

Neuromarketing in Food Retailing

Interdisciplinary Relations of Neuromarketing and Neuropsychology

Chapter 2

JAKUB BERČÍK

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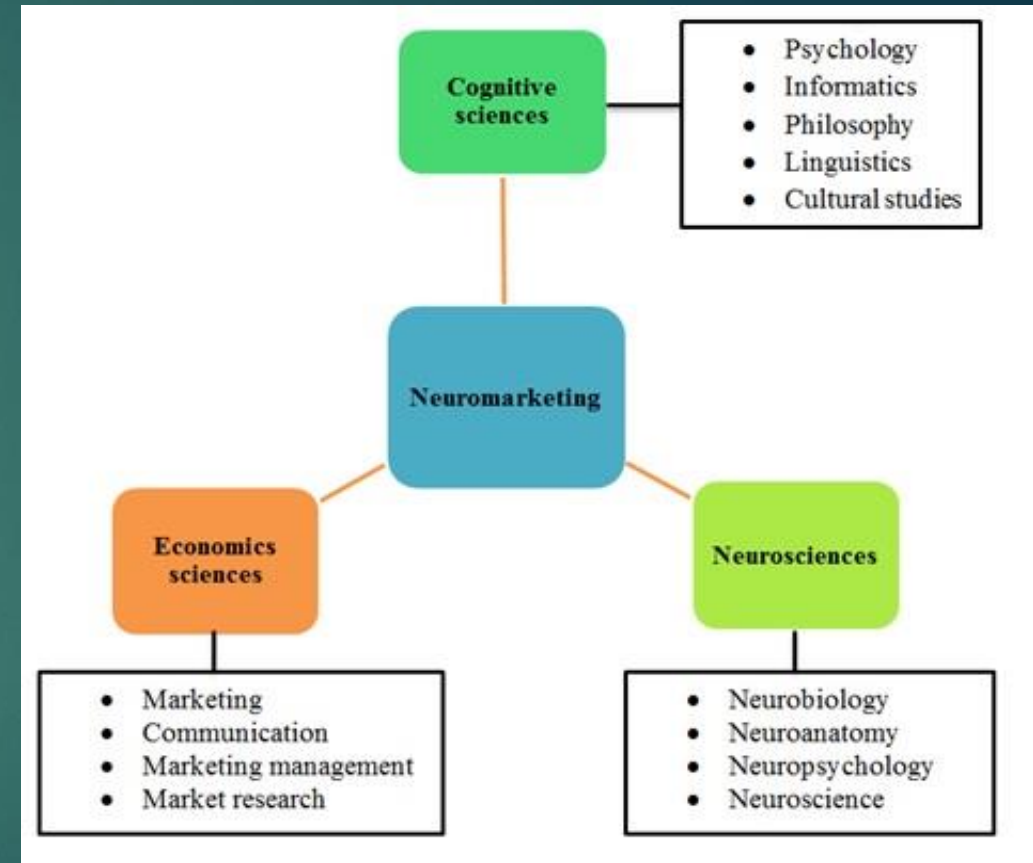
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Integration of scientific disciplines

Linking several disciplines such as economics, biologics, psychology and neuroscience, created neuromarketing.

The brain is responsible for our buying behaviour.

Neuromarketing focuses on how individuals and groups can be altered in one pattern of decisions into another pattern, or to change their distribution of choices.



Interdisciplinary relations with psychology

The question of how we make and how we shall make decisions and judgements interest philosophers for hundreds of years and still inspires some disciplines.

A lot of different specializations within the field of psychology.

