

NEUROMARKETING: EMOTION IS WORTH A THOUSAND WORDS

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With the growing technological development, combined with an enhanced understanding of brain and emotions, there exists evidence that consumer decisions are mostly driven by unconscious mechanisms rather than conscious decision-making process. If consumers do not know why they are deciding the way they decide, how can they provide accurate responses about the motives for their behavior? Are consumers always rational in the way economist assume they are? Do consumers truly like to make decisions? According to behavioral economics, consumers are irrational and make decisions poorly. Furthermore, most consumers take the line of the least resistance. These considerations explain why the use of neuromarketing techniques are regarded as beneficial by increasing number of scientists and private companies. Understanding the consumers' emotions behind decisions could provide business the competitive edge. The presentation provides case studies on emotion from product development, package design, advertising and others. Finally, Egle Vaiciukynaite will present a new frontier for neuromarketing.