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**NEUROMARKETING: SCIENTIFIC  
FOUNDATIONS AND PRACTICAL  
APPLICATIONS IN ORGANIZATIONAL  
MANAGEMENT**

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**Abstract.** The article examines the scientific foundations of neuromarketing, which lie at the intersection of neuroscience, psychology and marketing, giving companies unique opportunities to study consumer behavior at a level inaccessible to traditional methods. Neuromarketing technologies allow us to look into the subconscious of consumers, analyze their emotions, perceptions and motivation, providing objective data that can be used to develop effective marketing strategies.

The practical application of neuromarketing covers a wide range of tasks: from advertising testing and packaging design optimization to developing new products and improving customer experience. These tools allow companies to make informed decisions, strengthen audience loyalty and minimize risks. The author analyzes key methods and tools, as well as examples of successful application of neuromarketing in organizational management.

**Key words:** neuromarketing, personalization, reputation, brands, customer experience, pricing policy.

**Introduction**

In today's dynamic and technologically driven world, the field of marketing is undergoing a profound transformation. As consumer behavior becomes more complex and unpredictable, traditional marketing strategies are being augmented—and often replaced—by scientific advancements and innovative tools designed to uncover deeper insights into how people make decisions. At the forefront of this transformation is neuromarketing, an interdisciplinary approach that combines neuroscience, psychology, and marketing to shed light on the cognitive and emotional processes that drive consumer behavior.

Neuromarketing is revolutionizing the way businesses approach their customers by leveraging cutting-edge technology to analyze how the human brain reacts to various marketing stimuli. Whether it's an advertisement, a pricing strategy, a brand logo, or the texture of product packaging, neuromarketing provides a comprehensive understanding of what captures attention, evokes emotion, and ultimately motivates a purchase decision. This unprecedented ability to decode subconscious responses has made neuromarketing an indispensable tool for companies seeking to stay ahead in highly competitive markets [1].

Traditional marketing methods, such as surveys and focus groups, often fail to capture the nuanced and subconscious factors influencing consumer choices. These conventional approaches rely heavily on self-reported data, which is frequently skewed by biases, memory lapses, or social desirability. For instance, while a survey respondent may claim to prefer eco-friendly products, their

actual purchasing behavior might reveal a preference for cost-effective alternatives. Neuromarketing bridges this gap by moving beyond surface-level insights and delving into the subconscious realm, where most consumer decisions originate. By studying brain activity, eye movement, and physiological responses, neuromarketing offers a “behind-the-scenes” look at how consumers think, feel, and decide, providing marketers with actionable, data-driven insights.

The implications of neuromarketing extend far beyond advertising campaigns. Companies can utilize this knowledge to optimize product designs, refine customer experiences, and develop pricing strategies that resonate emotionally with their target audience. In a world where consumer expectations are constantly evolving, the ability to anticipate and influence these expectations is a significant competitive advantage. Moreover, as businesses increasingly operate in saturated markets, where product differentiation is challenging, neuromarketing enables brands to connect with customers on a deeper and more meaningful level, fostering loyalty and long-term engagement [2].

This article delves into the foundational principles of neuromarketing, highlighting its scientific underpinnings and the technologies that make it possible. It also explores practical methodologies and tools employed in the field, accompanied by real-world examples of how neuromarketing is transforming business strategies across industries. From optimizing advertising campaigns to designing intuitive user experiences, neuromarketing is redefining the way organizations interact with their customers and innovate in their respective markets.

### **Scientific Foundations of Neuromarketing**

Neuromarketing is a multidisciplinary field that bridges the gaps between neuroscience, psychology, and marketing, enabling a deeper understanding of the neurophysiological mechanisms underlying consumer behavior. It offers a comprehensive framework for studying how consumers perceive, recall, and respond to marketing stimuli, encompassing both conscious and subconscious processes. This approach empowers marketers to create more targeted, effective, and emotionally resonant campaigns.

