

**T.C.  
BAHÇEŞEHİR UNIVERSITY**

**DO PEOPLE ACTING LIKE BASED ON THEIR INTUITIVE OF PRODUCT CHOICE? IS  
THAT POSSIBLE TO GAINING AN ADVANTAGE THROUGH THE USE OF  
CUSTOMER'S EMOTIONS AND SUBCONSCIOUS?**

**Master's Thesis**

**MERVE KILINÇ**

**İSTANBUL, 2021**

**T.C.  
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL  
MASTER'S OF BUSINESS ADMINISTRATION PROGRAM**

**DO PEOPLE ACTING LIKE BASED ON THEIR INTUITIVE OF PRODUCT  
CHOICE? IS THAT POSSIBLE TO GAINING AN ADVANTAGE THROUGH  
THE USE OF CUSTOMER'S EMOTIONS AND SUBCONSCIOUS?**

**Yüksek Lisans Tezi**

**MERVE KILINÇ**

**Tez Danışmanı: Dr. HAKAN ASLAN**

**İSTANBUL, 2021**





**BAHÇEŞEHİR ÜNİVERSİTESİ**  
**LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ**

...../...../.....

**YÜKSEK LİSANS TEZ ONAY FORMU**

<b>Program Adı:</b>	MBA
<b>Öğrencinin Adı Soyadı:</b>	Merve Kılınç
<b>Tezin Adı:</b>	Do People Acting Like Based on Their intuitive of product choice? Is that possible to gaining an advantage through the use of customer's emotions and subconscious?
<b>Tez Savunma Tarihi:</b>	07.02.2021

Bu tezin Yüksek Lisans tezi olarak gerekli şartları yerine getirmiş olduğu Lisansüstü Eğitim Enstitüsü tarafından onaylanmıştır

**Doç. Dr. Burak Küntay**

**Enstitü Müdürü**

Bu Tez tarafımızca okunmuş, nitelik ve içerik açısından bir Yüksek Lisans tezi olarak yeterli görülmüş ve kabul edilmiştir.

	<b>Ünvanı, Adı Soyadı</b>	<b>İmza</b>
<b>Tez Danışmanı:</b>	Dr. Hakan Aslan	
<b>2. Üye :</b>	Dr.Öğr. Üyesi Tuğçe Aslan	
<b>3. Üye :</b>	Dr.Öğr. Üyesi Burçak Vatansever Durmaz	

## ACKNOWLEDGEMENT

Firstly, I would like to thank my mentor Dr. Hakan Aslan for being patient and giving principal advises, which played a crucial role in writing this thesis.

I am eternally grateful to my mother for giving me the opportunity to pursue a higher degree of education. I always been supported by her in every step in my life. Thanks to my parents for the tremendous support and care. Special thanks to my brother too, his motto was you can do it sis which makes me feel confident.

Finally, I would like to thank my friends, who supported me throughout the process and never lost hope.

ISTANBUL, JANUARY 2021

Merve KILINÇ

## ABSTRACT

DO PEOPLE ACTING LIKE BASED ON THEIR INTUITIVE OF PRODUCT CHOICE? IS THAT POSSIBLE TO GAINING AN ADVANTAGE THROUGH THE USE OF CUSTOMER'S EMOTIONS AND SUBCONSCIOUS?

Merve Kılınç

Master's of Business Administration Program

Thesis Supervisor: Dr. Hakan Aslan

January 2021, 64 Pages

Marketers try to sell more and more service or product to the customers. Nowadays, product and service providers have some troubles because of number of competitors. It's been really getting hard to make difference day by day. As a result of this, marketers seek to create a variety of positive emotional experiences.

This study deals with how different positive emotions can differentially affect consumers' decisions and behaviors. Also this study mentioned about the implications of manipulative advertising techniques: ethical, legal and psychological. The difference between leading and misleading consumers by marketing activity is becoming obscure. Information overload can lead to impulsive buying decisions or misleading marketing communications can make confusion hence customers can cause to regretful purchase. This research paper attempts to analyze neuromarketing besides manipulative marketing

The research demonstrated that there is a clear differentiation of manipulation into traditional and false advertising.

