



Labolatory of Consumer Studies

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What is **neuromarketing**?



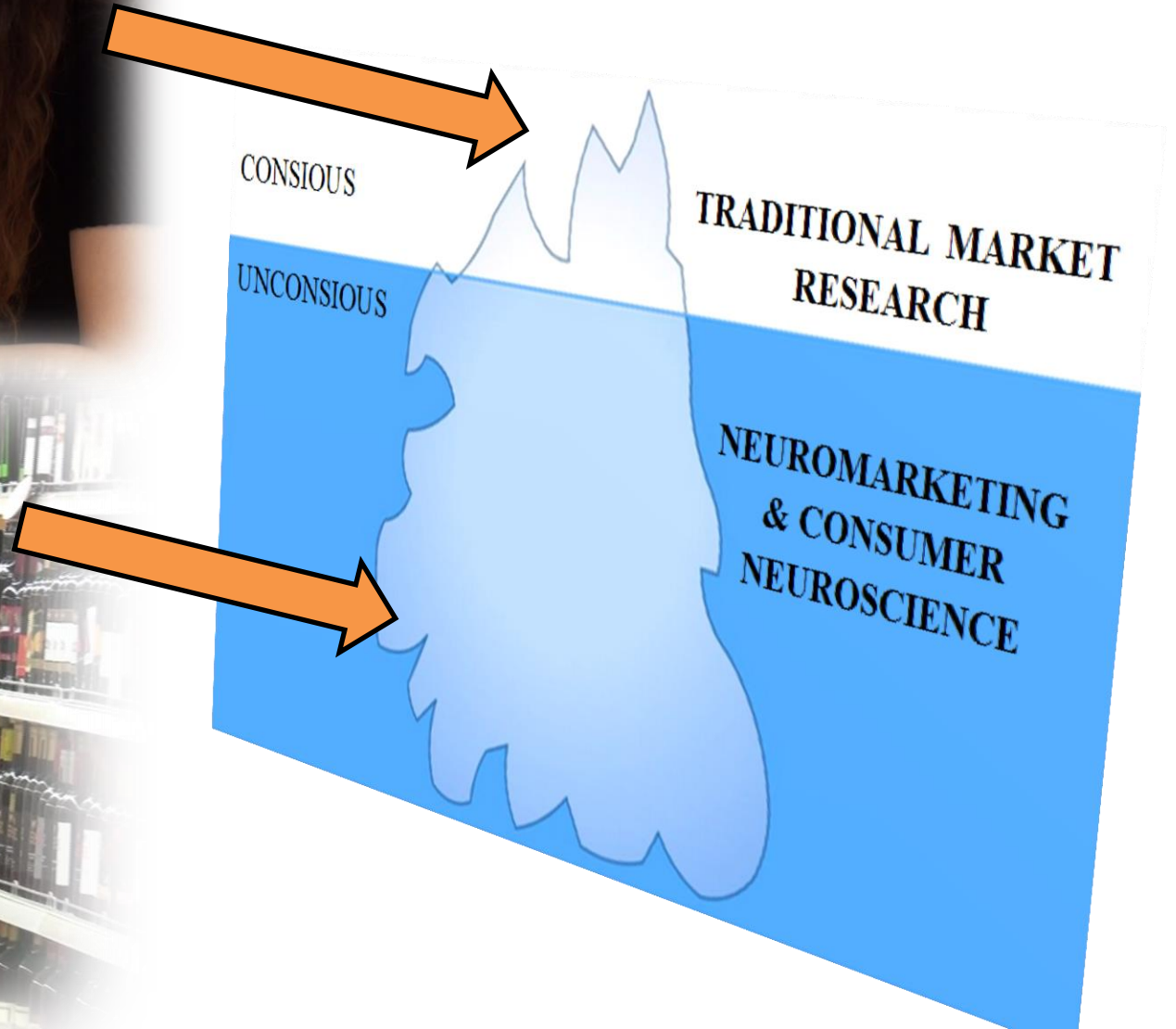
Economy

Neuroscience

Psychology

**Neuromarketing =
Consumer Neuroscience**

Importance of **neuromarketing** studies:

