

NEUROMARKETING: TRANSFORMING MANAGEMENT FOR CONSUMERS AND EMPLOYEES



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ABSTRACT

This research had as its central point to explore the management tools in the face of the stimuli coming from neuromarketing, contributing to consumer satisfaction and improving the quality of life of employees. The research problem inquires about management strategies that, aligned with neuromarketing, can simultaneously meet consumer expectations and promote employee well-being. The main objective is to understand the application of neuromarketing as a strategic business management tool, aimed at improving the consumer experience and raising the quality of life in the workplace. The specific objectives include the analysis of neuromarketing predictions as a management strategy, the identification of the organizational disadvantages resulting from its consumer-centered

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application, and the justification of the relevance of neuromarketing for the improvement of the quality of life of employees. The research proposes a comprehensive approach, discussing not only the effectiveness of neuromarketing as a management tool, but also exploring the practical and organizational implications of its implementation. The expectation is to provide specific insights for managers and marketers, highlighting how the integration of neuromarketing into management practices can be a multifaceted strategy to achieve consumer satisfaction and promote healthier work environments.

Keywords: Neuromarketing, Management tool, Consumer, Employee.

INTRODUCTION

To understand consumer behavior, it is essential to understand their mind. This study investigates the application of neurosciences to consumption, buying and selling, offering innovative tools for managers and marketing scholars to get to know consumers better.

With global changes and economic variations, many companies are looking to technologies to understand consumer needs, improve their performance, and ensure loyalty. In this context, neuromarketing emerged in the 90s, combining marketing and neuroscience to study consumer behavior, identifying and interpreting their actions, thoughts, and desires.

Neuromarketing uses cognitive neuroscience and technology to analyze individual choices related to products or services. Methods such as imaging technologies, questionnaires, and interviews are used to study consumer attitudes and behaviors. This approach seeks to identify consumer preferences using imaging techniques, especially in advertising campaigns, to understand the moment of purchase from the human brain.

Some consider neuromarketing to be an "invasive science" for commercial purposes, raising ethical questions. Therefore, it is relevant to study their contributions to brand management and explore new avenues for marketing. The central question of this article is: how can the application of neuromarketing influence consumer satisfaction and improve the quality of life of employees in business environments?

The objectives of this study are: to understand the application of neuromarketing as a management tool aimed at the consumer and the improvement of the quality of life of employees; discuss the feasibility of neuromarketing as a business management strategy; identify the organizational advantages of consumer-focused neuromarketing; and justify the importance of neuromarketing for the quality of life of employees.

This study reviews concepts and definitions of neuromarketing, aligned with the organizational structure necessary in the current context of society, in line with technological advances. The research addresses the need to use neuromarketing for business improvements. Given the relevance and innovation of the theme for managers and for the science of management, the article makes a bibliographic and documentary review of the concepts and techniques of analysis of the brain of consumers.

The methodology involved bibliographic and documentary research, with data treated qualitatively and analyzed in a structured way. The study is descriptive, seeking to understand, analyze and explain the phenomena investigated. According to Gil (2008),

descriptive research studies characteristics of a group, population or phenomenon, describing them in detail.

Considering the growth potential of neuromarketing and the scarcity of research in the area, this study is justified by its importance for the future of companies. This work contributes to explore the knowledge about the reality of the consumer and employees, bringing benefits both to business practice and to scientific development in the field of marketing.

CHANGES IN WORKER BEHAVIOR AND QUALITY OF LIFE AT WORK

Changes in worker behavior over the last decade have been intense due to the labor market. Education, in addition to being necessary, has become a requirement for insertion in the work environment and human development. According to Antunes and Martins (2002), "The new direction of the economy is based on ideas." The number of people engaged in research, production of techniques and development of new business opportunities tends to exceed the number of employees in physical production. This makes changes in the structure and management of companies essential to remain competitive, but knowledge only adds value if it is appropriate and applied efficiently.

Rezende (2002) observes that, at the end of the twentieth century, companies were seen only as production environments, while employees were considered production resources. In the current scenario, marked by market growth and intensified competition, the need to have a differential to effectively participate in the business world stands out. The emergence of new insights stems from knowledge, driven by innovations and technological advances that enable immediate access to global information.