**Keywords:** subconscious, marketing, misleading marketing, neuroscience

## ÖZET

DO PEOPLE ACTING LIKE BASED ON THEIR INTUITIVE OF PRODUCT CHOICE? IS THAT POSSIBLE TO GAINING AN ADVANTAGE THROUGH THE USE OF CUSTOMER'S EMOTIONS AND SUBCONSCIOUS?

Merve Kılınç

Master of Business Administration

Thesis Supervisor: Dr. Hakan Aslan

Ocak 2021, 64 Sayfa

Pazarlamacılar, müşterilere giderek daha fazla hizmet veya ürün satmaya çalışırlar. Günümüzde ürün ve hizmet sağlayıcılar, rakip sayısı nedeniyle bazı sıkıntılar yaşamaktadır. Gün geçtikçe fark yaratmak gerçekten zorlaşmaktadır. Bunun bir sonucu olarak, pazarlamacılar çeşitli olumlu duygusal deneyimler yaratmaya çalışırlar.

Bu çalışma, farklı olumlu duyguların tüketicilerin kararlarını ve davranışlarını nasıl farklı şekilde etkileyebileceğini ele almaktadır. Ayrıca bu çalışma, manipülatif reklam tekniklerinin etik, yasal ve psikolojik etkilerine de değinmiştir. Pazarlama faaliyeti yardımı ile tüketicileri doğru yönlendirmek ile yanıltıcı yönlendirmeler arasındaki fark belirsizleşiyor. Aşırı bilgi yüklemesi dürtüsel satın alma kararlarına yol açabilir veya yanıltıcı pazarlama iletişimleri kafa karışıklığına neden olabilir ve bu da müşterilerin satın alma pişmanlığına neden olabilir. Bu araştırma makalesi, manipülatif pazarlamanın yanı sıra nöropazarlamayı analiz etmeye çalışmaktadır.

Araştırma, manipülasyonun geleneksel ve yanlış reklamcılık olarak net bir şekilde farklılaştığını gösterdi.

**Keywords:** subconscious, marketing, misleading marketing, neuroscience

## CONTENTS

YÜKSEK LİSANS TEZ ONAY FORMU.....	ii
TABLES .....	viii
FIGURES .....	ix
1. INTRODUCTION.....	1
2. EVALUATION OF EMOTIONS.....	2
3. MANAGEMENT OF EMOTIONS.....	6
3.1 EMOTIONS AND CONTENT.....	6
3.1.1 How to Convince People in General?.....	6
3.1.2 Implementation of Persuasion Experience by Sales Person .....	7
4. THE EVOLUTION OF PERSUASION AND MANIPULATION AND MARKETING .....	9
4.1 SELLING SECRETS .....	9
4.1.1 Marketing and Manipulation .....	9
4.1.2 Emotional Appeals.....	10
4.1.3 The Unstoppable Rise of The Unconscious .....	10
4.1.4 The Decision Theory and Brain .....	12
5. WHAT'S NEUROMARKETING? .....	14
5.1 NEUROMARKETING RESEARCH IN PERSPECTIVE.....	14
5.1.1 General Evaluation of Neuromarketing .....	14
5.1.2 The Conclusions Due to Neuromarketing .....	15
5.1.3 Positive Implications.....	16
5.1.4 How to Use Trigger Words in Marketing?.....	19
5.1.5 Cons of Neuromarketing.....	19
6. TESTING EFFECTIVENESS OF MARKETING TOOLS.....	21
6.1 ADVERTISING EFFECTIVENESS AND SUBLIMINAL ADVERTISING .....	21
6.1.1 Testing Appearance of Product.....	23
6.1.2 Brand and Logo Selection.....	23