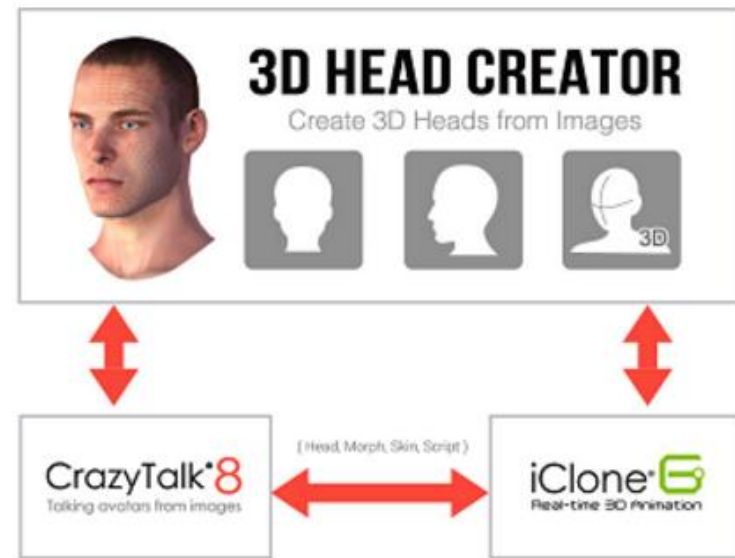


Video: Examples of Consumer Neuroscience Research

- video sample

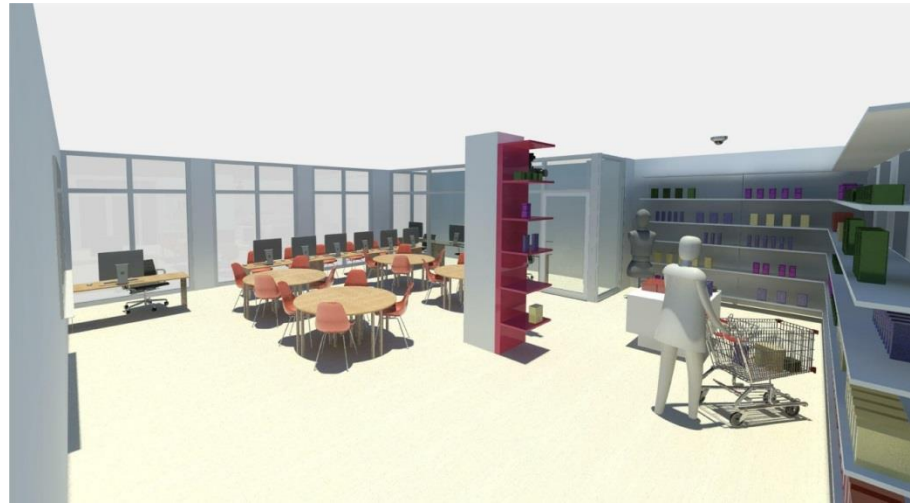
Laboratory of Consumer Studies

- innovative research space (1st. in central Europe)
- kvalitative & kvantitative research
- provide support for excelent primary research (observation, experiment)
- control by intelligent unit developed with Technical University in Košice colaboration
- research tasks according to the requirements of the practice



Laboratory of Consumer Studies

- Specialty modified for aromachology , sensory and instore research
- 2 Projects submitted:
 - ✓ project RIS 3 - Research and Innovation Strategy for Smart Specialisation of the Slovak Republic - EU structural fund
 - ✓ VEGA – Ministry of Education - national fund
- Project cofinanced & supported by business companies from different economic sectors



Labolatory of Consumer Studies & Practise

- research in laboratory conditions is supported by research in real conditions by 2 technologies which are developed by our university and are subject of international patent now



1. Technology for obtaining and processing neuromarketing data



2. Intelligent kiosk with function gathering feedback from people

... the technologies which tells you more detail information about customers emotions and preferences



How it works ?

