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Title	NEUROMARKETING Emerging field of neuromarketing and its applications: bibliometric analysis from 2000-2010		
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Abstract

Background, concepts and research problems

Neuromarketing is an emerging field of science that studies consumers' brainwaves to see how they respond to advertising and brand messages in the commercial field. The new field has emerged in the past decade due to advances in neuro-imaging methods, such as fMRI and EEG. Neuromarketing is particularly interested in the affective and unconscious part of consumer behavior that goes beyond cognitive consumers declarations employed by the traditional methods of marketing research.

The first two research questions aim to define the phenomenon of neuromarketing and find out what the current neuro-imaging methods and techniques available from neuroscience for market research are. Moreover, the research questions strive to illustrate what the past neuromarketing studies are like and what the applications of these studies in the neuromarketing research in 2000-2010 are.

Research methodology and results

This thesis employs both qualitative and quantitative content analysis using secondary data to analyze what the selected 23 neuromarketing studies have been like during the past decade. Bibliometric and citation analysis are used to understand the structure of the past research. The results imply that neuromarketing is mostly applied in brand research and the most used method is fMRI. The most commonly referred brain region within the studies was the ventromedial prefrontal cortex (VMPFC), the emotion-controlling area of the brain that controls decision-making.

Conclusion

Neuromarketing can help researchers to evaluate e.g. an advertisement's effectiveness in much more scientific ground both in terms of the viewer's attention to the advertisement as well as how it affects his or hers emotional state. There is evidence that consumers use particular decision-making strategies or processes due to the stimuli available as well as due to the context and their emotional state.

Key words	neuromarketing, neuro-imaging, consumer behavior, brands, memory, emotions
Further information	