<b>7. CASE STUDIES.....</b>	<b>25</b>
<b>8. DO CUSTOMERS HAVE FREE WILL? .....</b>	<b>29</b>
<b>8.1 STAGES OF FREE WILL .....</b>	<b>29</b>
<b>8.2 FREE WILL AND MARKETING .....</b>	<b>30</b>
<b>9. METHOD OF THE RESEARCH .....</b>	<b>32</b>
<b>9.1 METODOLOGY OF THE RESEARCH .....</b>	<b>32</b>
<b>9.2 IMPORTANCE OF THE RESEARCH .....</b>	<b>32</b>
<b>9.3 VALIDITY AND RELIABILITY ANALYSIS OF SCALES.....</b>	<b>33</b>
<b>9.3.1 Neuromarketing Implementatıon Awareness Scale .....</b>	<b>33</b>
<b>9.3.2 Desire Scale.....</b>	<b>35</b>
<b>9.3.3 Purchasing Behavior Scale.....</b>	<b>37</b>
<b>9.3.4 Test of Hypothesis.....</b>	<b>39</b>
<b>9.4 Hypotheses of The Research .....</b>	<b>47</b>
<b>9.5 THE ANALYSIS OF FINDINGS .....</b>	<b>48</b>
<b>REFERENCES .....</b>	<b>51</b>

## TABLES

Table 9.3 1: Component Matrix of Implementation Awareness.....	33
Table 9.3 2: KMO Value Detail.....	34
Table 9.3.3: KMO and Bartlett's Test Value Detail .....	34
Table 9.3.4: Reliability Statistics .....	34
Table 9.3 5: The Rule of Thumb for Interpreting Alpha for Dichotomous Questions ...	35
Table 9.3.6: Component Matrix Of Desire .....	36
Table 9.3.7: KMO and Bartlett's Test of Desire.....	36
Table 9.3.8: Reliability Statistics of Desire .....	37
Table 9.3.9: Component Matrix Of Purchasing Behavior .....	37
Table 9.3.10: KMO and Bartlett's Test of Purchasing Behavior.....	38
Table 9.3.11: Reliability Statistics of Purchasing Behavior .....	38
Table 9.3.12: NMA of Desire .....	39
Table 9.3.13: Regression Weights: (Group number 1 - Default model).....	39
Table 9.3.14: CMIN .....	40
Table 9.3.15: RMR, GFI .....	40
Table 9.3.16: Baseline Comparisons.....	40
Table 9.3.17 : RMSEA.....	40
Table 9.3 18: Desire of BB .....	41
Table 9.3.19: Regression Weights: (Group number 1 - Default model).....	41
Table 9.3.20: CMIN .....	42
Table 9.3.21: RMR, GFI .....	42
Table 9.3.22: Baseline Comparisons.....	42
Table 9.3.23: Desire of BB .....	43
Table 9.3.24: Regression Weights: (Group number 1 - Default model).....	43
Table 9.3 25: CMIN .....	44
Table 9.3.26: RMR, GFI .....	44
Table 9.3 27: Baseline Comparisons.....	44
Table 9.3.28: RMSEA.....	45
Table 9.3.29: Moderating Effect .....	45
Table 9.3.30: Regression Weights: (Group number 1 - Default model).....	46
Table 9.3 31: CMIN .....	46
Table 9.3 32: RMR, GFI .....	46
Table 9.3.33: Baseline Comparisons.....	47
Table 9.3.34: RMSEA.....	47

## FIGURES

Figure 4.1: Boyd, Richert. Truine Brain, The Evolionary Design (2010) .....	13
Figure 5.1.3.1: Purchase funnel.....	18
Figure 6.1.1: Black box behavioural marketing regulatory false premise model .....	22
Figure 7.1: Camel tobacco advertisement.....	26
Figure 7.2: 3D Lipo advertisement .....	27
Figure 7.3: Lancome Genifique advertisement.....	28





## 1. INTRODUCTION

The plays significant role of Marketing is non ignorable in people's lives. If you run the business (you may provide service or product, it doesn't matter), you would need advertising otherwise it would be highly difficult to let customers know about a product or service. Advertising have another function to help differentiate to the brand for standing out among its rivals.

So; the marketing is directing the business according to the point of view of the customer seems the marketing concept which convey the to company to the their market goal. Generally the goal and objectives of companies are far from customers needs and their interests. And they try to aply easy way like to make up marketing solutions which misconduct or deceive the consumers.

Even marketers mostly do not admit has used manipulative advertising. Not only that, advertisers use different ways to reach their goals, like manipulative advertisements affect people's perception.

In this research I would like discussed the implications of manipulative advertising techniques (ethical, legal and psychological sides).

