

WHAT DO CONSUMERS THINK OF NEUROMARKETING?: AN EXPLORATORY INVESTIGATION OF CONSUMERS' PERCEPTIONS OF NEUROMARKETING ETHICS AND THE ASSOCIATED IMPLICATIONS

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ABSTRACT

Neuromarketing is one of the latest trends in the marketing field and its use is considered to be controversial. Neuromarketing's purpose is to provide a mechanism to understand consumers' reactions when exposed to certain marketing related stimuli. Ostensibly this may explain how consumers' subconscious minds react in a marketing context. However, the potential for neuromarketing to explain phenomena that are still unexplained does not escape the potential for possible manipulation of consumers by corporations as a result of neuromarketing based knowledge advancement. Consequently, marketing researchers hold opposing views related to the benefits and detrimental aspects of neuromarketing. The purpose of this paper is to analyze the phenomena of neuromarketing from an ethical perspective. Normative theories of ethics, which help distinguish right actions from wrong actions, are used to analyze the deontological and teleological considerations of neuromarketing from the perspective of consumers. In addition, potential ethical dilemmas are presented and discussed.

References Available on Request