



CHANGING PARADIGMS OF MARKETING

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INSIGHT TO NEURO MARKETING - PROBING SUBCONSCIOUS MIND FOR CONSCIOUS PURCHASE DECISION

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Abstract

Neuromarketing (NM) is one of the new and emerging fields, which is the combination of the many disciplines out of which the dominant seems to be neuroscience and marketing. This science studies the brain imaging technology, using electroencephalography (EEG) and functional magnetic resonance imaging (fMRI) machines and uses the result to study the consumer's neurological responses to marketing stimuli. Its purpose to use the advancement by neuroscience to improve the understanding of consumer behaviour, in particular the customer's emotion, which hold the key to a large part of their purchasing decisions, but also their memorisation and their positive and negative desire. Marketers are using neuromarketing as they are providing