



Neuromarketing (German Edition)

Christian Felix

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Eine zentrale Aufgabe der Marketingwissenschaft ist die Erforschung des Konsumentenverhaltens. Um ökonomisch relevantes Verhalten von Konsumenten erklären zu können, ist es zunächst wichtig, die Funktionsweise des Gehirns zu verstehen. Aufgrund der neuesten Forschungsergebnisse der Gehirnforschung und der Fortschritte neurowissenschaftlicher Methoden ist es gelungen, einen Erkenntniszuwachs für die Konsumentenverhaltensforschung zu generieren. Die noch junge Disziplin Neuromarketing nutzt die vielfältigen Erkenntnisse der Gehirnforschung, um die Wirkung von Marken und den Konsumenten besser zu verstehen. Sie verspricht, mit Hilfe neuroökonomischer Methoden Einblicke in den menschlichen Organismus zu erhalten und Denkstrukturen offen zu legen. Eine der wesentlichen Erkenntnisse des Neuro-marketings ist, dass es keine Entscheidungen gibt, die nicht emotional sind. Welche Marketing-Implikationen sich hieraus ergeben, ist eine der Fragen, mit der sich diese Studie auseinandersetzt. Welche Kenntnisse aus der Erforschung der Markenwirkung durch neuroökonomische Methoden gewonnen werden können, wird in der weiteren Ausführung aufgezeigt. Helfen diese Erkenntnisse das Konsumentenverhalten zu erklären? In welchem Ausmaß beeinflussen starke Marken unser Entscheidungsverhalten? Ob die Messung der Gehirnfunktionen mittels neuroökonomischer Methoden Kaufentscheidungsprozesse tatsächlich erklären kann, wird Gegenstand der weiteren Ausführung sein. Die vorliegende Studie analysiert, welchen Einfluss Emotionen und Markenwerbung auf das menschliche Entscheidungsverhalten haben und gibt einen umfassenden Überblick über den aktuellen Stand der Forschung.

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