

## AN EXPLORATORY RESEARCH AMONG FASHION BUSINESS LEADERS AND NEUROMARKETING COMPANY EXECUTIVES ON THE PERCEPTION OF APPLIED NEUROMARKETING

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### ABSTRACT

**Purpose** - In the last two decades neuromarketing is considered to be an evolutionary concept within marketing that makes use of neuroscientific tools in order to measure human related factors such as attributes, emotions, memory and perceptions which influence the consumer decision making. The application of neuromarketing to various industries brings up new opportunities as well as new challenges. This purpose of this exploratory study is to shed light upon neuromarketing literature and to investigate the perception of neuromarketing and fashion executives towards applied neuromarketing in global and Turkish fashion industry.

**Methodology** - Following the up to date literature review about theoretical and applied neuromarketing, in-depth interviews with Turkish neuromarketing executives and fashion leaders are executed.

**Findings** - The findings show that there are discrepancies and similarities between the usage of applied neuromarketing in the globe and Turkey. In-depth interview findings show that the perceptions of Turkish fashion executives about neuromarketing differ from previous literature and different priorities exist to apply neuromarketing in fashion.

**Conclusion** - The findings are expected to help developing the collaboration of applied neuromarketing in fashion industry and support managerial decisions in marketing related resource allocations.

**Keywords:** neuromarketing, fashion, perception, Turkey, in-depth interview

**JEL Codes:** D89, M39, O53, L67, C83

## UYGULANABİLİR NÖROPAZARLAMAMIN MODA ENDÜSTRİSİ VE NÖROPAZARLAMA LİDERLERİ ÜZERİNDEKİ ALGISI ÜZERİNE KEŞFEDİCİ BİR ARAŞTIRMA

### ÖZET

**Amaç-** Son yirmi yılda ortaya çıkan nöropazarlama, tüketicinin karar vermesini etkileyen nitelikler, duygular, hafıza ve algılar gibi insanla ilgili faktörleri ölçmek için nöro bilimsel araçlardan yararlanan evrimsel bir kavram olarak kabul edilmektedir. Nöropazarlamanın çeşitli sektörlere uygulanması, yeni fırsatlar ve yeni zorluklar getiriyor. Bu araştırma çalışmasının amacı, nöropazarlama literatürüne ışık tutmak ve nöropazarlama ve moda yöneticilerinin küresel ve Türk moda endüstrisinde uygulamalı nöropazarlamaya yönelik algısını incelemektir.

**Yöntem-** Teorik ve uygulamalı nöropazarlama ile ilgili güncel literatür taramasının ardından, Türk nöropazarlama yöneticileri ve moda liderleri ile derinlemesine görüşmeler yapılmaktadır.

**Bulgular-** Bulgular, dünya ve Türkiye'de uygulanan nöropazarlamanın kullanımı arasında farklılıklar ve benzerlikler olduğunu göstermektedir. Derinlemesine görüşme bulguları, Türk moda yöneticilerinin nöropazarlama hakkındaki algılarının önceki literatürden farklı olduğunu ve nöropazarlamayı modada uygulamak için farklı önceliklerin olduğunu göstermektedir.

**Sonuç-** Bulguların, uygulamalı nöropazarlamanın moda endüstrisi ile işbirliğinin geliştirilmesine yardımcı olması ve pazarlama ile ilgili kaynak tahsisinde yönetsel kararları desteklemesi beklenmektedir.

**Anahtar Kelimeler:** nöropazarlama, moda, algı, Türkiye, derinlemesine röportaj

**JEL Kodları:** D89, M39, O53, L67, C83

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