

# NEUROMARKETING: HANDLING THE UNKNOWN

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## What is

Neuromarketing is an emerging interdisciplinary field (Karmarkar, 2011) which draws up a domain between neuroscience, psychology and marketing (Touhami et al., 2011). Neuromarketing studies consumers' sensorimotor, cognitive and affective response to marketing stimuli. Researchers use technologies such as (fMRI) to measure changes in activity in parts of the brain, (EEG) and (SST) to measure activity in specific regional spectra of the brain response, or sensors to measure changes in one's physiological state to learn why consumers make the decisions they do, and which brain areas are responsible.

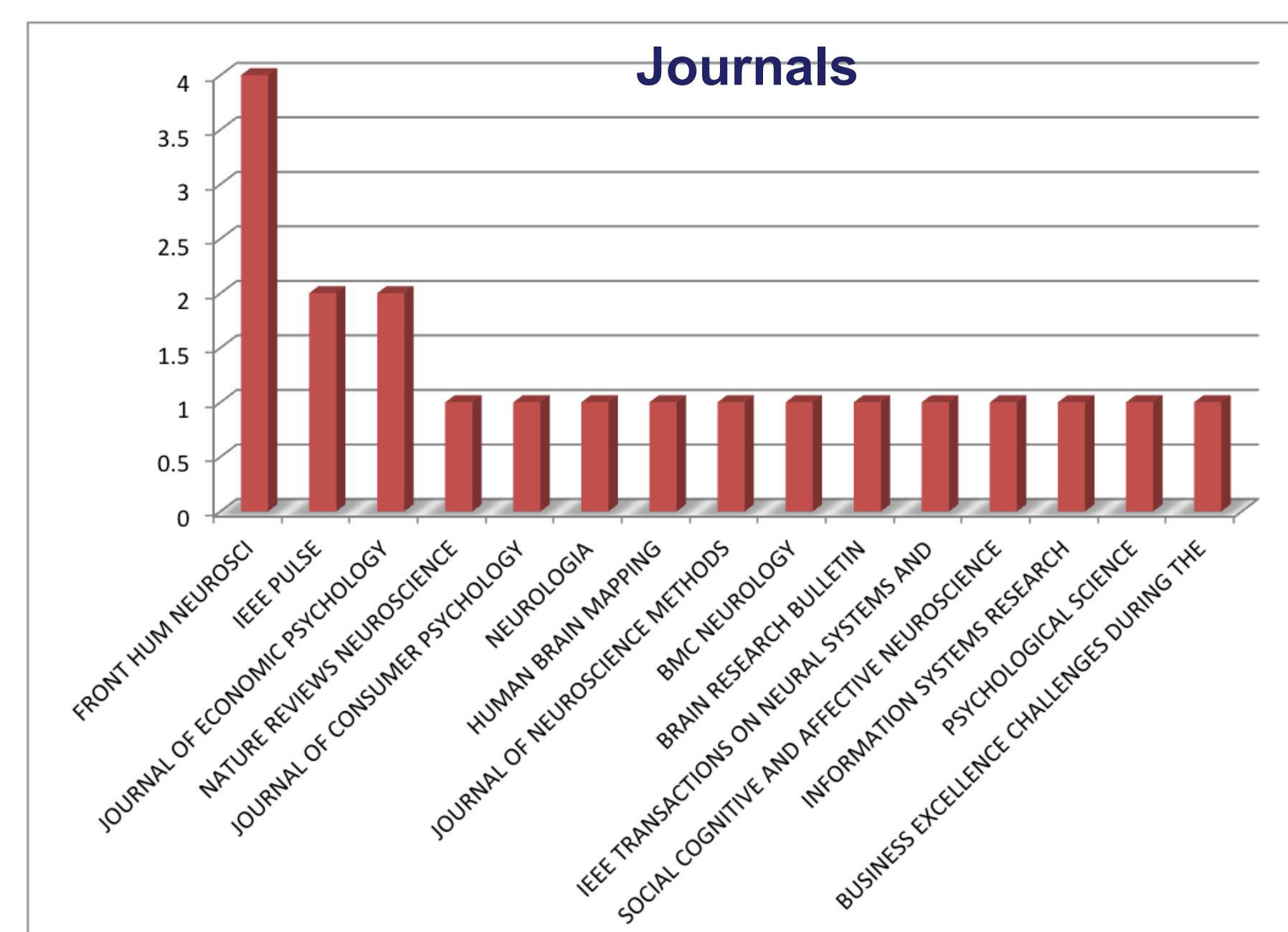
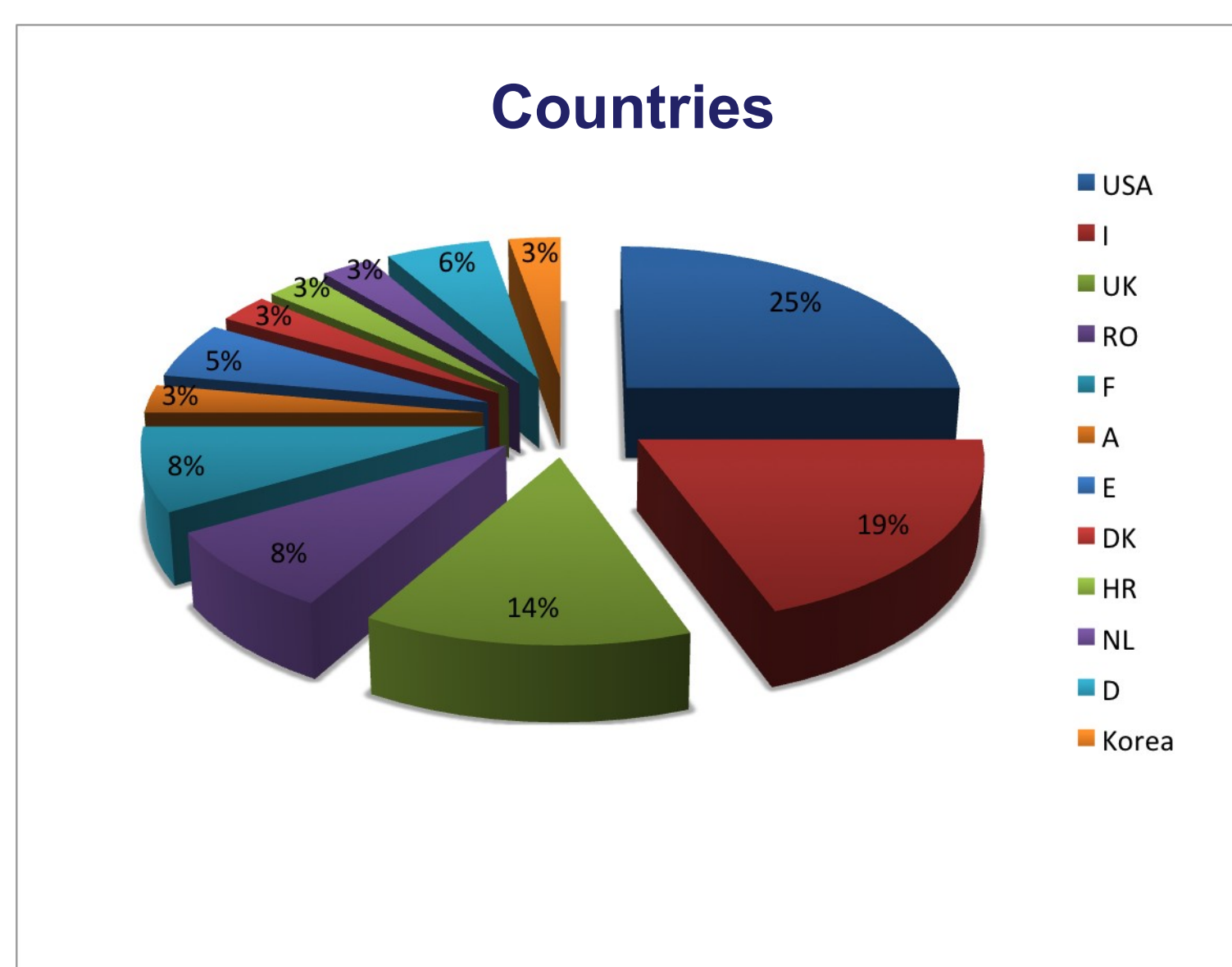
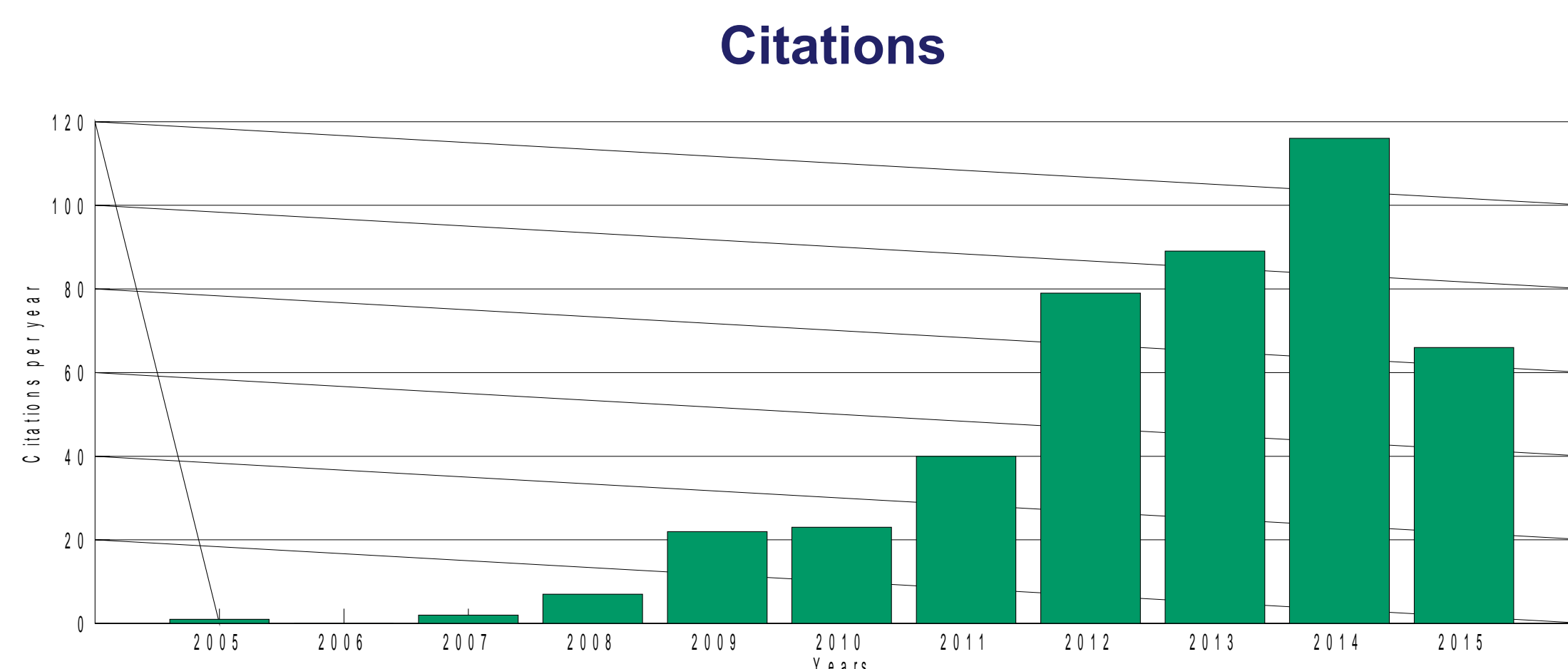
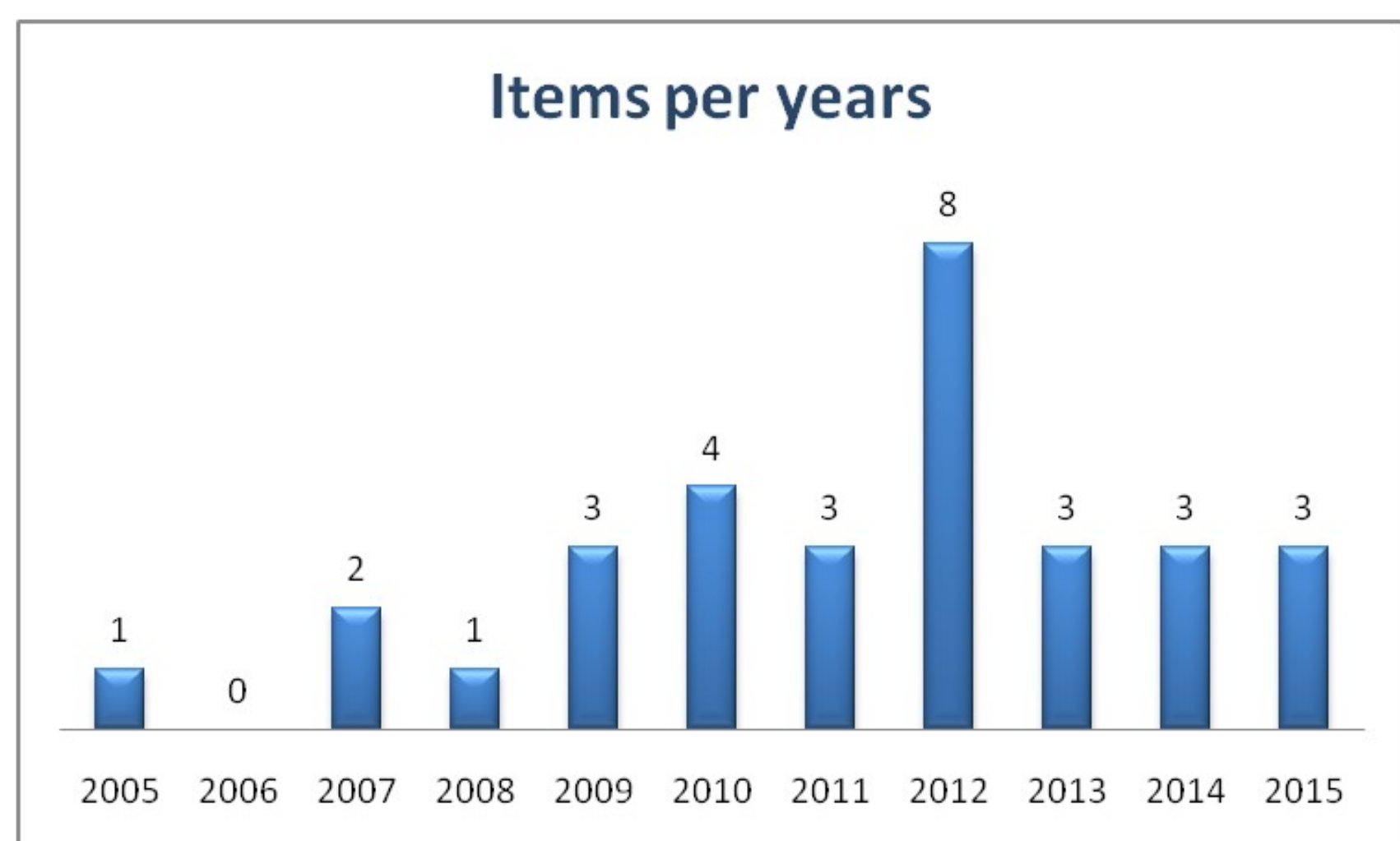
## Research Aim

Although the interest of both scholars and practitioners in the topic is fervent a clear and shared concept of neuromarketing is lacking so far and definitions conflict each other. The aim of the study is to provide a better understanding of what neuromarketing is, and to unravel its marketability in different industries and services.

## Methods

We carried out data collection by using the electronic databases identified as relevant to neuroscience and psychology of marketing: Pubmed and ISI Web of Science (Sakata, et al. 2013; Cobo et al., 2011). In order to analyse the relationship between Marketing and Neuroscience we searched for articles by using "Neuromarketing" and the combination "Neuromarketing" + "Neuroimaging" as the key words.

## Findings



## Conclusion

Scientific contributions on Neuromarketing are still scant and heterogeneous. Researchers should strive to develop and conceptualize Neuromarketing as it offers diverse and numerous opportunities for both further research and practice.

