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NEUROBRANDING RESEARCH: ETHICAL ISSUES

In modern competitive conditions, the intensification of the struggle between manufacturers and sellers for the attention of consumers determines the need to search for new research methods that, paired with traditional ones, would allow more effectively investigating the nature of consumer behavior in the process of making a purchase decision in order to offer the most customer-oriented and appropriate product. The active development and application of new neuromarketing and neurobranding research, on the one hand, will contribute to more efficient production and sale of goods, but on the other hand, it creates problems not only of a technological, temporary and financial, but also of a personalized nature, since such research requires a deeper study of brain activity and cognitive behavior. The article considers the possibility of applying neuromarketing and neurobranding research taking into account the ethical component. The terminological apparatus, approaches and ethical problems faced by researchers are considered. Potential categories of vulnerable individuals are presented. It is proposed to consider ethical features in the process of neuroexamination through the prism of the triad of subjects of interested parties. The author's mechanism of conducting neurobranding research is presented. It is determined that the most important task facing beneficiaries and researchers is to comply with ethical principles: in the storage and protection of personal data, ensuring an appropriate level of neuro-competence, leveling possible misinterpretation and discrediting of the results of neurobranding research, to exclude manipulation by consumers.

Keywords: neuroethics, neuromarketing research, neurobranding, ethics of neurobranding, beneficiary, researcher, consumer.