## 2. EVALUATION OF EMOTIONS

The emotions have always been popular for humankind. A lot of philosopher, poets and writers try to understand the emotions. Aristotle, Kant, Dewey and Bergson can be an example for this.

Emotions are biologically related with the nervous system in brought on by neurophysiological changes in the simplest terms.

Academic psychology has recognized the importance of understanding emotion (Plutchik 1962). Psychologists have done a lot of scientific research and still they are working on it. Marketing managers have found out that, emotions are one of the effective tools not long after.

They tried to taxonomy the emotions to make out them. According to some theories, emotions can be divided Positive and Negative. Robert PLUTCHIK gone deeper and he has categorized the emotions in eight general headings.

According to many researchers, our beliefs and personalities have evolved as the time passes by. They have become a more foreseeable, understandable perception of behavior regulated by emotional process. (Plutchik & Kellerman 1990).

In other word, we give a lot of emotional tips based on our beliefs, personalities and attitude to others. These clues don't give just tips about our private relations. These clues tell the others in addition to how to be our friends , also how to advertise on and how to convince to us (Taylor 2000).

As stated previously, PLUTCHIK found eight different type emotions and analyze them based on manner up against to situations. 'PLUTCHIK attaches an implied set of relations among the properties. For example, an individual faced with a threat infers danger, feels fear, wants to run away, to achieve the goal of emotional protection' (Taylor 2000).

When considered from the Phylogenetically perspective, emotions are relevant to survival Mechanisms. They lead to human motives and can cause to change some behaviors in humans. The decisions were made are influenced by the emotions.

If just classified them as negative and positive is going to be a huge mistake because they are more complicated than we think. Emotions can comprise mixed of positive and negative (Lau-Gesk 2005).

Emotions are mechanism which can make easier the decisions had to of human. Just imagine, you are on the edge of a cliff, you are scared. You will shrink back to keep yourself protected, as it expected (Winter 2018).

Social psychologists analyse the emotions under the heading of feelings and affects (Schwartz ve Clore 1996). Mood concept is frequently used in Marketing Literature and it is linked with emotions. Emotions have changeable intensity. For example your friends made a surprise to you. Let's think they were hiding when you arrived at home. Suddenly they showed up, at first you scared then you saw the birthday cake your emotion has changed and you were happy. You felt a lot of emotions in a very short time. Mood doesn't change swiftly, change may takes several days or hours. You may feel happy to yourself all day in this case.

According to Forgas, considerations and emotions are interrelated. Affect Infusion Model has enhanced by Forgas, to show this interaction between considerations and emotions. Mood may affect to human information processing period. Affect Infusion Model has spared the information processing period to 4 heading.

- a. Direct Access Strategy: This is valid for conventional issues. The milk brand which always bought can't affected significantly by your mood.
- b. Motivated Processing: The hotel choice for a planned vacation may not affected by your mood.
- c. Heuristic Processing: Individuals may also be influenced by environmental factors or make various judgments based on their current mood.

- d. Substantive Processing: The consumer's assessment of what the real value of a product is an example to this process. Mood is going to be very effective in this case (TOSUN et al. 2019).

The emotions do not act independently from opinions or they do not continue the functions as very different concepts. We may let to the conclusion that they complement to each other based on above-referred theorems. When Individuals to make decision they do not consider just logic, also they engaged the emotions in the process (ÇEÇEN, 2002). Neuroscientist Antonio Damasio has identified the link between emotions of the mind and feelings in the body referred to as 'somatic-markers which used for marketing research.

**Table 2.1: Based on the findings of neuroscientist Antonio Damasio**

1. Emotions are felt mental and/or physical experiences of arousal directed towards changing consumer behaviour, or if not behaviour changing a view, value, disposition or attitude towards a brand, positively or negatively.
2. Brand emotions and the feelings associated with them originate from the brand and its total communications, but over time they can also arise from within through long-term memory images and associations via neural connections in the brain ('somatic markers').
3. Brand emotions can be essentially personal, private and difficult to articulate (e.g. how do you know what I mean by 'love?'), and are therefore communicated through labelling conventions of words, behaviour, body language, and metaphors for the emotional experience, which can also help articulation of emotions.
4. There are certain basic and universal emotions worldwide, but emotional expression is dependent on the consumers' social milieu and cultural context which need interpretation to understand local nuances.
5. Brand emotions generate conscious feelings or rational judgements, but there are typically unconscious connections too which play major parts in brand relationships and behaviour.

