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Business and Management : Market Research/Competitive Intelligence

Thomas, A.R., Pop, N.A., Iorga, A.M., Ducu, C. (Eds.)

Ethics and Neuromarketing

Implications for Market Research and Business Practice

- Defines the rapidly emerging field of neuromarketing, at the crossroads of economics, neuroscience, consumer behavior, and cognitive psychology
- Explores the ethical implications of applying powerful tools and technologies for data collection
- Features contributions from leading scholars and industry leaders, integrating research, practice, and policies

This book addresses the emerging field of neuromarketing, which, at its core, aims to better understand the impact of marketing stimuli by observing and interpreting human emotions. It includes contributions from leading researchers and practitioners, venturing beyond the tactics and strategies of neuromarketing to consider the ethical implications of applying powerful tools for data collection. The rationale behind neuromarketing is that human decision-making is not primarily a conscious process. Instead, there is increasing evidence that the willingness to buy products and services is an emotional process where the brain uses short cuts to accelerate the decision-making process. At the intersection of economics, neuroscience, consumer behavior, and cognitive psychology, neuromarketing focuses on which emotions are relevant in human decision-making, and uses this knowledge to make marketing more effective. The knowledge is applied in product design; enhancing promotions and advertising, pricing, professional services, and store design; and improving the consumer experience as a whole. The foundation for all of this activity is data gathering and analysis. Like many new processes and innovations, much of neuromarketing is operating far ahead of current governmental compliance and regulation and thus current practices are raising ethical issues. For example, facial recognition software, used to monitor and detect a wide range of micro-expressions, has been tested at several airports—under the guise of security and counterterrorism.

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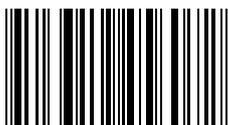
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