

Neuromarketing: A Systematic Review of Literature

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Abstract

This article aimed to analyze scientific publications related to the topic Neuromarketing through a systematic literature review. The sample was obtained from the Web of Science database where the papers were analyzed by the software CitNetExplorer® and VOSviewer®. Some results are maps of network of citation, co-citation and bibliographic coupling for the identification of historiography on the subjects. The main highlight of this paper was the finding of the reasonable number of studies published by the marketing area, but they still lack greater interdisciplinary with health science and do not focus the use of imaging technologies to enhance consumer understanding and improve managerial practices. In addition, there is a lack of access by social science research professionals to technologies for the exploitation of neuroimaging related to consumption. The paper confirms that it's important to continue to discuss about the Neuromarketing.

Keywords: Neuroimaging. Marketing. Consumer behavior.