



STEAMXHEALTH CHALLENGE 2018-19

NEUROMARKETING APPLIED TO THE FOOD INDUSTRY

PARE MANYANET SCHOOL - LES CORTS

HYPOTHESIS:

- Being aware of neuromarketing reduces its effects on the consumer

CONCLUSIONS:

After our extensive research and deep immersion in the world of neuromarketing we consider ourselves capable of assimilating the multiple concepts through which we have reached the following conclusions;

1. Neuromarketing is the neuroscience applied to marketing, understanding neuroscience as the study of people's mental processes, how the brain processes the stimuli, be they visual, auditory, olfactory or tactile, which we are constantly receiving. Likewise, we understand marketing as a set of techniques and resources through which we improve or try to improve the marketing of an item or product to the public.
2. The main objective of neuromarketing is clearly to achieve a greater number of sales and as a result an increase in profits for the company or business that uses its resources.
3. Neuromarketing is much more common than we can think of, 2 out of 3 companies in the commerce sector apply it to their products / stores.
4. Most people are not aware of the presence of neuromarketing in their usual places of purchase, it is estimated that 95 percent of neuromarketing occurs in our subconscious minds, so it is inevitable.
5. Effects:
 - a. Neuromarketing reduces our decision-making abilities by influencing our purchasing criteria and encouraging consumerism.
 - b. Not all neuromarketing techniques affect equally, but the magnitude of their effects changes depending on the person, age and sex.
6. The awareness of the effects of neuromarketing implies its reduction on the criterion of the consumer.

FINAL:

Hypothesis asserted: Being aware of neuromarketing does reduce its effects, consequently the consumer trend will disappear. Even so, as it occurs mostly in our subconscious, like dreams, we can not control how neuromarketing it affects us.