7. Although there are probably an infinite number of emotions or shades of emotions, for practical purposes they are limited in number to those which are conventionally coded in words or other codes in everyday life.

8. There are two pathways in response to the emotional stimuli of brand communication: one cognitive and the other emotional.

9. Emotional responses to brands, purchasing and consumption in modern everyday life are also the result of lack of time, pressure, brand parity, etc., whereby emotionally-based decisions are increasing and cognitive functions are on 'auto-pilot'. The power of emotions in brand decision making is also dependent on the level of economic development of a market.

10. Emotional pathways in many product fields like FMCGs are usually rapid and impulsive, by-passing the cognitive functions of rational judgement and leading to direct action. Emotions, as has been said, are likely to lead to action where rational judgements can lead to conclusions.

*Source:* Cooper and Pawle 2005

### **3. MANAGEMENT OF EMOTIONS**

#### **3.1 EMOTIONS AND CONTENT**

According to James Jones " the emotions aren' t always immediately subject to reason, but they are always immediately subject to action".

Emotions have a remarkable impact and play a role in achieving persuasion. General opinion is people buy via their emotions and justify rationally. Resistance to persuasion have cause failure because of misunderstanding of emotions and emotional content (Lakhani 2008).

##### **3.1.1 How to Convince People in General?**

For thousands of years, people have tried to figure out the best way to persuade other people to do things. Persuasion has been very popular concept since the days of classical Greece. Aristotle has theory about persuasion and the ability of persuasion was considered very important by the Romans. Researchers and theorist have been working hard on persuasion since World War II.

Persuasion is very important due to the several reasons that are improving advertising and marketing campaigns, motivating audiences, girding consumers and voters.

The source, the message, the channel and the receiver are indispensable factors for persuasion.

The Source can be person or thing. The effective source must be both credible and appealing. To set an example, to prefer Michael Jordan for athletic shoes is not surprising. Michael Jordan is both credible and appealing. He certainly knows something about sports and that is why He is credible. He's good looking, successful so he is appealing.

The message should be fit the receiver's beliefs and audience find the message reasonable. Otherwise persuasion is far less likely to occur.

The channel is the medium by which your message is delivered to the receiver. Printed proposal, using interactive graphics and using films etc.

The receiver is the most important part for persuasion and the receivers are unique because people process information in different ways. When people are confused or uncertain about the information which are given, tend to say "NO" (Sant 1992).

### **3.1.2 Implementation of Persuasion Experience by Sales Person**

Sales organizations try to find best way to manage customer relationship because of the sales landscape of today is dynamic and uncertain. Customers today have evolve, they have an easy access to a lot of information. Nowadays, salespeople have to an extensively and sophisticated understanding of customers' needs (Delbechitre et al. 2019).

Emotions has an unignorable role to achieving persuasion. As mentioned before the message should be clear, if you want to create emotional reaction to your message you need powerful appeal that to promote people the correct emotions.

Sometimes you don't want to buy anything, just want to look around and spend your time in the store. Suddenly the salesperson came over you and specified that if you wish he or she would like to help. Sometimes you are persuaded in a way that you don't understand how. In the end, you got something which was not planned to buy before.

Somehow you are persuaded by Salesperson. Here are the steps for setting up emotional appeal:

- a. Specify the emotions which are appealed by customers
- b. Speak spectacularly and pick the vivid word properly to the emotions
- c. Asking powerful question is so important to lead audience. They may put them self in the picture which created

- d. Try to acknowledge what they are feeling
- e. Encourage them to feel more of that emotion (Lakhani 2008)

When customers believe that salespeople have empathetic thinking, they perceive that salespeople are surely interested in solving their apprehension instead of trying to sell products or services (Ahearne 2007).

As mentioned before empathy is the key concept for customers. empathy is a significant ability to understand to others' emotions (Barrett-Lennard 1962).

People sometimes empathize because they put themselves in other people's shoes, but it is not the only way. According to the research, they are also able to relate information from their own memories and experiences (Karniol 1982).