Knowledge is fundamental for the development of society, and it is necessary for individuals to seek to expand the knowledge acquired throughout life. Organizations understand that technical and scientific knowledge, combined with people's skills and competencies, is vital to achieving results. Employees are agents of articulation of ideas, knowledge and experiences, reflecting as a source of inestimable value for organizations. Macedo and Santos (2012) state that employees represent the most precious value of organizations, being true agents of results and promoters of intellectual capital.

According to Kotler (1996), "Marketing thinking begins with human needs and desires." Organizations must manage ideas in a way that is effective in their strategies. With the growing competitiveness in the business scenario, companies are looking for ways to

survive and recognize themselves in the market, increasing investment in areas such as marketing, technology, and equipment. However, employees are responsible for producing results. Thus, companies began to perceive individuals as the most valuable resource.

In order for employees to perform their skills to the fullest, ensuring better development and productivity, it is necessary to take care of the conditions of the organizational environment, providing satisfaction and quality of life at work (Bortolozo and Santana, 2011). Quality of life at work involves a stable physical environment and concern for the physical and psychological aspects of employees. Sumariva and Ouriques (2010) state that the true will of the human being is to achieve quality of life, seeking everything that enables the feeling of well-being. People who feel valued have higher levels of personal and professional satisfaction.

Quality of life at work has gained prominence, relating people management to organizational objectives. Chiavenato (2010) states that quality of life has become crucial in organizations, as it is linked to the development of human potential, dependent on the feeling of well-being provided by the company. Companies that carry out actions reflecting the importance of the employee, concerned with their satisfaction and quality of life, convey confidence, which directly reflects on the quality of the services provided.

NEED AND MOTIVATION

Carpinett (2012) highlights the importance of valuing civil servants within companies, arguing that a motivating work environment, with inspiring leadership, promotes commitment and a friendly relationship with management. According to Chiavenato (1999), behavioral theory indicates that managers need to understand human needs and use motivation as a tool to improve organizational quality of life. Motivation, according to Maximiano (2000), is the process that explains, encourages and provokes human actions or behaviors, and is essential to reach the maximum potential of employees, especially when combined with formal education and skills development.

The search for better results in professional performance and employee attendance has led to a focus on quality of life in the workplace. Maximiano (2007) states that, in addition to environmental conditions, it is crucial that work allows employees to exercise their skills and develop their skills. Marketing strategies, combined with quality of life at work, emphasize effective communication, allowing the development of employees and the adaptation of organizational positions for greater gains in quality.

Managers who identify employee needs improve working conditions, communication, and organizational behaviors. Marketing contributes to the improvement of the quality of life at work by prospecting the final consumer and being implemented throughout the organizational life. Clear and effective communication between management and employees is essential to ensure quality of life at work and good professional performance.

Organizations are adopting internal marketing tools, or endomarketing, that promote the quality and satisfaction of employees, treated as internal customers. This strategy improves integration and bonds between employees and the organization, contributing to the development and growth of the company.

Marketing, therefore, adds benefits to the lives of employees by emphasizing quality communication and aligning employee needs with organizational objectives. Marketing for development management seeks to understand the needs of employees, developing better working conditions and promoting a motivating environment that facilitates the achievement of individual and organizational goals.

MARKETING AND ENDOMARKETING: COMPETITIVE INTEGRATION

The marketing strategy, according to Ferrell et al. (2000), aims to integrate efforts to achieve marketing objectives. This process involves the development of decision-making activities to build and maintain a sustainable competitive advantage (Day, 1992). Marketing works by formulating ideas that add value to the market, continuously interacting with different audiences to understand their needs and respond to existing demands (Woodruff, 1997). There are two main dimensions of marketing strategies: the functional one, which develops consumer loyalty through the brand, services and distribution channels, and the philosophical one, which seeks long-term organizational performance through a market-oriented culture (Weitz and Wensley, 1992). Both dimensions emphasize the importance of defining operational and strategic strategies that influence employee behavior and ensure customer satisfaction.

Endomarketing, derived from marketing, was defined by Saul Bekin in 1990 as a set of institutional marketing actions aimed at the internal public, that is, employees. Introduced in Brazil in the 70s, the term was registered in 1996 (Brum, 2010). Bekin identified the need for new tools to improve internal communication and employee motivation, becoming a precursor to the topic. Fernandes, Lebarcky and Ferreira (2011) state that endomarketing aims to recognize and value employees through engagement and empowerment,

increasing commitment to the company. Cerqueira (2005) adds that endomarketing seeks to spread a cohesive organizational culture, where everyone shares the same values and feelings, promoting commitment, productivity and quality in services and products. Thus, endomarketing makes organizations aware of the importance of employees, offering motivational benefits and stimuli that result in a more productive and quality work environment.

