

# Neuromarketing Examples

Ethics in Consumer Choice Neuromarketing Neuromarketing For Dummies Nina Langen Leon Zurawicki Stephen J. Genco

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this dissertation elaborates differences and similarities of forms of ethical behaviour in general and analyses whether german consumers differentiate between different types of ethical behaviour in particular the thesis is characterised by its intensive combination of theoretical and empirical research it furthermore contributes to the literature as the method triangulation applied in the different surveys reveals previously unknown relationships between different kinds of ethical behaviour such as ethical consumption and charitable giving as well as between different forms of ethical products choice experiment latent class analysis information display matrix and item based attitude assessment allowed the comparison of stated and revealed preferences as well as an analysis of the relevance of ethical product features within the context of different product and process attributes the dissertation provides insights into a research field which is becoming more and more relevant and improves the understanding of consumers assessment and the interdependencies of the possibilities of ethical behaviour this allows the development of recommendations for consumer policy makers business and ngos concerned with the ethics of consumer choice as well as future research on ethical behaviour in general and ethical consumption in particular

over the last 10 years advances in the new field of neuromarketing have yielded a host of findings which defy common stereotypes about consumer behavior reason and emotions do not necessarily appear as opposing forces rather they complement one another hence it reveals that consumers utilize mental accounting processes different from those assumed in marketers logical inferences when it comes to time problems with rating and choosing and in post purchase evaluation people are often guided by illusions not only when they perceive the outside world but also when planning their actions and consumer behavior is no exception strengthening the control over their own desires and the ability to navigate the maze of data are crucial skills consumers can gain to benefit themselves marketers and the public understanding the mind of the consumer is the hardest task faced by business researchers this book presents the first analytical perspective on the brain and biometric studies which open a new frontier in market research

learn how to use neuromarketing and understand the science behind it neuromarketing is a controversial new field where researchers study consumers brain responses to advertising and media neuromarketing and the brain sciences behind it provide new ways to look at the age old question why do consumers buy neuromarketing for dummies goes beyond the hype

to explain the latest findings in this growing and often misunderstood field and shows business owners and marketers how neuromarketing really works and how they can use it to their advantage you'll get a firm grasp on neuromarketing theory and how it is impacting research in advertising in store and online shopping product and package design and much more topics include how neuromarketing works insights from the latest neuromarketing research how to apply neuromarketing strategies to any level of advertising or marketing on any budget practical techniques to help your customers develop bonds with your products and services the ethics of neuromarketing neuromarketing for dummies demystifies the topic for business owners students and marketers and offers practical ways it can be incorporated into your existing marketing plans

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