

NEUROMARKETING AND FOOD DECISIONS: AN INTERDISCIPLINARY ANALYSIS OF THE INFLUENCE OF SENSORY AND EMOTIONAL STIMULI ON CONSUMER BEHAVIOR

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Abstract. *In a society where food preferences are affected by various aspects such as taste and nutritional value, advertising and packaging, perceiving the reasons that influence our choices becomes crucial. Neuromarketing is an innovative branch of marketing that combines knowledge from neuroscience with traditional marketing techniques to understand how our brain reacts to different stimuli. This connection between science and advertising has significant consequences for our eating habits, affecting not only our culinary choices, but also the way we look at and relate to food. Feelings, memory capacity and the reward center in the brain are essential factors in decision-making, leading us to often opt for products that meet nutritional and emotional needs.*

Keywords: neuromarketing, diet and health, emotional factors, brain health and nutrition, food marketing, sensory stimuli.

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