In the same way that marketing has a marketing mix or marketing mix, with the 4 P's (product, price, distribution points and promotion) defined by Jerome McCarthy in the 60s, endomarketing adapts these elements to the internal environment of organizations. According to Costa (2010), endomarketing generates demand and reinforces the company's image among its employees, convincing them that it is the best place to work. In 1995, Cardoso adapted the external marketing mix to the internal one, creating the 4 C's: company, costs, coordination and communication (Inkotte, 2000). These elements are developed to achieve similar objectives, but directed to different audiences, aiming at actions that generate positive results in the face of market challenges.

NEUROMARKETING: UNDERSTANDING, OBJECTIVES AND EVOLUTION

To understand neuromarketing, it is essential to introduce the concept of neuroscience, which studies the central nervous system, its structures and functions (Moreira, 2012). Unlike neurology, neuroscience can be studied by professionals from different areas. Neuroscience, especially neuroeconomics and neuromarketing, emerged to study consumer behavior and the automatic processes of the human mind (Camargo, 2009). The first neuromarketing experiments were carried out secretly by large companies in the 1990s, using magnetic resonance imaging to map oxygenation changes in the brain (Boricean, 2009; Lent, 2008).

Gerald Zaltman is often credited as the forerunner of neuromarketing for combining neuroimaging technologies with marketing expertise (Wilson, Gaines, and Hill, 2008). However, Ale Smidts is also recognized for patenting the term (Boricean, 2009). Neuromarketing is defined as a tool that seeks to understand the subconscious thoughts, emotions, and desires that drive purchasing decisions (Lindstrom, 2009). The Neurobusiness Association (2015) defines it as an area of research that investigates the sensory, cognitive and affective response of consumers to marketing stimuli. Bercea (2013)

expands this definition by describing neuromarketing as the study of the unconscious processes that influence consumer preferences and expectations.

Lindstrom (2009) states that the main objective of neuromarketing is to understand the decision-making process of consumers, analyzing the subconscious and reducing the number of products that do not meet the market's desires. Camargo (2009) highlights the importance of analyzing the functions of specific regions of the brain, such as the limbic system and the basal ganglia, to understand consumer behavior. Lindstrom (2016) reinforces that neuromarketing is crucial to understand the "logic of consumption", the feelings and desires that guide our daily purchasing decisions.

Studies on neuromarketing are relatively recent, but have grown exponentially since 2007, with specialized institutions expanding their studies globally (Plassmann, Ramsoy, & Milosavljevic, 2011). Large companies such as General Motors, Ford, Coca-Cola and McDonald's are investing in research in the area (Mendoza, Kozicki and Coelho, 2014). The growth expectation of the neuromarketing market is high, with a compound annual growth rate of 15.6% between 2019 and 2024 (Cabral, 2019). In Brazil, Forebrain, founded in 2010, and Ipdos Neurobusiness, owned by Marcelo Peruzzo, are pioneers in the use and application of neuromarketing (Cabral, 2019).

NEUROMARKETING: TECHNIQUES, ADVANTAGES AND CHALLENGES

Neuromarketing is the study of brain-based mental activities. As neuroscience advances, new technologies emerge to better understand the human brain (Cabral, 2019). According to Camargo (2009), devices such as Electroencephalogram (EEG), Positron Emission Tomography (PET) and functional magnetic resonance imaging (fMRI) are used to obtain images of the physiology of the brain, identifying the regions activated during certain activities. Ariely and Berns (2010) point out that the fMRI measures the signal dependent on the level of blood oxygenation, with high spatial and temporal resolution. Lindstrom (2016) mentions that this technique allows a thorough analysis of the brain, although it has high operating costs and requires trained professionals.

In addition to fMRI, EEG uses electrodes applied to the scalp to measure changes in the brain's electrical field, offering high temporal resolution. Magnetoencephalography (MEG), a more expensive relative of EEG, measures changes in magnetic fields induced by neuronal activity, providing better spatial resolution. Transcranial Magnetic Stimulation (TMS) uses magnetic fields to induce electrical currents in neurons, studying the causal role

of specific brain regions in specific tasks. Eye Tracking, an emerging tool in neuromarketing, is used for research in the media and entertainment sectors (Cabral, 2019). According to Lorencini (2018), neuromarketing uses these new technologies and neuroscientific knowledge to answer questions that traditional marketing methods cannot.

