

The Functional Magnetic Resonance Imaging and the Consumer Behaviour: Reviewing Recent Research

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Abstract : In the first decade of the twenty-first century, advanced imaging techniques began to be applied for neuroscience research. The Functional Magnetic Resonance Imaging (fMRI) is one of the most important and most used research techniques for the investigation of emotions, because of its ease to observe the brain areas that oxygenate when performing certain tasks. In this research, we make a review about the main research carried out on the influence of the emotions in the decision-making process that is exposed by using the fMRI.

Keywords : decision making, emotions, fMRI, consumer behaviour

Conference Title : ICEM 2016 : International Conference on Economics and Marketing

Conference Location : Madrid, Spain

Conference Dates : March 24-25, 2016