

# Journal of Neurology Forecast

## Neuromarketing and Ethical Issues

**Karami Z\* and Gharibzadeh S**

*Institute for Cognitive and Brain Sciences (ICBS), Shahid Beheshti University, Tehran, Iran*

Neuromarketing is a nascent field of study. This field of science scans the brain in order to identify the consumer's preference, motivation and decision making. Neuromarketing not only wants to predict the consumer's behavior but also wants to manipulate it. Corporation's aim is to "push the buy button" in the consumer's brain. They use neuroscience methods such as brain imaging, or measuring physiology such as hormones to achieve their goals.

Neuromarketing helps companies to recognize the consumer's desire, wants and needs in order to sell their goods and eventually boost the quality of their products. Nowadays the advertising industry is more sufficient and interesting. They know which portions of the population is their audience to put their efforts to attract them [1].

Neuromarketing crosses ethical lines to gain more consumers. They invade consumer's privacy to obtain data and change their mind without their awareness. Marketers use tactics to influence consumer's decisions by subliminal advertising. Such methods like hormones manipulation, temporary neural inhibition are so creepy to use. Besides these problems neuromarketing encourages humans to be consumption. It made people buy the product they do not need and jeopardize the environment [2].

To be ethical, the government should settle some rules and main lines to protect consumer's privacy to alter them what is going on and get their permission. Their obligation is to make educational content about what neuromarketing is, what its goal is, what its strategy is. They must aware people not to get trapped in their advertising [3].

### References

1. Flores J, Baruca A, Saldivar R. Is Neuromarketing Ethical? Consumers Say Yes. Consumers Say No. 2014.
2. Harrell E. Neuromarketing: What You Need to Know. 2019.
3. Netty SSA, Yazdanifard R. Can Science Foresee The Future of a Product; The Advantages And Disadvantages Of Neuromarketing. 2013.

### OPEN ACCESS

**\*Correspondence:**

Zahra Karami, Institute for Cognitive and Brain Sciences (ICBS), Shahid Beheshti University, Tehran, Iran.

**E-mail:** zahra.karami97@yahoo.com

**Received Date:** 26 Dec 2020

**Accepted Date:** 25 Jan 2021

**Published Date:** 29 Jan 2021

**Citation:** Karami Z, Gharibzadeh S. Neuromarketing and Ethical Issues. *J Neurol Forecast*. 2021; 4(1): 1012.

**Copyright** © 2021 Karami Z. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.