Abstract

Bachelor's thesis is devoted to the topic of neuromarketing research of consumer behaviour. It focuses specifically on one research tool, belonging to this category, called Facial Coding. The introduction part presents the theoretical foundations on which this technique is based, especially the psychology of emotion and its background. It describes the six basic emotions, which are measured by this tool. The founder of the Facial Coding research method, Paul Ekman, is then introduced and his studies of human face are recounted. The third part of the text describes the modern form of Facial Coding, its advantages and disadvantages and the applications of this tool in marketing research, which are illustrated by few practical examples.