

Title: Marketing-adapted behavioral neurology

Name: Sofia Santos
Univerisidade Lusófona, Lisboa, Portugal

Marketing-Adapted Behavioral Neurology: This is a study that aims to demonstrate how individuals are exposed daily to neurological techniques that act in an amazing way in their buying decision and how they act in their surroundings. The starting point is that medicine and marketing are more closely linked than we imagine. To understand the consumer, the marketer has to study in detail the personal and social characteristic innate to each person. In this case, the present study focuses on the medicinal methods used to increase marketing success in research and how to read and understand consumer characteristics. Neurology is a speciality of medicine that, when applied, reveals the nervous system of individuals. Along with marketing, this medical field offers diferent resources that allow you to find the best direction to transmit signals that positively affects the consumer's brain. The goal is to understand how it is possible, through neurology, to suppress the needs of consumers through the product or service that the marketer offers. There are numerous possible techniques to win over the consumer, but the choosen one in this study was the neuroimaging technique, which allows specialists to record brain images that involve motor, sensorial, speech and sight functions. This way, it becomes simpler to adapt marketing strategies to society, since it is possible to know, with the help of medicine, the brain of the consumer.

Biography

Ana Sofia Santos completed her Degree in Journalism and Communication at the University of Coimbra in 2019. She recently enrolled in the Master of Science in Communication, Marketing and Advertising at Lusófona University in Lisbon. Passionate about communication, this student had the opportunity to invest in her career by sharing her knowledge in the local radio and local newspaper in Coimbra. Currently working at Man Power Group Solutions in Lisbon, in the customer service department of Nowo, a telecommunications company. The author has future aspirations that make her want to follow the path of neuromarketing and to pursue this area of specialty in the future.

Presenting author details
Full name: Ana Sofia Veiga Santos
Contact number: 910567091
Category: Oral presentation