Video sample

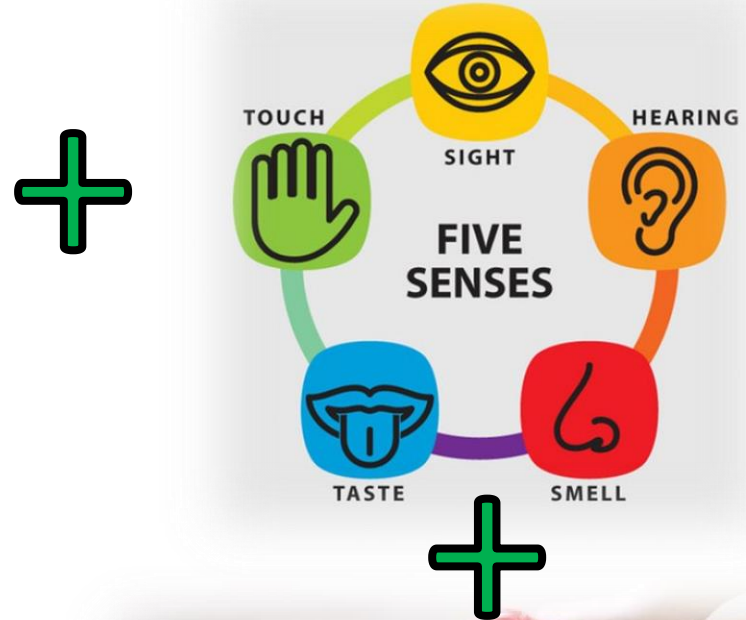
Why is our technology **unique**?

Services available at the market



- Brain activity
- Eye tracking
- Heart rate
- Location, position

Services which are not available at the market



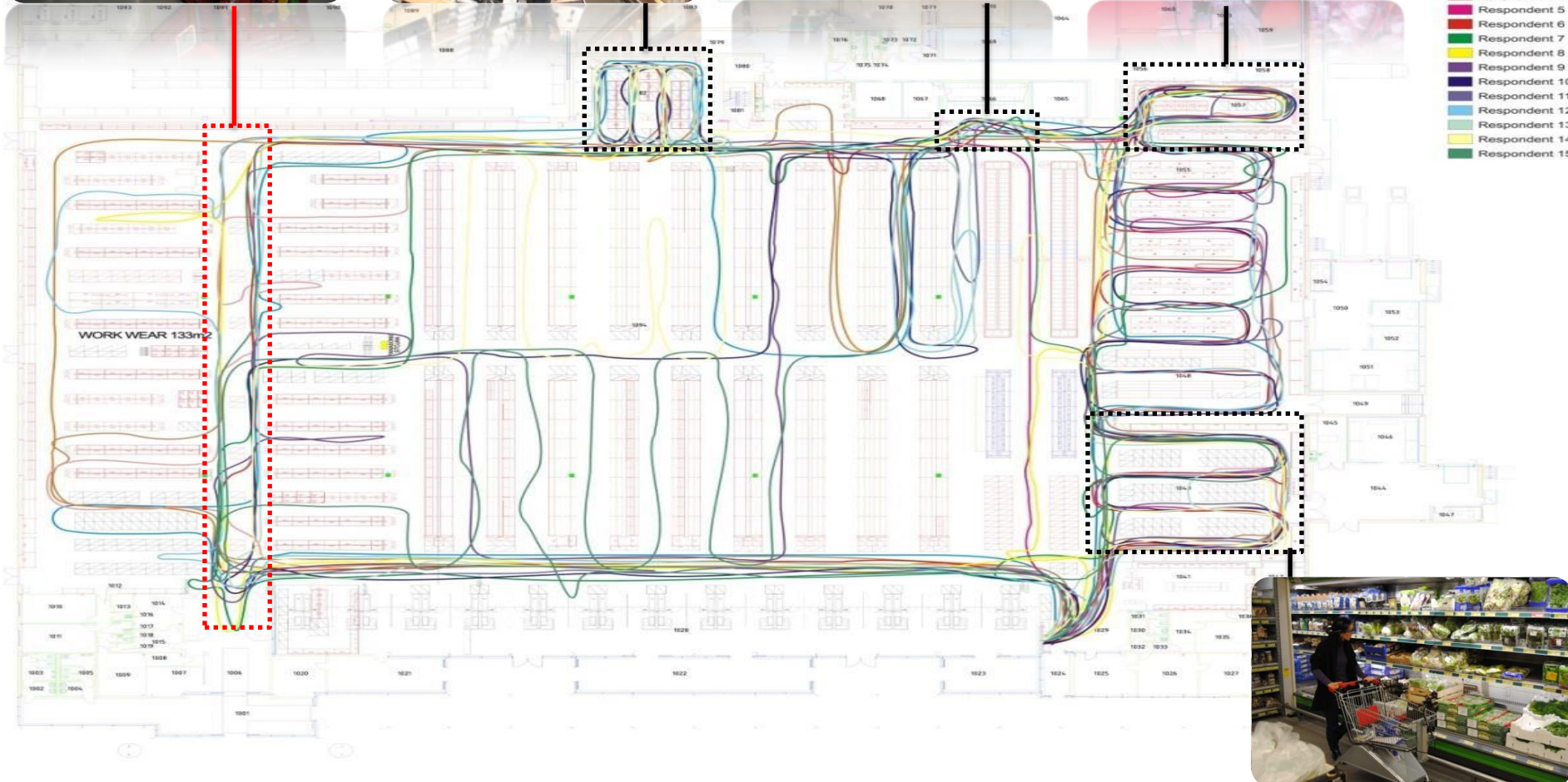
Manipulation, timing, speed...