Let's rule exclude the sales strategy, sales with the simplest definition are involved personal communication process which information exchange with customers (Pride & Ferrel 2010).

Empathy has been found to have a positive effect on sales and buyer-seller relation is significantly important for sales (Delbechitre et al. 2019).

## **4. THE EVOLUTION OF PERSUASION AND MANIPULATION AND MARKETING**

### **4.1 SELLING SECRETS**

Using the story which is include the dominant emotions that makes customers are likely to be experiencing is the much-used method. Marketers can direct with their customer's emotions in ads or even in person.

If you want to get the audience, you need more engaged in the their emotion in this way they will be a voluntee to accept your presentation of support of their emotions (Lakhani 2008).

#### **4.1.1 Marketing and Manipulation**

Manipulation meaning is the action of influencing or controlling someone or something to your advantage, often without anyone knowing it or realize that (Cambridge Dictionary, 2020).

Marketing plays a vital role for business also consumers. To put a finer point on it, just imagine that there is no advertising, it would be highly difficult to approach the customers and let them know about a product. Advertises, definitely help people to differentiate and purchase the goods they need. As a matter of fact advertisers apply some manipulative advertising techniques because they would like to convince the customers purchase products in some case even customers doesn't need them (Shah, 2012).

According to American Marketing Association (2013): "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large".

Brand story which is commonly used still very important technique for marketers. The truth of the matter is that the brand story also remains a manipulation practice. Let to put

it in different way brand story means to create a story which consists of feelings and emotions that a potential customer could induce to procure a product or service (Gavrilinia 2018).

According to the Business & Professional Ethics Journal, manipulative advertising is defined as: "Advertising that tries to favorably alter consumers' perceptions of the advertised product by appeals to factors other than the product's physical attributes and functional performance" (Phillips 1994).

Perception changing methods more preferable rather than presentation of products or service features by marketers.

#### **4.1.2 Emotional Appeals**

Perception changing methods more preferable than presentation of products or service features by marketers.

Emotional Appeals is a technique which based on people's needs. Advertisers use for to connect it with their product.

"All claims with manipulative role that can be used in advertising no matter the product could be included in the following categories: vague or ambiguous claims, claims that omit important information necessary to evaluate their truthfulness or reasonableness, claims that are false or outright lies, and various combinations of the previous categories" (Danciu 2014).

#### **4.1.3 The Unstoppable Rise of The Unconscious**

Dr. Walter Dill Scott was invited Agate club which is Chicago's prestigious organization committee in 1901 to he gives them a speech. Dr. Walter Dill Scott was an Assistant Professor of Psychology at Northwestern University. He choice an interesting topic for his speech which was the role of psychology in advertising.

He explained " Advertisements are sometimes spoken of as a nervous system of the business world. As our nervous system is constructed to give us all the possible sensations from objects, so the advertisement which is comparable to the nervous system must awaken in the reader as many different kinds of images as the object itself can excite". Scott wrote a book which calls The Psychology of Advertising, and there was more to come. Because he has made a spark and it is going to growing day by day.

The psychologists a majority of whom followers of Freud, emphasized that played the critical role by emotions in appealing to the customer in the end of the First World War. After the Second World War, things have changed, massive production capacity increased, so to say society has entered the 'psycho- economic' age. After wars, the general public not rational as before, but they have driven by emotion and easily manipulated.

Psychological research has become more important in the end of 1950s and billion dollars has been spent a year (Lewis 2013).

Manipulation the unconscious brain was mentioned by Edward Bernays in theories of Public Relations. Freud's psychoanalytic theory was used a reference for Bernays' theories. Bernays preferred to use different methodology from Freud and he tried to analysis that just suggestion could been manipulative for unconscious thinking and action. His theories changed the way that products and services (Weiss 2016).

The American Tobacco Company would like to increase the sales and women would be an ideal market but there were problems. And they entrusted a task to Bernays. They would like to Lucky Strike is the one of important brand of this company. According to survey result, women were not to prefer Lucky Strike because of the packing color. Because Lucky Strikes green is not fashionable, they thought that, this color is not match with their outfits. Company couldn't change the packing color because cigarettes were already produced as million pieces. Bernays said, 'if we can't change the package, we are going to change the color of fashion'. And the Green Campaign is going to start. He contacted with women who may consider opinion leader of New York Society and made

them dressed green outfits. He also reached the fashion editors and asked them encourage stories about green color. He organized a fashion prom and theme color and dress code are green. Vogue and Harper's Bazaar showed an interest. Finally, Barneys achieved his aim, that year green has become the symbol of fashion. That was a first problem (The Books 1995).

On the other hand, it was taboo for women to smoke in public in those days. He linked Lucky Strike cigarettes to the women's liberation movement. He invited women to march down Fifth Avenue for right to smoke. That was a smart move, Lucky Strike cigarettes didn't just a cigarette, it represented the women's equality (WIKIPEDIA 2020).

#### **4.1.4 The Decision Theory and Brain**

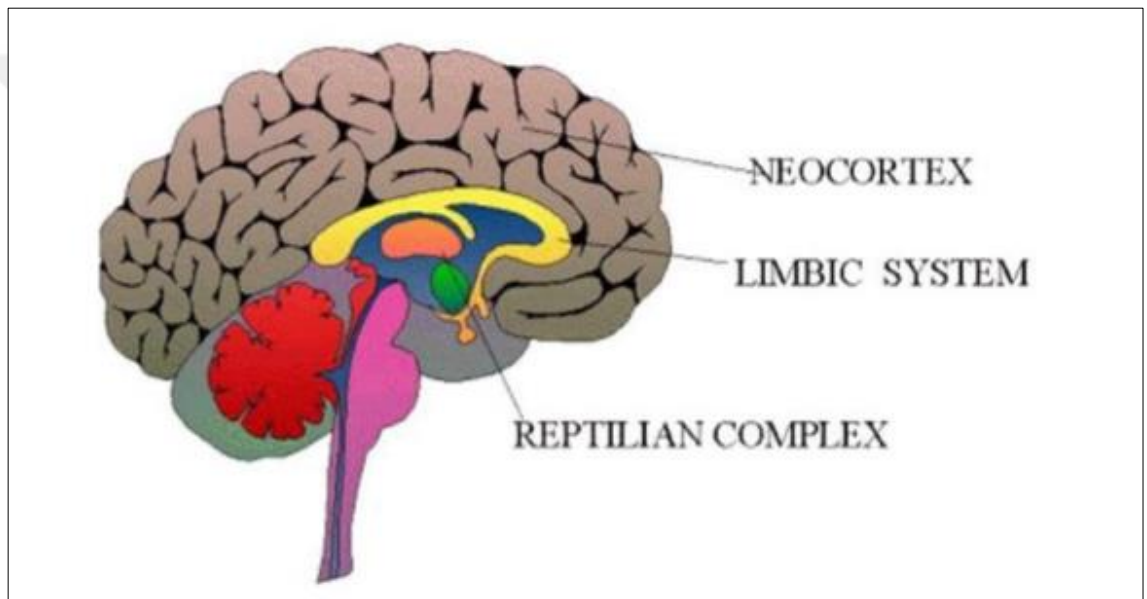
To make predictions and to control the environments are vital importance for animals. Decision theory is a concept that allows us to inquire quantitative questions about in such environments (Dayan & Daw 2008). That theory gives the formula to understanding of human behaviors (Weiss 2016).

The relation between the conscious mind to the unconscious is complicated, and that makes much more difficult to understand customer decision. Consumers don't as they appear, conscious and unconscious mind are working together and to interpret delivered message from outside and makes a decision after this interactive relation. Apparently, the unconscious brain runs on autopilot, the most difficult thing is to understand how to work on it. Professor Benjamin Libet has studied on unconscious brain and he discovered that the unconscious is more powerful than people thought. Historically scientists have had little information about unconscious brain and connection between innermost layers of the brain. Libet discovered two important findings concerning aspects of consciousness: awareness and free will, also he discovered human decision-making and primal impulses are managed by inner most layers of the brain. According to him, the human brain needs 0,5 second to notice the any incident. The unconscious brain is faster than the conscious brain, for most of activities the unconscious brain takes action, and the conscious brain can confirm or deny (Weiss 2016).

