

1**Brain responses to movie trailers predict individual preferences for movies and their population wide comercial success [Texto impreso]/ Maarten A. S. Boksem and Ale Smidts**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 490-492

Abstract: Although much progress has been made in relating brain activations to choice behavior, evidence that neural measures could actually be useful for predicting the success of marketing actions remains limited. To be of added value, neural measures should significantly increase predictive power, beyond conventional measures. In the present study, the authors obtain both stated preference measures and neural measures (electroencephalography; EEG) in response to advertisements for commercially released movies (i.e., movie trailers) to probe their potential to provide insight into participants' individual preferences as well as movie sales in the general population. The results show that EEG measures (beta and gamma oscillations), beyond stated preference measures, provide unique information regarding individual and population-wide preference and can thus, in principle, be used as a neural marker for commercial success. As such, these results provide the first evidence that EEG measures are related to real-world outcomes and that these neural measures can significantly add to models predicting choice behavior relative to models that include only stated preference measures.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 482-492

1. Neuromarketing 2. Consumer neuroscience 3. Electroencephalography 4. Beta 5. Gamma

2**Consumer neuroscience [Texto impreso] : applications, challenges and posible solutions / Hilke plassmann ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 433-435

Abstract: The first decade of consumer neuroscience research has produced groundbreaking work in identifying the basic neural processes underlying human judgment and decision making, with the majority of such studies published in neuroscience journals and influencing models of brain function. Yet for the field of consumer neuroscience to thrive in the next decade, the current emphasis on basic science research must be extended into marketing theory and practice. The authors suggest five concrete ways that neuroscientific methods can be fruitfully applied to marketing. They then outline three fundamental challenges facing consumer neuroscientists and offer potential solutions for addressing them. The authors conclude by describing how consumer neuroscience can become an important complement to research and practice in marketing.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 427-435

1. Consumer neuroscience 2. Reverse inference 3. Replication 4. Brain-behavior relationships

3

Cost conscious? [Texto impreso] : the neural and behavioral impact of price primacy on decision making / Umar R. Karmarkar, Baba Shiv and Brian Knutson

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 478-481

Abstract: Price is a key factor in most purchases, but it can be presented at different stages of decision making. The authors examine the sequence-dependent effects of price and product information on the decision-making process at both neural and behavioral levels. During functional magnetic resonance imaging, the price of a product was shown to participants either before or after the product itself was presented. Early exposure to price, or "price primacy," altered the process of valuation, as observed in altered patterns of activity in the medial prefrontal cortex immediately before making a purchase decision. Specifically, whereas viewing products first resulted in evaluations strongly related to products' attractiveness or desirability, viewing prices first appeared to promote overall evaluations related to products' monetary worth. Consistent with this framework, the authors show that price primacy can increase purchase of bargain-priced products when their worth is easily recognized. Together, these results suggest that price primacy highlights considerations of product worth and can thereby influence purchasing.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 467-481

1. Consumer behavior 2. Price 3. Functional magnetic resonance imaging 4. Value 5. Purchase decisions

4

From where to what [Texto impreso] : distributed representations of Brand associations in the human brain / Yu-Ping Chen, Leif D. Nelson and Ming Hsu

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 464-466

Abstract: Considerable attention has been given to the notion of a set of humanlike characteristics associated with brands, referred to as "brand personality." The authors combine newly available machine learning techniques with functional neuroimaging data to characterize the set of processes that give rise to these associations. The authors show that brand personality traits can be captured by the weighted activity across a widely distributed set of brain regions previously implicated in reasoning, imagery, and affective processing. That is, as opposed to being constructed through reflective processes, brand personality traits seem to exist a priori inside consumers' minds, such that the authors are able to predict what brand a person is thinking about solely on the basis of the relationship between brand personality associations and brain activity. These findings represent an important advance in the application of neuroscientific methods to consumer research, moving from work focused on cataloging brain regions associated with marketing stimuli to testing and refining constructs central to theories of consumer behavior.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 453-466

1. Consumer neuroscience 2. Branding 3. Brand personality 4. Functional magnetic resonance imaging 5. Machine learning

5**Individual differences in marketing placebo effects [Texto impreso] : evidence from brain imaging and behavioral experiments / Hilke Plassmann and Bernd Weber**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 507-510

Abstract: A wealth of research has explored whether marketing-based expectancies such as price and brand quality beliefs influence the consumption experience and subsequent behavior, but almost no research has examined individual differences in "marketing placebo effects." In this article, the authors suggest three moderators of the effect of marketing-based expectancies on the behavioral and neural measures of the consumption experience, based on previous findings from neuroscientific literature investigating traditional clinical pain placebo effects. They use a novel automated structural brain imaging approach to determine individual differences and combine this approach with traditional behavioral experiments. The findings show that consumers high in reward seeking, low in somatosensory awareness, and high in need for cognition are more responsive to marketing placebo effects.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 493-510

1. Individual differences 2. Placebo effects 3. Structural brain imaging

6**Merely being with you increases my attention to luxury products [Texto impreso] : using EEG to understand consumers' emotional experience with luxury branded products / Rumen Pozharliev ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 556-558