Process of research

- Video sample

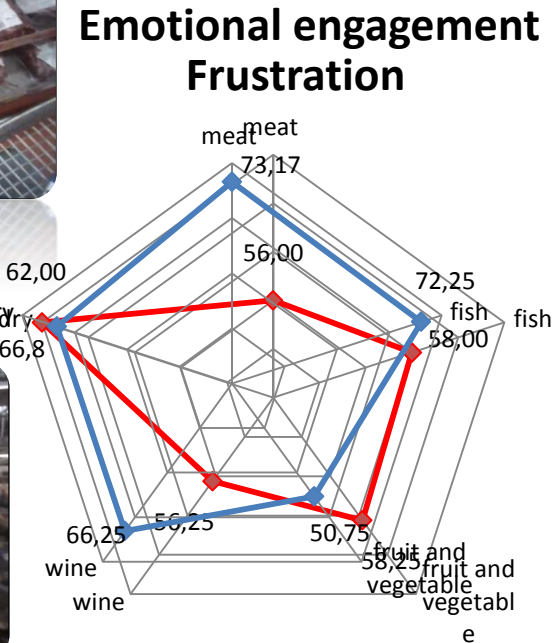
OUTPUTS

Tracking position of respondents during shopping



OUTPUTS

Emotions of customers in selected store departments

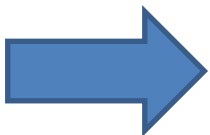


OUTPUTS

Differences between traditional & innovative research



Relevant research sample:



| Factor: | price | advertising | goods | discount |
|---------|-------|-------------|-------|----------|
| order | 1 | 4. | 2.3. | 2.3. |

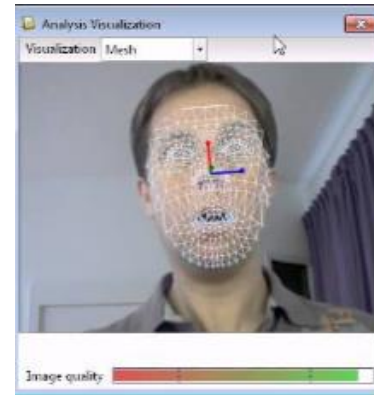
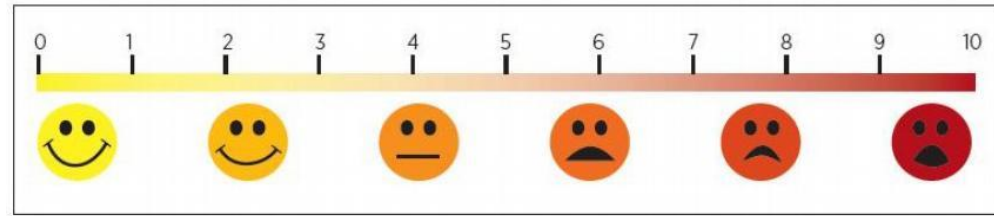
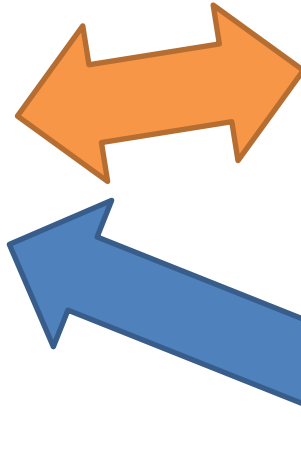
2. Intelligent kiosk with function gathering feedback from people

How it works ?

Video sample

Combination of 3 elements:
Attraction of attention: Visual stimuly, smell & sound
Prezentation multimedial content
Gathering preferences & feedback

Variant A



Variant B



Thank you for your attention!



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