

Analysis of Consumer Willingness to Participate in Neuromarketing Research in Terms of Age

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Abstract

The aim of the paper is to examine the willingness of consumers to undergo neuromarketing research in terms of age and type of research. The research sample consisted of 192 respondents who were divided into 4 generations according to age. By means of a questionnaire survey, the degree of willingness to participate in neuromarketing research in terms of neuromarketing methods used (brain scanning, biometrics, eyetracking) and the purpose of using the obtained data (medicine, science, military forces, marketing) was determined and the differences between Generations X, Y and Z were analyzed. Using the methods of descriptive statistics, Pearson's correlation coefficient, One-way ANOVA, Bonferroni test and Levene's test, the two formulated hypotheses were confirmed. The first hypothesis represents an assumption that the willingness to participate in neuromarketing research is statistically significantly related to the age of the consumer, and the second hypothesis consists of an assumption that there are statistically significant differences between generations of consumers in the willingness to participate in neuromarketing research. The results show that representatives of Generation Z are more willing to participate in neuromarketing research than those belonging to Generation Y. Generational differences in willingness to participate in research in terms of neuromarketing methods used and in terms of the use of such data have not been confirmed.

Keywords: neuromarketing, age differences, consumer generations