

NEUROMARKETING

Neuromarketing is a new way of marketing research which is based on studies of brain and combines knowledge of neurology and marketing.

Zaltman Metaphor Elicitation Method

Zaltman was a creator of neuromarketing. He patented ZMET- Zaltman Metaphor Elicitation Method. Jerry Zaltman decided to analyze customers' reaction on the set of specific pictures. The data were interpreted in interviews with a psychologist or by analysis of brain images.

Neuromarketing vs Focus group

The information which can be obtained with traditional marketing and social methods often is unreliable because respondents' answers are influenced by such factors as:

1. Conscious respondents' self-control
2. Desire to give answers that will get positive social evaluation
3. Group or situation influence
4. Respondents' deliberate lying
5. Existence of unconscious processes which can't be realized by respondents'.

Neuromarketing research

1. Cheetos advertisement
2. PayPal « Speed is more attractive and important for people than safety and reliability »
3. Microsoft use EEG to improve advertisement in the game on Xbox

Conclusions. Neuromarketing will be interesting for a company because respondents' answers sometimes are not correct because of circumstances described. Marketer can get new information about customers and their opinions about brand, product, logo and others.