#### **The Role of Subconscious Processes in Consumer Behavior**

Research suggests that a staggering 95% of consumer decisions are made subconsciously, driven by emotions and intuitive processes rather than rational deliberation. These subconscious drivers often bypass traditional analytical methods like surveys and focus groups, which rely on conscious recall and self-reporting. Neuromarketing addresses this limitation by examining the physiological and neurological responses that guide decision-making. For example:

- **Emotional Triggers in Advertising:** Subtle cues such as specific colors, music, or even the pacing of an advertisement can activate brain regions responsible for pleasure and reward, encouraging purchasing behavior without conscious awareness. A fast-paced, vibrant commercial might evoke excitement and a sense of urgency, while a soothing, slower advertisement may foster trust and relaxation.

- **Scarcity and Urgency in Pricing:** Limited-time offers stimulate the brain’s urgency circuits, particularly in areas associated with risk and reward processing, prompting quicker purchasing decisions. This effect has been demonstrated in retail settings, where time-sensitive discounts lead to a measurable increase in sales.

Neuromarketing builds its insights on the understanding of key brain regions involved in consumer behavior:

- **The Limbic System:** This core region governs emotions, memory, and instinctual decision-making. It plays a pivotal role in determining preferences and desires. Marketing strategies that incorporate storytelling, compelling imagery, or emotionally charged music effectively activate the limbic system, fostering emotional connections with the brand. For example, a heartfelt advertisement showcasing family moments may evoke nostalgia and trust, aligning the audience emotionally with the product.

- **The Neocortex:** Known for its role in rational thinking and analysis, the neocortex evaluates product features, pricing, and quality. While the limbic system may drive initial attraction to a product, the neocortex is crucial for justifying the purchase decision. For instance, a consumer may be emotionally drawn to a luxury car's design (limbic response) but rationalize the purchase based on safety ratings and fuel efficiency (neocortical response) [3].

- **Sensory Pathways:** The multisensory experience of a product significantly shapes consumer perception. Visual elements like color and design, auditory cues like jingles, tactile sensations like the texture of packaging, and even olfactory stimuli like in-store scents contribute to product appeal. A luxury perfume brand, for example, may create an immersive in-store experience by incorporating complementary fragrances and elegant visual displays, strengthening emotional associations with the product.

### **The Evolution of Neuromarketing**

Initially perceived as a niche discipline, neuromarketing has matured into a vital tool for businesses across diverse sectors, from retail to digital platforms. This evolution has been fueled by advancements in neuroscience, psychology, and technology, making neuromarketing both more accessible and more effective.

- **Early Applications:** In its infancy, neuromarketing focused primarily on measuring brain responses to advertisements and packaging. Techniques such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG) were employed to gauge the effectiveness of marketing materials by identifying which elements triggered positive neural activity.

- **Expansion to Behavioral Insights:** Over time, neuromarketing has expanded beyond advertising to encompass broader consumer interactions, including website usability, product design, and in-store experiences. For instance, eye-tracking studies have been instrumental in refining e-commerce layouts, ensuring that high-priority elements like “Add to Cart” buttons capture immediate attention.

- **Integration with Emerging Technologies:** As artificial intelligence and big data analytics have advanced, neuromarketing has integrated these tools to process vast datasets, identify patterns, and predict consumer behavior with unprecedented accuracy. Portable devices such as wearable EEG headsets and mobile eye-tracking glasses now make it easier for even mid-sized companies to adopt neuromarketing strategies.

The interdisciplinary and adaptive nature of neuromarketing ensures its relevance in a rapidly evolving business landscape. As more companies recognize the value of blending science with marketing, neuromarketing continues to redefine how organizations connect with their audiences. By decoding the complexities of consumer decision-making, it bridges the gap between data-driven strategies and meaningful human experiences [4].

This scientific foundation not only highlights the transformative potential of neuromarketing but also underscores its importance as a strategic tool in modern business management.

### **Technologies and Methods of Neuromarketing**

Neuromarketing utilizes a diverse range of advanced technologies to examine and interpret consumer responses to marketing stimuli. These tools provide a unique window into the cognitive and emotional drivers of behavior, allowing businesses to fine-tune their strategies based on precise, data-driven insights. Each method targets specific aspects of consumer psychology and behavior, enabling a multifaceted approach to understanding and influencing purchasing decisions.

#### **Functional Magnetic Resonance Imaging (fMRI)**

Functional Magnetic Resonance Imaging (fMRI) is a powerful neuroimaging technique that measures changes in blood flow within the brain, indicating which regions are active in response to specific stimuli. By identifying the areas associated with emotions, memory, or decision-making, fMRI provides critical insights into how consumers perceive and evaluate marketing content.

**Capabilities:** fMRI scans offer high spatial resolution, allowing researchers to pinpoint which brain regions are activated by different elements of a marketing campaign, such as visual imagery, slogans, or auditory cues. This makes it particularly effective for assessing emotional engagement and long-term memory retention.

**Applications:** A beverage company, for example, used fMRI to analyze consumer reactions to various packaging designs. The study revealed that sleek, modern designs activated brain regions linked to reward and pleasure more strongly than traditional layouts. This insight informed the company's decision to rebrand with minimalist packaging, resulting in increased sales and positive consumer feedback.

While fMRI is one of the most precise tools in neuromarketing, it is also costly and resource-intensive, often making it more suitable for large-scale corporations or groundbreaking studies [5].

### **Electroencephalography (EEG)**

Electroencephalography (EEG) measures the brain's electrical activity through sensors placed on the scalp, capturing responses in real-time. Unlike fMRI, which is suited for detailed spatial analysis, EEG excels in temporal resolution, allowing researchers to observe how consumer emotions evolve moment-to-moment.

**Capabilities:** EEG detects subtle emotional shifts, such as excitement, boredom, or frustration, as they occur. This makes it ideal for analyzing dynamic content like advertisements, video clips, or website interfaces.

**Applications:** EEG was used in a study to evaluate the effectiveness of TV advertisements. Researchers found that ads with fast-paced visuals and rhythmic music sustained higher engagement levels compared to slower, dialogue-driven ads. This insight helped advertisers optimize their storytelling techniques, leading to improved audience retention and brand recall.

EEG is particularly valued for its portability and cost-effectiveness compared to fMRI, making it a popular choice for businesses seeking actionable insights without significant financial investment [6].

### **Eye -Tracking Technology**

Eye-tracking technology focuses on understanding visual attention by monitoring where, how long, and in what sequence consumers look at different elements of a stimulus. This method is essential for assessing the effectiveness of visual designs in advertisements, websites, and physical spaces like retail stores.

**Capabilities:** By tracking gaze patterns and focus duration, eye-tracking reveals which components of a marketing message—such as logos, call-to-action buttons, or product images—capture attention and which are overlooked. It also helps identify potential distractions that detract from the intended message.

**Applications:** An e-commerce platform implemented eye-tracking studies to optimize its product page layout. Results showed that users' attention was initially drawn to large, colorful banners but quickly diverted to pricing information. Based on these findings, the platform adjusted its layout to prioritize product images and "Add to Cart" buttons, increasing conversion rates.

Eye-tracking is versatile, finding applications in digital marketing, product design, and even brick-and-mortar store layouts. It offers businesses a tangible way to improve customer interactions with their brand.

### **Physiological Measurements**

Physiological measurement tools, such as heart rate monitors, galvanic skin response (GSR) devices, and breath analysis systems, assess the body's automatic reactions to stimuli. These methods provide a deeper understanding of emotional states, such as stress, excitement, or relaxation, which are crucial for evaluating how marketing messages resonate with consumers.

**Capabilities:** Physiological measurements capture involuntary responses that occur below the level of conscious awareness. For instance, an elevated heart rate might indicate excitement or anxiety, while a heightened GSR can signal strong emotional arousal.

**Applications:** A luxury car manufacturer used GSR to evaluate showroom designs. The study identified specific features, such as ambient lighting and the arrangement of high-performance vehicles, that elicited excitement among potential buyers. By refining these elements, the company enhanced the overall customer experience, resulting in increased purchase intent and customer satisfaction.

These tools are particularly valuable in scenarios where emotional engagement is a key driver of consumer behavior, such as in premium product segments or high-stakes marketing campaigns.

### **Emerging Technologies in Neuromarketing**

As technology advances, neuromarketing is incorporating innovative tools that make it more accessible, efficient, and scalable:

- **Wearable EEG Devices:** Compact and portable EEG systems allow researchers to collect data in real-world environments, such as during in-store shopping or live events.
- **Facial Expression Analysis:** Software that decodes microexpressions provides insights into how consumers react emotionally to marketing content, without the need for intrusive devices.
- **Artificial Intelligence (AI) Integration:** AI-powered algorithms analyze vast datasets from neuromarketing studies, identifying patterns and generating predictive models to forecast consumer behavior.

By combining these sophisticated technologies, neuromarketing offers businesses a comprehensive toolkit to explore and influence consumer behavior. Each method, whether used independently or in tandem, provides unique insights that empower organizations to design more engaging, impactful, and emotionally resonant marketing strategies [7].

### **Practical Applications of Neuromarketing**

Neuromarketing has transcended its initial niche appeal to become a key tool in various business strategies. Its ability to blend scientific insights with creative marketing allows organizations to optimize their campaigns, enhance customer experiences, and strengthen brand loyalty. By tapping into subconscious consumer responses, companies can design products, services, and marketing strategies that resonate deeply with their target audiences.

### **Optimizing Marketing Campaigns**

Marketing campaigns thrive on their ability to create an emotional connection with the audience. Neuromarketing ensures that these campaigns are not only innovative but also based on scientific evidence that maximizes their impact.

- **Case Study: Coca-Cola.** Coca-Cola utilized EEG and eye-tracking technologies to study consumer reactions to various advertisements. The findings revealed that animated sequences of soda being poured into a glass activated brain regions associated with pleasure and reward more strongly than static visuals. These insights prompted Coca-Cola to adopt more dynamic and engaging visuals in their ad campaigns, leading to increased viewer engagement and higher brand recall.

- **Emotional Storytelling.** Storytelling is a powerful tool in marketing, particularly when it aligns with universal values like family, love, or resilience. Neuromarketing helps pinpoint the specific moments within a narrative that evoke the strongest emotional responses. For example, a car manufacturer might craft an ad featuring a road trip with family moments, using neuromarketing to refine the emotional pacing and ensure maximum audience resonance. Studies have shown that such emotionally driven ads not only enhance brand perception but also lead to stronger customer loyalty.

Additionally, neuromarketing enables marketers to test various formats and mediums, such as short videos, social media posts, or interactive advertisements, to determine which approach garners the most engagement from their target demographic.

### **Improving Customer Experience**

Customer experience is a critical factor in building brand loyalty and driving conversions. Neuromarketing provides actionable insights to refine customer journeys, ensuring that interactions with a brand are seamless and satisfying.

- **Interface Design.** Companies like Amazon rely on neuromarketing to optimize their website interfaces. Eye-tracking studies have revealed that emphasizing key features, such as "Add to Cart" buttons, with contrasting colors and strategic placement significantly boosts conversion rates. Furthermore, neuromarketing insights allow e-commerce platforms to streamline user navigation, making it easier for customers to locate desired products and complete their purchases effortlessly.

- **In-Store Optimization.** Retailers use neuromarketing to analyze shopper behavior in physical environments. Walmart, for instance, employs heat-mapping technology to study customer movement through aisles. These insights help the retailer adjust product placements and aisle layouts to improve traffic flow, encourage impulse purchases, and maximize sales. For example, placing high-demand items at the back of the store forces customers to pass by other enticing products, increasing overall basket size.

Neuromarketing also extends to sensory enhancements in stores, such as ambient lighting, music, or scents, which can subtly influence customer moods and behaviors.

### **Enhancing Product Development**

The process of creating and refining products is another area where neuromarketing has proven invaluable. By analyzing consumer reactions to prototypes, designs, and features, companies can minimize risks and ensure their offerings meet customer expectations.

- **Packaging Design.** Packaging is often the first point of contact between a consumer and a product, making it a critical element of branding. Neuromarketing studies have shown that tactile elements, such as embossed patterns or matte finishes, can enhance perceptions of quality and luxury. Unilever, for instance, used neuromarketing to redesign its Magnum ice cream packaging, incorporating premium textures that contributed to a significant increase in sales.

- **Flavor Testing.** In the food and beverage industry, neuromarketing helps optimize product formulations by studying neural responses to taste and texture. Nestlé used this approach to refine the sweetness levels in its products, ensuring they appealed to a broader audience without overwhelming the palate. Such studies are particularly valuable in launching new products tailored to regional tastes and preferences.

### **Strengthening Brand Identity**

Building a strong and memorable brand identity is essential for fostering customer loyalty. Neuromarketing offers tools to assess how audiences perceive brand messages, values, and aesthetics.

- **Apple's Strategy.** Apple exemplifies the strategic use of neuromarketing to reinforce its brand identity. By employing minimalistic packaging and clean, innovative advertising, Apple triggers brain regions associated with trust, simplicity, and premium quality. Neuromarketing studies confirm that this approach resonates with consumers, fostering a sense of exclusivity and innovation that defines the brand's global reputation.

- **Reputation Management.** During periods of rebranding or crisis management, neuromarketing can be instrumental in monitoring public sentiment. For example, companies undergoing a logo redesign can use neuromarketing to test audience reactions before finalizing the

change, reducing the risk of negative backlash. This method enables businesses to adjust their communication strategies in real-time, ensuring a smooth transition.

### **Strategic Pricing**

Pricing strategies often influence consumer behavior more emotionally than rationally. Neuromarketing helps businesses design pricing models that maximize perceived value while maintaining brand integrity.

- **Anchoring Effect.** Presenting a premium-priced item alongside more affordable options creates a psychological anchor, making the mid-range product appear more desirable. Neuromarketing studies using fMRI have shown that this strategy activates decision-making areas of the brain, leading to increased sales of mid-tier offerings.

- **Discount Psychology.** Research has demonstrated that discounts trigger a dopamine release in the brain, creating feelings of excitement and satisfaction. Neuromarketing can identify the optimal discount thresholds that evoke strong emotional responses without devaluing the product or brand. Retailers can then apply this knowledge to craft promotions that drive sales while preserving profitability.

### **Challenges and Ethical Considerations**

Despite its numerous advantages, neuromarketing is not without challenges. Addressing these issues is essential to ensure its ethical and effective implementation.

- **High Costs.** Advanced technologies like fMRI and EEG require significant financial investment, limiting their accessibility to larger enterprises. Companies with smaller budgets often rely on less expensive methods, such as eye-tracking or physiological measurements.

- **Ethical Dilemmas.** The collection and use of consumer data, especially brain activity, raise concerns about consent and privacy. Neuromarketing must operate under strict ethical guidelines to build trust with consumers and avoid potential reputational risks. For example, clear communication about the purpose and scope of data collection can alleviate privacy concerns.

- **Data Interpretation Complexity.** Neuromarketing requires skilled professionals to interpret the vast and complex datasets it generates. Misinterpretation of data can lead to ineffective strategies or misguided decisions, underscoring the importance of investing in qualified analysts and researchers.

### **Future of Neuromarketing**

The future of neuromarketing is shaped by advancements in technology, particularly artificial intelligence (AI) and machine learning, which promise to enhance its capabilities and accessibility.

- **Portable Devices.** Wearable EEG devices and mobile eye-tracking systems are making neuromarketing tools more portable and affordable, allowing businesses of all sizes to incorporate them into their strategies. These devices enable data collection in real-world settings, such as during shopping trips or live events, providing richer and more authentic insights.

- **AI Integration.** AI algorithms are revolutionizing neuromarketing by automating the analysis of large datasets and identifying patterns that human analysts might overlook. This integration enhances predictive accuracy, enabling businesses to anticipate consumer preferences and behaviors with greater precision.

### **Conclusion**

Neuromarketing transcends traditional marketing approaches, offering a scientific lens through which businesses can understand and influence consumer behavior. By uncovering the subconscious drivers behind decision-making, companies can craft products, services, and campaigns that resonate deeply with their audiences.

As the field evolves, the integration of emerging technologies such as AI and portable devices will make neuromarketing more accessible, efficient, and impactful. In an ever-competitive

landscape, neuromarketing is not just a tool but a strategic advantage that empowers businesses to connect with consumers on a profound level, fostering loyalty and long-term success.

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### НЕЙРОМАРКЕТИНГ: НАУЧНЫЕ ОСНОВЫ И ПРАКТИЧЕСКОЕ ПРИМЕНЕНИЕ В УПРАВЛЕНИИ ОРГАНИЗАЦИЕЙ

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**Аннотация.** В статье рассматриваются научные основы нейромаркетинга, лежащие на стыке нейронауки, психологии и маркетинга, дающие компаниям уникальные возможности для изучения потребительского поведения на уровне, недоступном традиционным методам. Технологии нейромаркетинга позволяют заглянуть в подсознание потребителей, анализировать их эмоции, восприятие и мотивацию, предоставляя объективные данные, которые можно использовать для разработки эффективных маркетинговых стратегий.

Практическое применение нейромаркетинга охватывает широкий спектр задач: от тестирования рекламы и оптимизации дизайна упаковки до разработки новых продуктов и



повышения клиентского опыта. Эти инструменты позволяют компаниям принимать обоснованные решения, укреплять лояльность аудитории и минимизировать риски.

Автор анализирует ключевые методы и инструменты, а также примеры успешного применения нейромаркетинга в управлении организацией.

**Ключевые слова:** нейромаркетинг, персонализация, репутация, бренды, клиентский опыт, ценовая политика.

## **НЕЙРОМАРКЕТИНГ: МЕКЕМЕНІ БАСҚАРУДАҒЫ ҒЫЛЫМИ НЕГІЗДЕР ЖӘНЕ ПРАКТИКАЛЫҚ ҚОЛДАНУ**

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**Аннотация.** Мақалада неврологияның, психологияның және маркетингтің қиылысында жатқан нейромаркетингтің ғылыми негіздері талқыланады, бұл компанияларға тұтынушылардың мінез-құлқын дәстүрлі әдістер үшін қолжетімсіз деңгейде зерттеуге бірегей мүмкіндіктер береді. Нейромаркетинг технологиялары тиімді маркетингтік стратегияларды әзірлеу үшін пайдаланылуы мүмкін объективті деректермен қамтамасыз ете отырып, тұтынушылардың санасына үңілуге, олардың эмоцияларын, қабылдаулары мен мотивацияларын талдауға мүмкіндік береді.

Нейромаркетингті практикалық қолдану кең ауқымды міндеттерді қамтиды: жарнаманы тестілеуден және қаптама дизайнын оңтайландырудан жаңа өнімдерді әзірлеуге және тұтынушылар тәжірибесін жақсартуға дейін. Бұл құралдар компанияларға негізделген шешімдер қабылдауға, аудиторияның адалдығын нығайтуға және тәуекелдерді азайтуға мүмкіндік береді.

Автор негізгі әдістер мен құралдарды, сондай-ақ ұйымдастырушылық менеджментте нейромаркетингті сәтті қолдану мысалдарын талдайды.

**Түйін сөздер:** нейромаркетинг, персонализация, бедел, брендтер, тұтынушы тәжірибесі, баға саясаты.