

## Chapter 20

# Normative Concerns in Neuromarketing

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### ABSTRACT

*A relatively new emerging research field called neuromarketing bridges the conventional gaps between neuroscience, neuroeconomics, and marketing research. An emerging area called neuromarketing uses neuroscience methods in academic and commercial studies to explain customers' preferences, motivating factors, and preconceptions to better understand the consumer's mind. Additionally, those who reject neuromarketing think it is ethically wrong and shouldn't even be inferred to read consumers' minds to improve the company's products and services. The authors discuss prevalent ethical issues with neuromarketing in this research paper. They contend that considering the current capabilities for businesses to stay cautious, the most commonly raised issues are consent, secrecy, privacy, selflessness, and no maliciousness. Nevertheless, the authors point out how the company's largely unique neuromarketing practices may give rise to potentially severe ethical problems. They conclude that businesses can use neuromarketing to remain anxious and reduce the positive effects on society.*

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## **INTRODUCTION**

Neuroeconomics is a new field that combines the fields of neuroscience, neurophysiology, cognitive science as well as economics. While neurobiologists continue providing techniques for studying processes, economists and psychiatrists provide theoretical approaches for predicting and explaining behavior. By examining the neurobiological procedures involved in decision-making, this discipline is demonstrated to have as it is objective disclosing the methods that underpin the relations connecting vision and action (Glimcher & Rustichini, 2004).

To clarify what customers want, marketing companies have been using conventional measuring techniques like focus groups and questionnaires to better understand human psychology (Kenning & Plassmann, 2008).

Consumers can't always express their true emotions, which limits the effectiveness of conventional marketing techniques. What's been undetectable to conventional market research has been made visible by the scientific discovery of neuroscience (Ariely & Berns, 2010; Dimoka et al., 2012; Knutson & Cooper, 2005). By demonstrating how incapacitated reactions and emotions can impact buyers' perspectives and judgment processes, neuromarketing has helped to advance marketing MM. They noted that the foundation of neuromarketing is the implication of participant sensory and motor technique which can be discovered by noticing activity in the brain, which could also reflect the illogical or sentimental element of customers' judgment. Neuromarketing is designed to help people understand and find solutions that are impossible to find using more conventional marketing techniques like pencil and paper. This is because respondents are not always truthful, occasionally they respond, and it can be challenging to accurately express one's emotions.

Even though neuromarketing claims to have many advantages, the method of recording people's unconscious level for an economic purpose has drawn criticism for consumer deceit and privacy invasion. This method of using people's subconscious thoughts for marketing purposes known as neuromarketing, promises significant advantages. One could contend that neuro marketers have the power to influence consumer behavior and their capacity for rational decision-making. Furthermore, the aforementioned, safeguards of consumer rights and the risk to individual sovereignty are brought into question (Egrie & Bietsch, 2014).

It is necessary to have more conversations about the prospective uses and abuses of neuroscience in marketing to comprehend the ethics of neuromarketing in greater detail. To better understand the ethical concerns raised by the use of neuromarketing in businesses and organizations, this essay will examine those concerns. In particular, this paper focuses on ethical issues in neuromarketing.

## **POSITIVES AND CONTRADICTIONS OF NEUROMARKETING**

Even though every method encapsulates a distinct response signal which is immediately related to neuromarketing, those have also led to a limited number of debates. The main benefits and drawbacks of neuromarketing methods are discussed in the sections that follow, along with some quick mentions of their restrictions and threats.

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