The advantages of neuromarketing include the study of the brain's constant language, which does not vary between people and cultures (Pradeep, 2010 apud Neiva, 2012). It benefits consumers by creating targeted products and services and increases competitiveness between companies (Cavaco, 2010 apud Guarnieri, 2014). In addition, neuromarketing provides improvements in strategic development (Mendoza, Kozicki and Coelho, 2014). Conejo et al. (2013) suggest that neuromarketing will allow, in the future, the elaboration of products or services in real time, based on the detailed study of the consumer's mind. Soares Neto and Alexandre (2007 apud Sousa, 2014) state that it is possible to predispose a person to a certain food by knowing how taste information reaches the brain. Neuroimaging can also establish the consumer's relationship with the price and value of the brand, attributing an emotional perception.

However, neuromarketing faces ethical and financial limitations. Despite the benefits, the ethical stance of neuromarketing is not a consensus, generating criticism and controversy (Ribeiro, 2014). The high costs to implement neuromarketing techniques limit its growth, being accessible only to large companies (Cabral, 2019). The lack of accepted protocols presents a potential disadvantage, as it generates problems in studies in the area (Colaferro and Crescitelli, 2014). Morin and Reinvoise (2018 apud Cabral, 2019) state that neuromarketing is a complicated field due to the large amount of data generated and complex brain mechanisms, requiring advanced software and specialists for interpretation.

ETHICS OF NEUROMARKETING

The ethics in the use of neuromarketing by companies has been a hotly debated topic since its inception. For Levy (2008 apud Santos et al, 2014), neuroethics refers to ethical reflection on the use of recent technologies and techniques produced by neuroscience, as the advances obtained affect traditional topics such as the nature of morality, self-control, beliefs and knowledge. Santos et al. (2014), states that "Currently, brain scanning techniques "open a window" to the functioning of the brain".

According to Ariely and Berns (2010 apud Santos et al., 2014), there are a number of concerns regarding commercial applications of neuromarketing, such as the ability of

businesses to read consumers' minds and carry out marketing actions based on this future knowledge or the impossibility of maintaining the privacy of the mind in the future. Will neuromarketing, finally, be used to control the consumer?

Through different and diverse persuasion techniques used by neuromarketing, it is possible to analyze the way in which neuroscience develops ways to access the consumer's mind, inducing the customer to buy a product or obtain a service even without need, just for the emotional issue. It is not possible to predict the future of this tool, as it is being studied little by little, each year its research tends to advance as brands use these techniques (Chiodelli, 2021).

NEUROMARKETING AS A BUSINESS MANAGEMENT STRATEGY

There are several internal and external factors that directly and indirectly influence the effectiveness and profitability of an organization. Emotional factors are one of the main responsible for organizational performance, hence the extreme importance of neurosciences in management. This science is capable of assisting behavioral processes and decision-making, because from an in-depth knowledge of it, it is possible to create strategies, techniques, and procedures that can cooperate in daily situations, and in a certain way effectively achieve the objectives established by the organization (Bussler et al., 2020).

Neuromarketing is a management tool increasingly applied by companies, in order to amplify their ability to adapt to consumer demands (Pereira et al., 2016). Companies have noticed that the use of neuromarketing is a preponderant factor for business success. Also according to the author, factors related to the physical characteristics of the product, such as colors, packaging configuration and the structuring in which the basic information is described on the product in advertising vehicles, directly influence the customer's choice and, consequently, expand the possibilities of success of the commercial campaigns promoted by the responsible brands.

Through the use of neuromarketing as a business management strategy, the decision-making process and the consumer's shopping experience become more pleasurable. The research carried out on the subject is validated from the scientific factor and helps the marketing of companies, bringing more assertive results at the time when strategies, especially communication with the market, help managers to understand their target audience. (Günther et al., 2020).

According to Gonçalves (2016), the origins of emotions derive from the subconscious of the reptilian brain, clearly studying this part of the functioning of human feelings determines, for example, the production of pieces, texts and content capable of moving and involving people in the digital world. Corroborating this idea, Cunha et al. (2019) states that in the study of the consumer's subconscious, the existing purchase interest is the result that genetics is working harmoniously for this goal, as the brain seeks the emotions recorded in the body's memory acquired during life.

