

# **UNCONSCIOUS BUYING**



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Applied Neuromarketing

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ISBN: 9789403859170

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## FOREWORD

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There are professional encounters that remain confined to a specific time and function. And there are others, rarer still, that become shared journeys—built on growth, trust, mutual recognition, and a steadily deepening friendship. Ana undoubtedly belongs to this second group.

I met Ana Barbosa in the world of professional training, within a very specific context: the field of Neuromarketing. From an early stage, she revealed something that cannot be taught in manuals nor acquired through study alone—a rare combination of responsibility, intellectual curiosity, work capacity, and human sensitivity. Her interest in this field developed there, but the path that followed was built through her own merit, consistency, and dedication.

Over the years, Ana has never disappointed. There was never a single moment when I doubted her professional ethics, rigor, or ability to go further. On the contrary, I watched her grow, structure her work, deepen her knowledge, and transform interest into specialization. I saw in her a strong desire to learn and develop, to correct and persist. Above all, to persevere. The resilience that runs through these pages today is not merely a concept the author understands; it is a skill she lives and practices.

This book is born from that maturity. *Unconscious Buying* is not just a work on *applied Neuromarketing*; it is a clear and accessible invitation to understand the invisible mechanisms that guide our decisions, emotions, and consumer behaviors. With clear writing, concrete examples, and a solid conceptual foundation, the author leads the reader through complex territory without ever making it inaccessible.

Ana combines organization, clarity, and dynamism with a rare emotional intelligence - one that allows her to communicate science without arrogance and closeness without losing rigor. This



work reflects exactly that: well-grounded technical knowledge, presented with humanity, ethical awareness, and critical sense.

I proudly accepted the invitation to write this foreword, not only because of the quality of the book, but because of the person and professional who gives it a voice. This is the result of a path built with seriousness, hard work, and commitment - to herself, to the field she has chosen, and to her readers.

May this book reach many readers. And may they find, on every page, not only answers, but also questions - because that is where truly great journeys begin, just as this one clearly does.

**Fátima Vigário,**  
Psychologist, Trainer, and Psychosocial Mediator



## **AUTHOR'S NOTE**

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I am always fascinated when I hear someone claim that they are not influenced by marketing, advertising, or influencers. Those who say this do so with complete conviction, truly believing that everything they buy is a fully rational and conscious decision, derived solely from their internal, self-controlled will. And that is precisely what fascinates me most: consumers' lack of awareness of the constant marketing efforts they are exposed to at every moment - efforts that lead them to take actions for which they later find a plausible explanation.

We have all heard someone say, *"Oh, that doesn't work on me - they can't fool me..."* But can they not? I do not wish to be the bearer of bad news, but in most situations, we are not even aware that we are being influenced, because that influence takes place in our subconscious.

By the way, do you know what subliminal marketing is? I will talk about it later in this book.

Even those who are familiar with the most sophisticated neuromarketing techniques are constantly being swayed by them. I certainly am - to the detriment of my wallet! And do you know why? Because, according to Professor Gerald Zaltman of Harvard Business School, between 90% and 95% of the purchase decision-making process occurs unconsciously. It sounds excessive, doesn't it? Perhaps it will not seem quite so extreme as you continue reading this book.

Have you ever wondered:

- *why you choose one product over another that solves the same problem?*

- *what makes you feel so connected to - and even loyal to - a particular brand?*
- *why you pay attention to and remember certain advertisements, while barely noticing others?*

It is the answers to these questions that I hope to offer you.



## **A PICTURE IS WORTH A THOUSAND WORDS**

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## **(NEURO) MARKETING**

In the marketing training sessions I deliver, I usually begin by asking participants what marketing is. And regardless of the group's age range, experience, or academic background, I almost always receive the same confident answer: "it's advertising." This answer is not entirely wrong - but it is also not entirely right. It is not wrong because advertising is indeed part of marketing and one of the most widely used communication tools by professionals in the field. However, it is only the tip of the iceberg. That is precisely why this answer is so common. Advertising is the part of marketing that the average consumer sees; it is no wonder they assume it is the same thing. But the answer is also not correct because marketing is far more than what is visible to our eyes: it goes beyond advertising, promotions, sponsorships, or social media influencers.

In reality, marketing operates along a strategic line aimed at identifying and understanding consumers' needs and desires. Based on this understanding, it creates products and services that address these "pain points," aligning technical specifications, formulas, design, pricing, communication channels, and distribution with the target audience, with the goal of building strong and lasting relationships that ultimately lead to loyalty. All of these decisions directly impact an organization's image, positioning, competitiveness, and profitability.

There are countless definitions of marketing proposed by a wide range of authors, and I have selected some of those I consider most relevant: