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Decoding the consumer's brain: Neural representations of consumer experience

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# Propositions

1. When a brand elicits more consistent brain responses among consumers, this is indicative of a stronger brand image. (Chapter 2)
2. Brands that elicit more similar brain responses are perceived to be better co-branding partners. (Chapter 2)
3. People share neural activation patterns of affect, which can be used to decode a time-varying emotional customer experience. (Chapter 3)
4. TV commercials that elicit more similar brain responses at temporal lobe and cerebellum among their audience are better recalled later. (Chapter 4)
5. Neural similarity at temporal lobe and cerebellum of a small group of individuals predicts preference of TV commercials of the larger population. (Chapter 4)
6. Consumer neuroscience is pivoting from understanding the brain to using the brain to infer individual and group behavior. (Plassmann, Venkatraman, Huettel, and Yoon, 2015)
7. Brief exposure to marketing stimuli evokes valuation signals in the brain (e.g., at nucleus accumbens and ventromedial prefrontal cortex), which can be used to forecast market outcome. (Knutson and Genevsky, 2018)
8. Consumer neuroscience has furthermore expanded from resolving ‘how consumers use their mind’ to understanding ‘what consumers have in mind’. (Chen, Nelson, and Hsu, 2015)
9. To better understand extended consumer experiences (such as those evoked by videos) and predict their outcomes, an ensemble of multi-variate whole-brain measurements (related to pattern, connectivity, similarity, etc.) is likely to be needed.
10. Leveraging neural information to customize marketing appeals for individual consumers will be the next frontier in neuromarketing.
11. “I like nonsense, it wakes up the brain cells. Fantasy is a necessary ingredient in living.” (Dr. Suess)