

Neuromarketing opportunities in design & business educations

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Expected duration: 1H15min

Current research methods such as questionnaires, focus groups, surveys and self-reporting are often biased, as customers don't necessarily express how they actually *feel*. Our filters and biases, cultural influences, our ability to recall events, and even our emotional lexicon can affect the quality and accuracy of a research participant's self-reporting. This can limit the type of information you can get in research.

Hence, the increasing focus on neuromarketing research methods has raised the possibilities for uncovering emotional consumer behavior and gain more insights on consumer perception of f. ex. design, brand image, customer loyalty, purchase decisions etc. - not as a replacement to existing and well-known methodologies, but as a strong supplement to qualitative and quantitative methods.

In addition to the new achievements within neuromarketing, consumers' purchase decisions are indeed becoming more and more digitalized - leaving more footprints for researchers to work with, but also requiring students and companies to understand digital working processes and data extraction from a variety of sources better.

These market- and research developments are the background of VIA Design's investments in a neuromarketing research lab at campus. Hence, we would like to enlighten you on the preliminary learnings and future expectations of our lab.

What will you get:

- An introduction to the toolbox of neuroscientific methods being at VIA Design, such as eye tracking, galvanic skin response and facial expression analysis
- Test examples/cases and opportunities in design and business educations