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The Potential Of Neuromarketing As A Marketing Tool

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The potential and challenge of using Neuromarketing as a Marketing Tool
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Abstract
In the more intricate process of satisfying the consumers, new marketing tools are required to comprehend their constraints or inclinations. Neuro marketing is a new scientific method that has gained growing acceptance in the past decade. This concept makes use of brain research to overcome the shortcomings of conventional marketing to understand consumer behavior. The field of neurosciences has progressed to such an extent that even minute neuronal activities can be captured and studied. In this paper, the likelihood of applying neuroscience to marketing and branding is investigated and the limit of knowing the human brain in marketing researches is examined. Furthermore, this paper explores the influence of sensory elements: colour, design, music, scent and taste on consumer's perception and on his conscious or sub-conscious purchase decision. It also explores ethical issues that raise criticism towards neuromarketing.

Key words: Neuromarketing, Neuroscience, Neuromarketing research, Neurodesign, Neurobranding.

Introduction
The twenty-first century has been considered as the era of multiculturalism. It is no longer adequate to detach the consumers and their differences the traditional way, according to age and sex, education and profession, marital status and way of life, but it should also be done based on their actions and interests, preferences and worklives, the kind of food they eat and products they purchase. Hence, when it comes to consumption, the role of the supplier is to recognize, predict and satisfy the consumer desires and needs. By presenting a separate marketing discipline, the economy began to investigate the consumers in more detail, the ways people choose to invest their existing resources (time, money, effort) into things associated to purchase (what, why, where, how and how often). The main assumption, which is the elementary marketing concept, lies on the idea that a supplier should come up with a product that can be sold, and not attempt and sell the product he has created. It is exactly why the appetites and needs of consumers have always been the areas of marketing research. Even though there is an enormous gap between what the consumers think and what they say they think, the suppliers can build a more operative marketing strategy, based on conclusions of why and how the consumers make their decisions of what to buy. This is why there was a rapid need for a new discipline- Neuromarketing, a combination of neuroscience and marketing.