

Contents

1 Exploring the Brain	1
1.1 Functions of the Nervous System	1
1.2 Peripheral Nervous System	2
1.3 Central Nervous System (CNS)	2
1.4 Anatomy and the Functional Structure of the Brain	3
1.4.1 The Cerebrum	3
1.4.2 The Hemispheres	5
1.4.3 Limbic System	5
1.5 Cerebellum	6
1.6 Brain Stem	6
1.7 Neurons and Signal Transmission	7
1.7.1 Synapses	9
1.8 Senses	12
1.8.1 Vision	12
1.8.2 Hearing	15
1.8.3 Divided Hearing	16
1.8.4 The Taste and the Olfactory Sensations	17
1.8.5 Primary Taste Sensations	17
1.8.6 The Sense of Smell	21
1.8.7 Touch	22
1.9 Complexity of Perception	23
1.10 Cognition, Memory, Learning	24
1.11 Types of Memory	26
1.11.1 Semantic Memory	27
1.11.2 Episodic Memory	27
1.11.3 Working Memory and the Long Term Memory	28
1.11.4 Long Term Memory	29
1.11.5 Emotion and Memory	31
1.11.6 Learning	33

1.11.7 Habits (An Automatic Pilot)	33
1.12 Conscious and Unconscious Brain	34
1.12.1 Consciousness, Unconsciousness and the Rationality of Behavior	35
1.13 Emotions and Motivations	35
1.14 Emotional Arousal	40
1.14.1 Motivation	42
1.15 Brain Research Methods	42
1.15.1 Lesion Studies	43
1.15.2 MRI	43
1.15.3 fMRI	44
1.15.4 Near Infrared Spectroscopy (NIRS)	46
1.15.5 PET	46
1.15.6 Single Cell Recording	48
1.15.7 EEG	48
1.15.8 ERP	49
1.15.9 MEG	50
1.15.10 TMS	50
1.15.11 Eye Tracking	51
1.15.12 Measuring of Physiological Responses	51
1.15.13 Face Reading	52
1.15.14 Response Time Measures	53
1.15.15 Bringing the Techniques Together	53
2 Consumption as Feelings	55
2.1 From the Concept of Need to the Construct of Pleasure and Reward	55
2.2 Pleasure	59
2.2.1 Desires and Rewards	61
2.2.2 Pleasure and Reward	66
2.3 Neuroscience and Yearning for Comfortable Life	66
2.3.1 Comfort Foods	68
2.4 Brain Reactions to Food Consumption, Patterns of Liking and Preference	70
2.4.1 Drinking and Learning	70
2.5 On Beauty	73
2.5.1 Beauty in the Eye and the Brain of Beholder	73
2.5.2 Angular or Round?	77
2.5.3 Beautiful Sounds	78
2.6 Coordinated Role of Senses in Enhancing Positive Experience	80
2.6.1 Joint Influence of Visual and Audio Stimuli	80
2.6.2 Not Just Sounding Right	82
2.6.3 Commonality of Senses: Odor and Music	83
2.6.4 Touching Products	84

2.6.5 Sharpening the Senses	86
2.7 Emotions, Mood and Behavior	86
2.8 Decision Processing Systems	88
2.9 Moods	90
2.9.1 Situational Impact on the Mood Onsets	92
2.9.2 Weather and Seasonal Factors	93
2.10 Anticipating Emotions	96
2.11 Behavior Breeds Emotion, Emotion Breeds Behavior, and Cognition Acts as Moderator	99
3 Neural Underpinnings of Risk Handling, Developing Preference and Choosing	105
3.1 Cognitive Processing	105
3.2 Neural Aspects of Decision-Making: Coping with Risk	112
3.3 Mathematical Mind	115
3.4 Trouble with Gauging	116
3.4.1 Framing	116
3.4.2 Endowment Effect and the Loss Aversion	118
3.4.3 Reversal of Preference	121
3.5 The Choice Dilemma	126
3.5.1 About the Lesser Evil	127
3.5.2 Decision Conflicts and Choices	128
3.5.3 Time	130
3.5.4 Hyperbolic Discounting: A Special Case of the Preference Reversal	131
3.6 Memory-Learning Connection	136
3.7 Intuition and Decisions	140
3.8 Feeling the Pinch: Paying the Price	143
3.9 Social Contributions to Opinion Forming	147
3.10 Brand and the Brain	148
3.10.1 What's Love Have to do with it	153
3.11 Regret and Post Decision Evaluation	158
4 Neural Bases for Segmentation and Positioning	163
4.1 Personality Traits and Implications for Consumer Behavior	163
4.2 Looking into Personality Differences	167
4.2.1 Openness and Intelligence	168
4.2.2 On Extraversion	169
4.2.3 Neuroticism	171
4.2.4 Agreeableness	172
4.2.5 Conscientiousness	174
4.3 Linking Personality to Behavior	174
4.4 Personality Changes	176
4.5 New Foundations for Segmentation	177

4.6	Neuroscience and Segmentation	178
4.6.1	New Knowledge to Support Gender Classifications	178
4.6.2	Segmentation by Age-Elderly	182
4.6.3	Youth Market	186
4.6.4	Geographic and Ethnic Diversity and Segmentation from the Neurophysiological Perspective	187
4.7	Neural Conditionings of Buying	191
4.7.1	Consumers with Depression and Mood Disorders	192
4.7.2	AD/HD Cluster	194
4.8	From Deficiencies to Segmentation	195
4.9	The Personality Connection	196
4.10	Buying Styles	196
4.11	On the Practicality of the Neurosegmentation	202
4.12	Neurosegmentation and Positioning: Meta Dimensions	203
4.13	Positioning Combined Brands	208
5	Applying Neuroscience and Biometrics to the Practice of Marketing	211
5.1	Applying Neuroscience to Marketing Decisions	211
5.2	Using Neuroscience for the Sake of Advertising	212
5.3	Ads in Video Games	219
5.4	Designing Video and Computer Games	220
5.5	Feelings as Feedback	221
5.6	Testing Products	223
5.7	Augmenting Cognition	227
5.8	Self Control	228
5.9	Many Decisions, Little Time	237
5.10	Joint Decisions	238
5.11	Self-Control in the Public Eye	239
5.12	Looking into the Future	241
Bibliography	243	
Index	271	