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NEUROETHICS: IDENTIFYING ETHICAL ISSUES IN NEUROMARKETING RESEARCH

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The emergence of neuromarketing is the result of a rethinking of the importance of customer needs and the system of building relationships between producers and consumers. For the first time, the concept of neuromarketing was formulated by scientists at Harvard University, which is based on a model according to which the main part of a person's mental activity, including emotions, is carried out in his subconscious. The purpose of the article is to study the ethical problems of neuromarketing. The use of the term «neuroethics» can be traced back to the early 1970s. Some scientists consider this term as a set of moral aspects of neurobiological research, others as a complex of brain processes that make it possible to make moral decisions. The paper considers the main ethical problems of neuromarketing: violation of individual privacy, negative impact on the consumer, violation of healthy competition, insecurity of vulnerable groups, social anxiety, responsible advertising, insufficient public information. Despite the possible ethical issues, the real idea of neuromarketing is to create a better product or more useful advertising for companies to fully inform the consumer without manipulating his brain. Marketing in any of its manifestations is aimed at the consumer and should benefit him, only then it will be effective. Therefore, companies must take care of the quality of the product and achieve the maximum satisfaction of the needs of consumers from its use. To solve the ethical problems of neuromarketing, it is necessary to move in the following directions: establish public confidence in neuromarketing research, increase the competence and integrity of marketers; protect the privacy of participants; follow a code of ethics for the use of information about neuromarketing research.

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Keywords: neuroethics, ethical issues, neuromarketing research, consumer, manufacturer, code of ethics, marketing.

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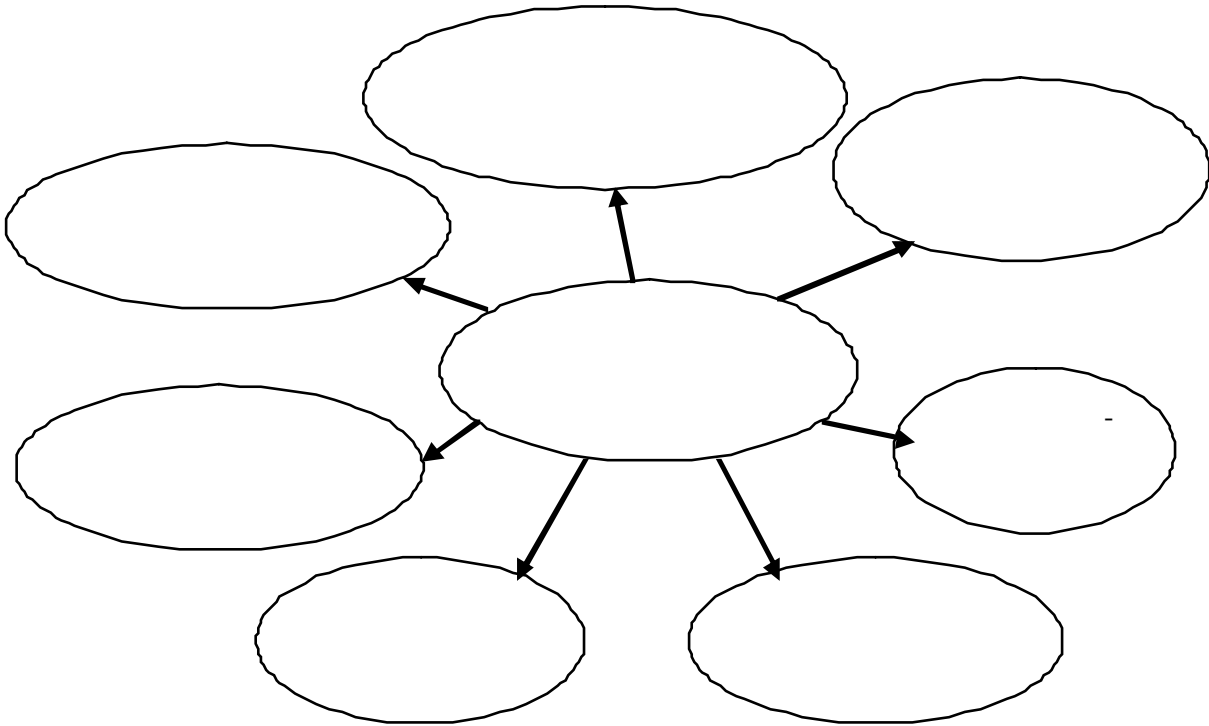
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