

CONTEMPORARY PERSPECTIVES IN NEUROMARKETING: Systematic Literature Review

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Introdução

Professional and academic interest in neuromarketing is growing, as it is an interdisciplinary field that brings together neuroscience and psychology to predict purchasing decisions. Current literature explores neuromarketing theories, but faces limitations due to high costs and the need for regulations. Previous studies focus on specific sectors or limited databases, leaving gaps in the theoretical understanding of neuromarketing. This study proposes a comprehensive systematic review of the literature on neuromarketing, identifying key findings, influential authors and theoretical developments

Problema de Pesquisa e Objetivo

The research problem addresses the growing need to understand neuromarketing, an interdisciplinary field that applies neuroscientific techniques to marketing. The lack of comprehensive studies and consolidated methodologies generates professional limitations, such as high costs and a lack of standardization. This study proposes a broad and in-depth systematic review to identify significant findings in the literature, overcoming previous limitations by considering all theoretical and methodological perspectives. The aim is to answer fundamental questions and map the development of neuromarketing

Fundamentação Teórica

Neuromarketing uses Dual Processing Theory to understand fast, subconscious consumer decisions. Other important theories include Cognitive Dissonance, which deals with motivation to reduce inconsistencies between beliefs and behaviors, and the Reward Circuit, which explains brain activation by reward stimuli. Cognitive Appraisal Theory and James-Lange Emotion Theory are also applied to measure physiological and emotional responses. Cognitive, social and evolutionary psychology complement these theories, offering a comprehensive understanding of consumer behavior

Discussão

The discussion reveals three clusters in the co-citation network, highlighting work by Lee, Broderick, & Chamberlain (2007) and Plassmann et al. (2012) in Cluster 1, focused on the application of neuromarketing in consumer psychology. Cluster 2, led by Alsharif et al. (2022, 2023), explores global trends, while Cluster 3, with recent studies such as Bordino (2022) and Giakoni et al. (2022), addresses specific applications such as educational and sports marketing. Despite the independence between authors, all the clusters show theoretical connections with foundational neuromarketing studies

Conclusão

The study reveals a significant increase in publications on neuromarketing in recent years, highlighting the most cited article by Lee, Broderick, & Chamberlain (2007). There is a concentration of research in the European Journal of Marketing and Frontiers in Psychology, while Alsharif and Salleh, as well as Lee and Chamberlain, are the most productive contributors. Analysis using the biblioshiny tool showed the impact of publications and the thematic evolution of the field. Despite the contributions, the study points out limitations and highlights the need for future research

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