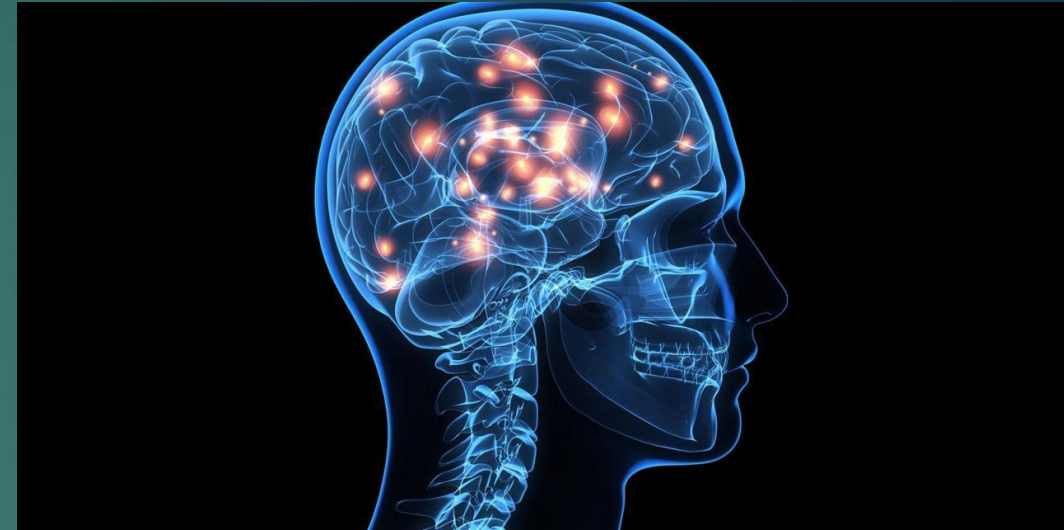
Specialization	Description
Neuroscience	Studies the anatomy, biochemistry, or physiology of the nervous system.
Behavioural Neuroscience	Investigates how functioning of the brain and other organs influences behaviour.
Cognitive Neuroscience	Uses brain research, such as scans of brain anatomy or activity to analyse and explore people's knowledge, thinking, and problem solving.
Neuropsychology	Conducts behavioural tests to determine the abilities and disabilities of people with various kinds of brain damage and changes in their condition over time.
Psychophysiology	Measures heart rate, breathing rate, brain waves and other body processes and how they vary from one person/situation to another.
Neurochemistry	Investigates the chemical reactions in the brain.
Clinical psychology	Helps people with emotional problems.
Neurology	Treats people with brain damage or diseases of the brain.
Neurosurgery	Performs brain surgery.
Psychiatry	Helps people with emotional distress or troublesome behaviours, using drugs or other medical procedure.

Interdisciplinary relations with neuroscience

The term neuroscience is often used regarding neuromarketing, as it is a base for neuromarketing.

Neuroscience is a scientific discipline that aims to understand how the brain and mind function.

Cognitive neuroscience is a part of neuroscience, which studies what happens in the human brain during cognitive processes such as perception, thinking, learning and memorizing.



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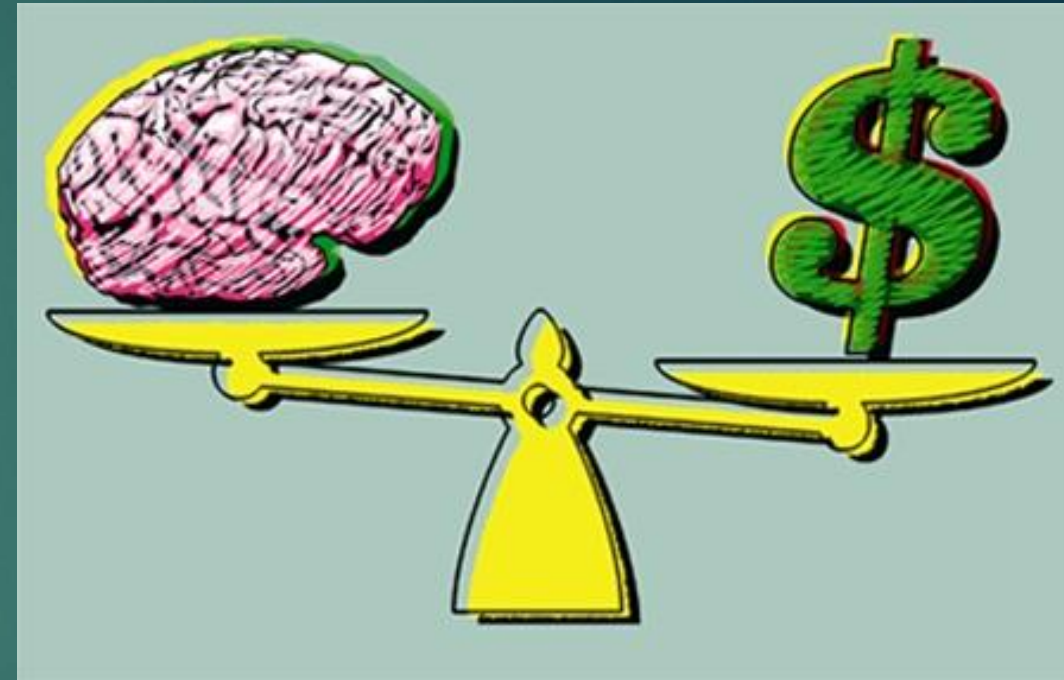
Interdisciplinary relations with neuroeconomy

Neuroeconomics is based on neuroscience, economics, mathematics, statistics and cognitive sciences.

