

A NEURO-EXPERIMENTAL DESIGN ON COGNITION OF CITIES

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Abstract

Aim of this study is to determine how the foregoing cities of the World are being perceived by the persons, who couldn't see, visit and live in these cities, in terms of Neuromarketing by using the EEG method. The neuromarketing that focuses on understanding of the human behaviors by analyzing the central and peripheral neural system, is the field of science, which investigates on how the human brain works and decides and which enables these investigations to be used in marketing field. Neuromarketing researchers gauge the humans' reactions to marketing stimuli. According to neuromarketing consumers, while making preferences, blend the rational and irrational decisions and decide via the outcome yielded. Neuromarketing is a field that gathers the diverse disciplines psychology, sociology, marketing and neurology together and scrutinizes consumers' "not rational" and "irrational" decisions while making the purchasing decisions. Humans make these irrational decisions via emotional, impulsive and the stimuli perceived by the 5 sense organs. Brain monitoring methods are being used in order to set forth these. One of these methods is the EEG. EEG (Elektroensefalogram) is the recording of the reactions given by the brain to the impulses by observing the brain waves activities via electrical method. In this experimental study, by showing the cities and concepts belonging to these cities to the volunteers participated to this study, their emotional perceptions regarding the cities have been tried to be determined.