
PARADIGMA NEUROMARKETINGULUI

THE NEUROMARKETING PARADIGM

Drd. Ancuța REMETE

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Abstract: This article aims to provide an overview of the neuromarketing field. The evolution of the marketing field is highlighted by this new field, taking into account the unconscious component of the consumer which is closely related to the emotional part of individuals, representing the binder in the purchasing decision-making process. Ecological theory of human behaviour could partially explain consumer behaviour and the motivation to buy as many goods or products as possible. Therefore, the neuromarketing paradigm is briefly explained by theories in marketing, psychology and cognitive neuroscience.

Keywords: neuromarketing, marketing, decision making, emotions, psychology, neuroscience