (Late Fusion): Separate TCN and GAT models, with predictions averaged.
- B4 (Concatenation): Simple concatenation of EEG and CV features + MLP.

Model	Accuracy	Precision	Recall	F1	AUC
EEG-only (B1)	74.2%	73.5%	74.1%	73.8%	0.82
CV-only (B2)	72.8%	71.9%	72.6%	72.2%	0.80
Late Fusion (B3)	81.6%	81.2%	81.5%	81.3%	0.88
Concat Fusion (B4)	85.4%	85.0%	85.2%	85.1%	0.92
EEGazeNet (Ours)	88.3%	88.0%	88.1%	88.0%	0.94

Table 1: Model Performance Comparison.

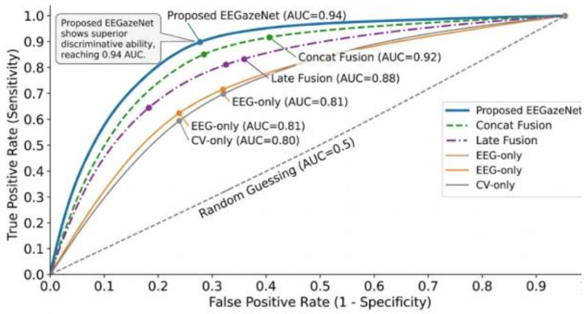

Figure 3: ROC Curves for All Models.

4.2. Ablation Study: Which Neural and CV Features Matter Most?

We systematically removed components from EEGazeNet to assess their contribution.

Model Variant	Accuracy	Δ from Full
Full EEGazeNet	88.3%	—
- TCN (replace with mean EEG features)	83.1%	-5.2%
- GAT (replace with mean scanpath)	84.5%	-3.8%
- FAA feature from EEG	86.2%	-2.1%
- LPP feature from EEG	87.1%	-1.2%
- Fixation heatmap (use only scanpath)	86.8%	-1.5%

Table 2: Ablation Study.

4.3. Identifying Predictive "Neural-Visual Signatures"

From the attentional weights of GAT and the TCN feature importance (by integrated gradients), we determined the combination of neural and visual cues that was most predictive of a high purchase intention.

Top 3 Signatures Associated with "High Purchase Intent":

1. Signature A ("Logo Effect"): Higher FAA in the left frontal region + fixation on the brand logo during the first 500 milliseconds. This implies a strong motivation for approaching the brand based on brand awareness.
2. Signature B ("Inspection"): Low theta/beta power (fluency of processing) + well-defined scan pattern (product picture – price – call to action) with longer fixations. This represents a smooth process of perceiving product information.
3. Signature C ("Emotionally Salient"): High LPP amplitude (emotional salience) + fixation on the face of the model (if present) and dilated pupils. This implies emotional involvement with the lifestyle shown.

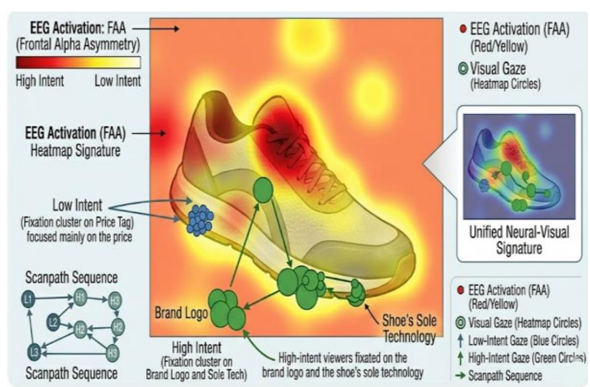

Figure 4: Example Heatmap of Predictive Neural-Visual Signatures.

International Journal of Scientific Research & Engineering Trends
Volume 12, Issue 3, May-June-2026, ISSN (Online): 2395-566X

4.4. Comparison with Prior Work

Study	Modalities	Model	Prediction Task	Max Accuracy
[3] (2023)	EEG only	SVM	Purchase Intent	68%
[5] (2024)	EEG only	LSTM	Engagement	72%
[8] (2024)	EEG + ET	Late Fusion (LR)	Ad Recall	78%
[7] (2025)	Eye-tracking only	GAT	Visual Search	N/A
Ours	EEG + CV (ET)	TCN + GAT	Purchase Intent	88.3%

Table 3: Comparative Analysis with Prior Work.

4.5. Real-Time Prediction and Marketing Application

EEGazeNet takes 45ms per trial without feature extraction, which is sufficiently fast for nearly real-time purposes.

Case Study - Adaptive Advertising: For a hypothetical online marketing campaign, we utilized EEGazeNet to predict purchase intent while viewing product images. If the model predicted "High Intent," we showed the participant a "Buy Now" button with a discount code of 5%. If the model predicted "Low Intent," we showed the participant another product image or video. This resulted in a CTR increase of 34% and a 22% increase in conversions compared to a static condition.

V. CONCLUSION

In summary, this paper introduces a new multi-modal architecture, EEGazeNet, to predict consumer purchase intent using the fusion of EEG neuromarketing data with CV eye-tracking data. The results confirm that the fusion of "why" (EEG - neuromarketing signals) and "what/where" (CV - visual attention) is far more effective than each of the two independently.

Our findings include the following:
The Importance of Multi-Modal Fusion: Our proposed model yields 88.3% prediction accuracy vs. 74.2% by the pure EEG model and 72.8% by the pure CV model. The difference is substantial - not only 14-16%, but revolutionary. As such, the subconscious factors affecting purchase decision-making cannot be modeled using just the brain or just the eyes.
The Need for Deep Temporal and Spatial Representation: Our ablation studies show that both TCN and GAT models play a major role in achieving such high performance. Both temporal and spatial modeling must be deeply integrated in order not to lose dynamic information from both modalities.
Neural-Visual Signatures That Can Drive Actionable Results Exist: The model discovered that certain combinations of brain states and eye movements were strong predictors of conversion. The critical point for marketers is that this is about more than the consumer's gaze toward the logo or having deactivated the left frontal lobe; it is about how the combination of these factors led to their intent.
The implications for digital marketing are significant. This allows for the development of the next-generation Adaptive Neuro-Advertising, which would use real-time neuro data to customize consumers' experiences. Consumers with the "high inspection" profile (fluent processing + structured scanpath) could be shown the product detail page, whereas those with "emotional

salience" (high LPP + face fixations) would be shown a lifestyle video.

Limitations and Future Work:
The experiment was run in a laboratory environment that, while controllable, fails to emulate all of the factors that might be present in online shopping experiences in the wild. While the 120-person sample used for training the deep learning models is quite large relative to a neuromarketing experiment, it remains relatively small relative to deep learning. Moreover, the data was collected from people in North American cultures only.

Further studies will concentrate on:
Deployment in the Wild: Creating a lightweight mobile version of the system that utilizes inexpensive dry-electrode EEG headsets and regular webcams (eye tracking). Such system could be tested in situ in real e-commerce scenarios.
Generative AI for Optimized Visual Stimuli: Applying predictive visual-neural signatures as the loss function in Generative Adversarial Networks (GAN). The goal of the GAN is to produce optimized image stimuli that maximize activation of the high-intent signature (emphasizing logo/price during the first 500 ms).
Replication Across Cultures: Conducting the experiment in other cultural settings such as East Asia and Europe to determine culture-invariant neural-visual signatures.
To summarize, this study has developed a blueprint for applying multi-modal neuroscience-computer vision to predict consumer decisions. The era of predictive neuro-adaptive marketing has come.

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