

Abstract

This thesis seeks to provide a comprehensive insight into neuromarketing. Neuromarketing is a discipline that uses neuroscientific methods to analyse and understand human behaviour in relation to markets and marketing exchanges. After definitions of related terms of marketing, neuroscience and neuroeconomy, the thesis offers various definitions of neuromarketing itself. Further, it presents an overview of the history and the neuroscientific techniques used by neuromarketing (electroencephalography, functional magnetic resonance imaging, biometrics and others). The theoretical part is divided, in accordance with the customer's decision process, into chapters dealing with attention, conscious and unconscious mental processes, emotions, choice, senses, mirror neurons and brands. The thesis also addresses the neuromarketing practice, including the optimization of marketing communications (in advertising, new media and point-of-sale) and neuromarketing research. The ethical question of the use of neuromarketing is also discussed.