Unit 2 DB

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Utilizing medical technology to study the brain’s response to marketing stimuli is called neuromarketing. This technique helps marketers as it presents customer’s perspectives that they can use to market their product (Lee & Chamberlain, 2007). Neuromarketing digitally being easier is true in the sense that it allows real-time date that would be conducted using digital resources. To conduct neuromarketing EEG and fMRI scans measure the brain’s activity that will facilitate the marketers. Typically, e-marketing targets specific using several online platforms and incorporating neuromarketing in e-marketing can work wonders. To attract customers it is important to study their purchasing behavior such as what things help in getting customer attention, how to generate emotion and how to make the customer remember the marketers. Neuromarketing is a tool that helps to increase attention, memory, and emotion as using brains scan one can easily determine the choices of an individual regarding certain products (Sebastian, 2014). For instance before Christmas when Black Friday season arrives people feel the urgency to buy new things as most of the advertisements shown on TV use eye-tracking technology that uses vibrant colors that attract customers (dos Santos & Giraldi, 2015). Also, many advertisements of baby products show a close-up of babyfaces to grasp customer’s attention. The advertisers make sure that the baby is looking at their product so that the people can buy the product. Additionally, using effective packaging is another way to attract customers. Many brands have used neuroimaging to reimagine their packaging to attract more customers (Sutherland, 2007).

Previously, using behavioral studies many marketers target people financial making decision ability of people to sell their product but due to the rise of neuromarketing, it is easier to target people’s subconscious to trick brain in making a financial decision in buying certain products. Despite many benefits people are more concerned about is whether neuromarketing is ethical or not (Murphy & Reiner, 2008). Although advertisement does impact people yet it depends upon the person's own choice whether to buy a product or not. Also, every person is different and so is their brain so neuromarketing cannot capture all the customers by just showing advertisements. Additionally, the personality of every person changes with time and their choices to buy products also change. Although neuromarketing helps a lot in grasping people’s attention yet it depends upon the person what they want to buy.

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