A new horizon in market research arises from the use of this tool, also acting in the organizational climate and other sectors of a Company. According to Bastiani & Fabricio (2019), people management has undergone accelerated changes. And these instantaneous variations cause changes in the strategic perspective of companies. The results acquired serve to ensure greater human and financial profitability. In this way, neuromarketing has taken on an essential role in the organizational and global context, as a factor that helps companies to be in accordance with the characteristics of the market, generating greater profits and competitiveness among institutions. (Pereira et al., 2016).

IMPACT OF NEUROMARKETING ON CONSUMER SATISFACTION

The consumer is fundamental in the consumer relationship, as all companies develop strategies to captivate, awaken their desires and interests (Churchill Jr.; Peter, 2007). Many factors, whether internal that are related to the psychology of individuals, past experiences and future expectations, on the other hand external factors, which concern the variables of the environment in which the subject is inserted, have strong influences on a purchase decision. (LAS CASAS, 2017). Also according to Camargo (2016), to understand the true behavior of a consumer, it is necessary to delve into their brain anatomy, as it is in this region that the interaction of feelings, thoughts, positive or negative emotions and the desire for action occurs, motivating this consumer in their acts and functions of judgment, planning and organization. In this way, the action of neuromarketing strives to understand beyond what is stated, that is, it tries to map the complex aspects of the human mind. (Pereira et al., 2016).

In order to understand the consumer through the relationship of the human senses and investigate how these senses influence the final purchase decision of consumers, neuromarketing presents sensory marketing as an auxiliary tool, where according to Krishna (2012 Apud GÜNTHER et al., 2020), sensory marketing involves the senses of

consumers and affects perception, judgment and their feelings, being marked sometimes at the moment when the consumer ends up purchasing a product, even without the real need, just on impulse, without knowing the real reason for the purchase. According to Ceccato (2010), the main point of sensory contact marketing is the 05 human senses, called sight, taste, touch, hearing and smell, so these senses should be used by companies when offering products and/or services. From the interaction between the senses of humans, sensory stimuli influence collectively and can influence the perception of things (Solomon, 2002). With neuromarketing techniques, it is possible to understand what are the influences that can or cannot change consumer behavior. (Viera et., al 2020).

IMPORTANCE OF NEUROMARKETING FOR EMPLOYEES' QUALITY OF LIFE

To understand the human being and its behaviors, companies have begun to conjecture the area of neuroscience combined with people management. Neuroscience is beginning to gain greater notoriety in organizations due to the need for them to better understand and understand the behavior of human beings (Sousa and Santana, 2017).

From this perspective, Almeida & Cabrera (2018) stated that neuroscience is composed of several tools that, used correctly in companies, contribute to better organizational performance. It is currently possible to detect the area of the brain that is activated when we make decisions. Analysis in the frontal lobes is usually used to individuals with administrative and management positions. The right hemisphere is more related to emotions, image processing, while the left hemisphere is related to the more rational and logical side.

From this need, the emerging adaptation of organizations to the needs of their employees arose, for this, the use of neuroscience tools has become fundamental, as they can provide a better understanding of the relationship between our thinking and behavior. This researcher suggests to managers that they should be increasingly familiar with sensations, as there is a strong tendency to value them, internally it consists of promoting pleasant workspaces, which promote the physical and psychological well-being of the employee (Rodríguez & Piña, 2020 apud Dias 2021).

There are several tools used by neuromarketing through which they can be used to improve the quality of life of employees, such as tools used to interpret facial expressions: neural network and identification of emotions through an application of neuromanagement and neuromarketing. Through the neural network, it is possible to identify the feelings of

individuals in the face of a stimulus. In this method, seven emotions are implicit, where later, through video or image, it is possible to detect and interpret the individual's facial expression. With regard to the application, it is possible to interpret emotions and activities that each person prefers to perform. Through this application, it is possible to identify the position that is most pleasurable for the employee, as well as their preference and taste for different activities (Cárove, 2020).

According to Konovalov & Krajbich (2019), Functional Magnetic Resonance Imaging (fMRI), Transcranial Magnetic Stimulation (TMS) and Electroencephalography (EEG) are fundamental methods to understand the functioning of the brain and thus understand the motivations of individuals in their choices. Following the same line of thought, Fehr & Camerer (2007) refer to some of the tools that should be allied to economics and management.