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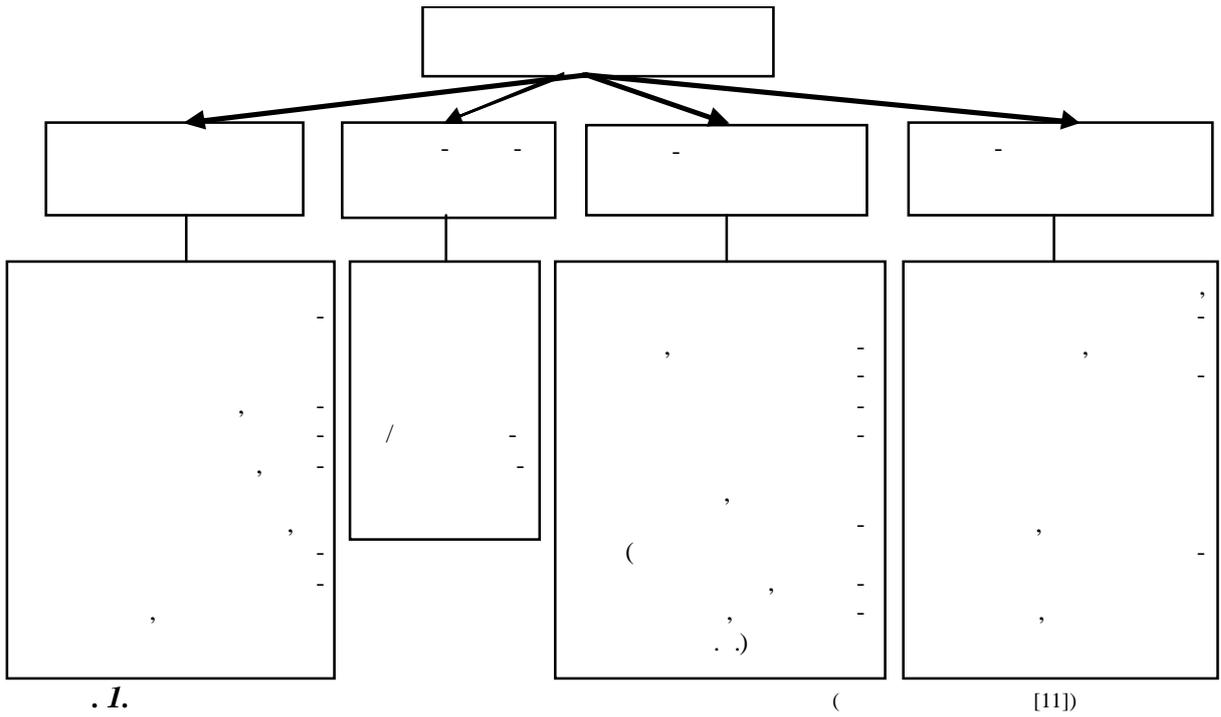
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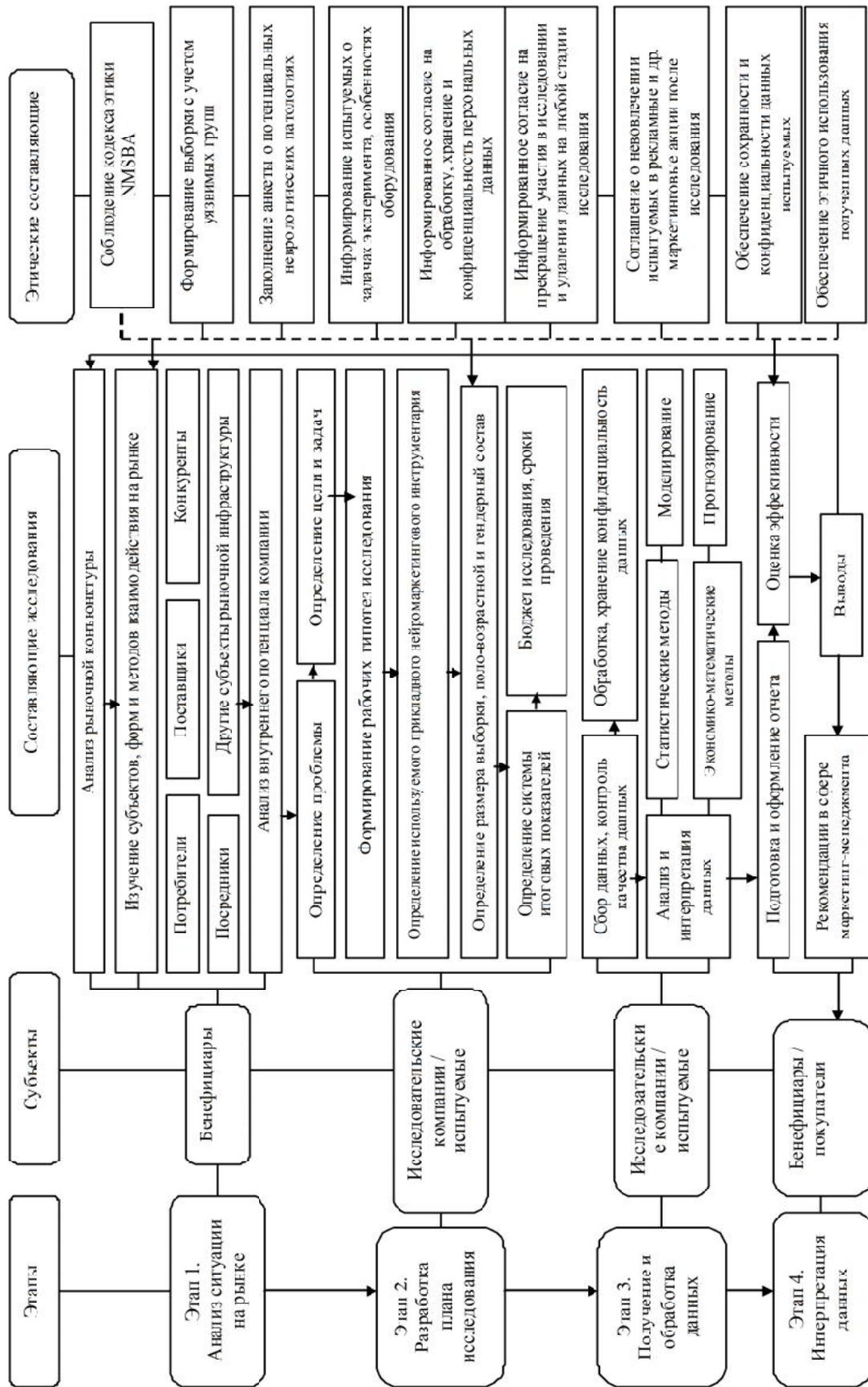
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