Abstract: Electrophysiological and hemodynamic studies provide substantial evidence of dissimilar brain responses when people view emotional compared with neutral pictures. This study investigates consumer brain responses underpinning passive viewing of luxury (high emotional value) versus basic (low emotional value) branded products when participants are alone or with another person. Conforming to social facilitation theory and using electroencephalogram methods, the authors recorded event-related potentials while female participants passively viewed pictures of luxury and basic branded products. They examined event-related-potential amplitudes in three time windows, corresponding to the P2 and P3 components and the late positive potential (LPP). Dissimilar brain responses occurred in the Together but not the Alone condition for the P2 and P3 components over visual cortex sites. The LPP amplitude was higher for luxury than for basic branded products, but only in the Together condition, suggesting that the presence of another person magnifies the emotional effect of brand type. Taken together, the results suggest that LPP amplitude during passive viewing of relevant marketing images reflects increased attention allocation and motivational significance, both enhanced by the presence of another person, to stimuli with higher emotional value.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 546-558

1. Luxury products 2. Event-related potentials 3. Late positive potential 4. Attention 5. Social facilitation theory

7

Neural correlates of susceptibility to group opinions in online Word of mouth recommendations [Texto impreso] / Christopher N. Cascio ... [et al.]

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 573-575

Abstract: The present study examines the relationship between social influence and recommendation decisions among adolescents in the new media environment. Participants completed the App Recommendation Task--a task that captures neural processes associated with making recommendations to others, with and without information about peer recommendations of the type commonly available online. The results demonstrate that increased activity in the striatum and orbitofrontal cortex in response to peer recommendations is significantly correlated with participants changing their recommendations to be consistent with this feedback within subjects. Furthermore, individual differences in activation of the temporoparietal junction during feedback that peer recommendations varied from those of the participant correlated with individual differences in susceptibility to influence on recommendation decisions between subjects. These brain regions have previously been implicated in social influence and the concept of being a "successful idea salesperson," respectively. Together, they highlight a potential combination of internal preference shifts and consideration of the mental states of others in recommendation environments that include peer opinions.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 559-575

1. Social influence 2. Recommendations 3. Word of mouth 4. Mentalizing 5. Valuation

8

Predicting advertising success beyond traditional measures [Texto impreso] : new insights from neurophysiological methods and market response modeling / Vinod Venkatraman ... [et al.]

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 450-452

Abstract: In the past decade, there has been a tremendous increase in the use of neurophysiological methods to better understand marketing phenomena among academics and practitioners. However, the value of these methods in predicting advertising success remains underresearched. Using a unique experimental protocol to assess responses to 30-second television ads, the authors capture many measures of advertising effectiveness across six commonly used methods (traditional self-reports, implicit measures, eye tracking, biometrics, electroencephalography, and functional magnetic resonance imaging). These measures have been shown to reliably tap into higher-level constructs commonly used in advertising research: attention, affect, memory, and desirability. Using time-series data on sales and gross rating points, the authors attempt to relate individual-level response to television ads in the lab to the ads' aggregate, market-level elasticities. The authors show that functional magnetic resonance imaging measures explain the most variance in advertising elasticities beyond the baseline traditional measures. Notably, activity in the ventral striatum is the strongest predictor of real-world, market-level response to advertising. The authors discuss the findings and their significant implications for theory, research, and practice.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 436-452

1. Advertising elasticities 2. Neuroscience 3. Biometrics 4. Implicit measures 5. Market response modeling

9

Using EEG to predict consumers' future choices [Texto impreso]/ Ariel Telpaz, Ryan Webb and Dino J. Levy

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 527-529

Abstract: It is well established that neural imaging technology can predict preferences for consumer products. However, the applicability of this method to consumer marketing research remains uncertain, partly because of the expense required. In this article, the authors demonstrate that neural measurements made with a relatively low-cost and widely available measurement method-electroencephalography (EEG)-can predict future choices of consumer products. In the experiment, participants viewed individual consumer products in isolation, without making any actual choices, while their neural activity was measured with EEG. At the end of the experiment, participants were offered choices between pairs of the same products. The authors find that neural activity measured from a midfrontal electrode displays an increase in the N200 component and a weaker theta band power that correlates with a more preferred product. Using recent techniques for relating neural measurements to choice prediction, they demonstrate that these measures predict subsequent choices. Moreover, the accuracy of prediction depends on both the ordinal and cardinal distance of the EEG data; the larger the difference in EEG activity between two products, the better the predictive accuracy.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 511-529

1. EEG 2. Choice prediction 3. Consumer neuroscience 4. Theta power 5. N200

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Using single neuron recording in marketing [Texto impreso] : opportunities, challenges and an application to fear enhancement in communications / Moran Cerf ... [et al.]

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 543-545

Abstract: This article introduces the method of single-neuron recording in humans to marketing and consumer researchers. First, the authors provide a general description of this methodology, discuss its advantages and disadvantages, and describe findings from previous single-neuron human research. Second, they discuss the relevance of this method for marketing and consumer behavior and, more specifically, how it can be used to gain insights into the areas of categorization, sensory discrimination, reactions to novel versus familiar stimuli, and recall of experiences. Third, they present a study designed to illustrate how single-neuron studies are conducted and how data from them are processed and analyzed. This study examines people's ability to up-regulate (i.e., enhance) the emotion of fear, which has implications for designing effective fear appeals. The study shows that the firing rates of neurons previously shown to respond selectively to fearful content increased with emotion enhancement instructions, but only for a video that did not automatically evoke substantial fear. The authors discuss how the findings help illustrate which conclusions can and cannot be drawn from single-neuron research.

Journal of marketing research. -- 2015, v. 52, n. 4, august, p. 530-545

1. Neuroscience 2. Emotions 3. Consumer communication 4. Fear appeals 5. Climate change