

Understanding Consumer Behaviors by Using Neuromarketing Tools and Methods

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Abstract : Neuromarketing can refer to the commercial application of neuroscience technologies and insights to drive business further. On the other side, consumer neuroscience can be seen as the academic use of neuroscience to better understand marketing effects on consumer behavior. Consumer Neuroscience and Neuromarketing is a multidisciplinary effort between economics, psychology, and neuroscience and information technology. Traditional methods are using survey, interviews, focus group people are overtly and consciously reporting on their experience and thoughts. The unconscious side of customer behavior is largely unmeasured in the traditional methods. Neuroscience has a potential to understand the unconscious part. Through this paper, we are going to present specific results of selected tools and methods that are used to understand consumer behaviors.

Keywords : neuromarketing, neuroscience, consumer behaviors, tools

Conference Title : ICNND 2017 : International Conference on Neuroscience and Neurological Disorders

Conference Location : Barcelona, Spain

Conference Dates : May 26-27, 2017