

ABSTRACT

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NEUROSCIENCE AND BRANDING: A SYSTEMATIC REVIEW OF BRAND INFLUENCE IN DECISION-MAKING PROCESS TOWARDS LOYALTY

(xii+62 pages; 4 figures; 5 tables)

Marketing research has evolved considerably for years, yet, big company mistakes constantly remind us that not even a thorough survey and questionnaires are enough to guide a manager's decision especially in significant changes.

The repertoire market that has been confirmed with longitudinal analysis proves that there exists a market where customers have very low loyalty that you can barely call them defecting if they happen to buy products from a brand that is different from their usual purchase. However, cases like New Coke disaster shows that brand holds a much more special place in a customer's heart – or brain in this case.

The 21st century sees the start of neuromarketing, a field of study that stems from neuroeconomics. Researchers are determined to understand more about marketing cues such as brand attributes & equity and how they are interpreted in the brain by customers. The current thesis wishes to configure existing journals and knowledge into a systematic literature review.

This review focuses on the literature around branding, neuroimaging and decision-making process under repeat purchase situations of repertoire market. The beer identification test showed that people in general are easily swayed when they see the brands that they love.

As will be disclosed more, people correlate brands to themselves more than managers thought, yet, repertoire's most obvious characteristic was low loyalty. Future agenda is hoped to help researchers with where future research should be done.

Keywords: neuroscience, branding, decision-making, neuroeconomics, neuromarketing, repertoire.

References: 40