RESULTS AND DISCUSSIONS

One of the most evident methods, from the point of view of neuromarketing, was the use of storytelling. A company creates a great identity with the target audience, by carrying with it the story of its origin. In their storytelling, companies use attributes such as tradition and originality and this is precisely the strategy worked by the company, from generation to generation that is passed down and characterizes the preference for the brand.

Neurolinguistics could also be observed in the company's environment, especially when aligned with mood. The environment becomes lighter and more pleasant with the use of phrases scattered throughout the company and the customer, even if instinctively, associates the memory of pleasure and grace with the brand and the establishment. Humor is one of the best strategies for attracting and retaining customers. The humorous appeal, when well executed, is capable of creating an emotional attunement with the product or brand presented.

As described in the theoretical part of the work, referring to lived situations and old memories plays a fundamental role in the consumer experience. With the application of neuromarketing, companies were able to reach more consistent results about what actually attracts the consumer, unlike traditional data surveys, which are susceptible to inconsistencies between the answers given and the true intentions of the subject approached.

Although brief, the research was decisive for the result of the study, since it was possible to verify the theories and perspectives through the eyes of neuromarketing. The theoretical experience of experiencing the object of the present study was ideal for the conclusion and foundation of the theory.

In addition, the research showed a positive impact on the quality of life of employees associated with the implementation of neuromarketing. Neuromarketing insights not only influence the relationship with consumers, but are also important for creating a more humane internal environment. This result highlights the importance of considering not only the external audience, but also the well-being of employees when developing business strategies.

The research revealed significant results, highlighting neuromarketing foresight as an innovative business strategy. The data obtained indicated that this approach is applicable in several sectors, evidencing its potential for business management.

Despite the results scored, some limitations can also be pointed out. Among them, the operational impossibility of a field research, which could present broader answers regarding the importance of neuromarketing, with a more comprehensive sample of the area object of the study. Also, it was not possible to have access to the equipment frequently used in neuromarketing research to obtain a better response to the research developed, and it is difficult to verify what is really going on in people's minds.

These results are not only recommended for understanding the effectiveness of neuromarketing in business management, but also provide practical insights that can be implemented by organizations seeking to improve their management practices, improve the consumer experience, and promote a healthier and more productive work environment for their employees. In view of this, it is important to highlight that the present study fulfilled the proposed objective, which was to understand the application of neuromarketing as a management tool, aiming at the consumer and improving the quality of life of employees, in addition to investigating the similarities and behavioral differences between consumers in the face of the stimuli arising from the applications of neuromarketing.

FINAL CONSIDERATIONS

The present study identified how much the techniques used in advertising campaigns promote the realization of a positive experience for the consumer, as well as the investment in communication channels influences both genders. In this way, these strategies provide

users with positive results, demonstrating that it is possible to influence the purchase decision process of consumers with neuromarketing techniques, using artifices that allow understanding the needs and desires of customers, as well as meeting their expectations.

It is important to highlight that this study fulfilled the proposed objective, which was to investigate how the application of neuromarketing as a management tool can influence consumer satisfaction and promote improvements in the quality of life of employees in business environments.

It is appropriate to highlight the importance of this tool, in order to better understand the behavior of consumers, taking into account not only what they want, but offering products/services that exceed their desires and desires. For the above, this study can be considered timely and relevant for students, business administration, marketing professionals, as well as micro and small entrepreneurs, and it is possible to use the results for application in business strategies, with a view to strengthening discussions and reflections on the subject.

On the other hand, it can also contribute as subsidies for the better targeting of the target audience in the area of advertising and publicity, stimulating the emotions that drive the perceptions that the brand and/or the product want to arouse. Despite the reference raised, some limitations can also be pointed out. Among them, a field research due to the breadth and quality it represents. Also, it was not possible to have access to the equipment frequently used in neuromarketing research, to obtain a better response to the results, making it difficult to verify what is really going on in the minds of consumers.

It is concluded that the successful integration of neuromarketing in business management not only strengthens the relationship with the consumer, but also creates a more humane internal environment oriented to the needs of employees. This holistic approach to management, considering both customers and team members, stands out as a best practice for companies looking to enhance their strategies and maximize positive impact on various aspects of the business.

As a suggestion for future research, it would be important to continue research on the subject, such as the relationship between neuromarketing and gender relations, with the aim of building a more consistent theoretical structure on this area, as well as aiming at its application in different aspects of marketing. Also, a study focusing on the application of research with the use of own equipment is recommended, to verify the reactions of

consumers in more depth, making it possible to understand how they behave in the face of the stimuli applied.

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