Neuromarketing is based on neuroscience, economics and psychology.

Neuroeconomics focus on the activity of our brain when we are in the decision making process about money.

Controversy concerning the term neuroeconomics and the relation with it to economics.



Interdisciplinary relations with neuromanagement

Neuromanagement was created by Chinese professor Ma in 2006. Its aim is to investigate brain activity when dealing with various management and economic problems.

Information obtained directly from the human body is more objective and reliable than traditional measurement through questionnaires or interviews, states Ma.

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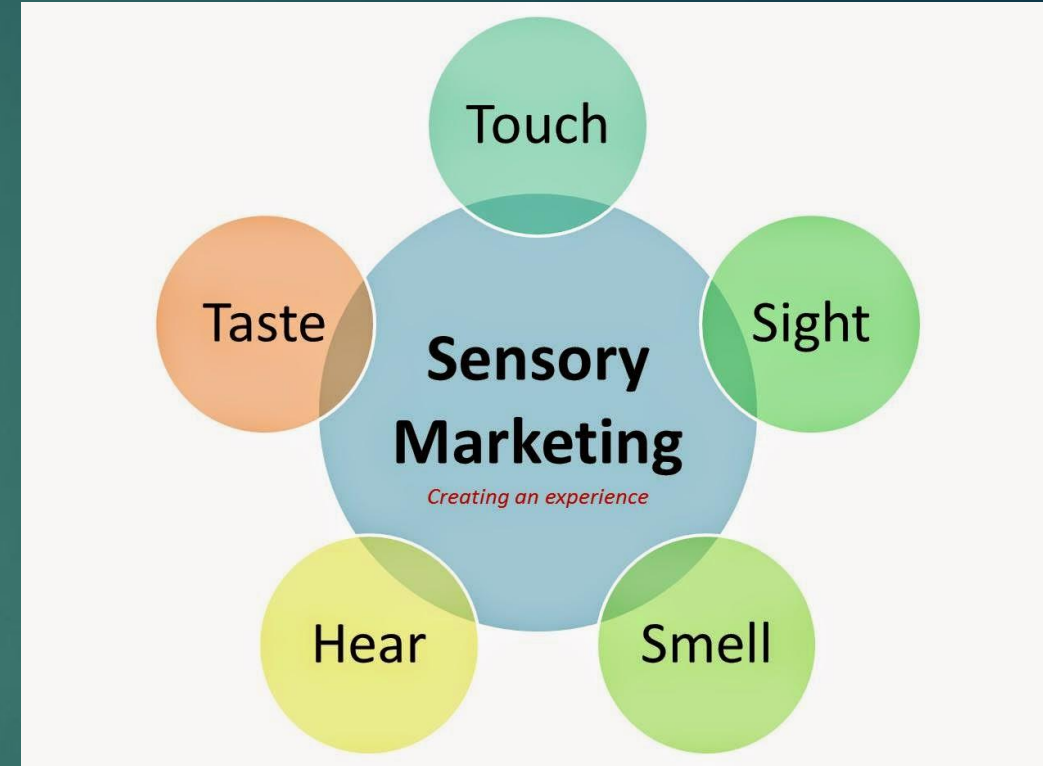
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Interdisciplinary relations with sensory marketing

Sensory marketing is when a group of key levers is used by the producer or distributor around the product or service to create a multisensory atmosphere which will stimulate the consumer to buy the product.

Primary reason of study were questions like: Why wine in wine glasses taste better than from ordinary glass? Why the smell of cinnamon heats the body?

80% of the decisions is made impulsively.



The benefits of neuroscience

Neurosciences can help to evaluate, improve or expand existing marketing theories more correctly.

It can provide information about implicit processes that is difficult to access by other methods.

It can better understand individual differences and thereby clarify the heterogeneity of consumers

Neuroscience may also clarify assumptions concerning future consumer behaviour.

Neuroscience may also be applied in product creation. In this way the real needs of the customer will be guaranteed in the product.

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The prospect of neuromarketing

Neuromarketing will remain and will be developing just as consumers and brands.

Ethical problems related to marketing will always occur to ensure the transparency of the research.

Neuromarketing has the ability to convince people, for example to quit smoking.

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Summary

The interdisciplinary field of research that analyses the behaviour of people in economic decision-making situations with the methods that monitor the activity of the nervous system has been strengthened since the beginning of the 21st century.

This presentation provided information about the most important scientific concepts regarding neuromarketing like: neuroscience, psychology, neuroeconomics.



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