Limbic system is responsible for human emotions. If individual is in danger and needs to take meteoric action or quick response this system steps in. This system which comprises of amygdala, parahippocampal cortex, hippocampus, hypothalamus, cingulate gyrus, and ventral accumbens has coming from the mammalian evolutionary.

The neocortex brain liables to showing emotional expressions, to fitting changeable process also it responsible for social abilities.

**Table 4.1: Boyd, Richert. Truine Brain, The Evolionary Design (2010)**



## **5. WHAT'S NEUROMARKETING?**

### **5.1 NEUROMARKETING RESEARCH IN PERSPECTIVE**

The term “neuromarketing” suggested very first by Ales Smidts (2002) which mentions frame work within the general confines of neuroeconomics and it consists of collaborate with the terms which are psychology, economics, and neuroscience. To understanding consumer behavior need to apply consumer neuroscience which makes use of neural biology and consumer psychology (Bakardjieva & Kimmek 2017).

#### **5.1.1 General Evaluation of Neuromarketing**

Customers minds has remained mystery. In recent years, neuromarketing researchers would like to understand this mystery and reach the customer's mind. Neuromarketing is a new concept and it has caused excitement (Ford 2019).

Neuromarketing is a part of neuroscience' and 'marketing'. Scientists and media community tried to find how the advertisement which was presented are effect on consumers brain via electroencephalograms (Young 2002).

June 2002 is the important day for marketing, because Brighthouse Research Institute which is the advertising firm, used of the word neuromarketing for the first time (Fisher & Cchin 2011).

Neuroscience is a multidisciplinary science and working on interaction between neurons and brain. Neuromarketing can be described as "the application of neuroscientific methods to analyze and understand human behavioral aspects in relation to markets and market exchanges" (Lee et al. 2007).

For many years, advertising researchers relied on perceptual surveys for understanding customer perception about advertisement affects. Intention and action are not linked so it

was a mistake. If ask to customers, they may say that the advertisement which was shown, made an emotional impact on them. This answer can reflect the reality but not always. Misunderstandings and misinterpretations may cause it (Ford 2019).

According to Neuroscientist, Dr. Carl Marci, the firms which consider traditional marketing research methods, focus on the conscious behaviors of consumer. He specifies to base upon a scientific foundation that the majority of brain processing that is around 75% to 95% is performed below conscious awareness. In other words, the real reason of purchase habit cannot be clear through conscious measures such as focus groups, surveys and traditional methods like this (Williams 2010).

Neuroscience which have pure objectivity and it is more reliable than the old methods. Because neuroscience presents unsuspecting evidence driven by physiological reactions. When the advertisement was exposed the customer, researchers can measure the customer's attention by such tools like eye tracking, skin conductance, heart rate etc. nowadays.

Thereby, they are able to build better segmentation strategies that will increase effectiveness of advertising. Researchers and advertising practitioners would like to understand this new approach. For this reason, they try to use this effectively they are blending medical knowledge with marketing savvy. These special tools may deliver some the information needed to make fully accurate readings of consumer intention but there are no tools present all information. Some combination can help on this issue (Ford 2019).

### **5.1.2 The Conclusions Due to Neuromarketing**

In simplest term, the purpose of Neuromarketing is better understand also predict of the individual's market behaviors (Lee et al. 2007).

This aim is interpreted in different way by some people. According to them, neuromarketing would like to influence the consumer to change their opinion.

Regulatory and supervisory authorities and Government agencies have declared that neuromarketing may cause new forms of consumer deception and may a threat for customer's rights (Theodore et al. 2011).

The main ethical issue about the neuromarketing is invasion of privacy of customers and conducting clinical experiments for commercial concern (Fortunato & Giraldi 2014).

If customer would like to evaluate the ethical issue of neuromarketing will start to ask themselves are: if marketers have access to a lot of private information via neuromarketing tools, can they discover the 'buy button' in my brain? Consumers will ask these questions beyond any doubt. In the end, science and technology will play a huge role in our lives also they are playing even right now. No need to think long and hard, Facebook confessed to sell our private information to other companies and google know where we are (Odekerken 2018).

Admittedly, every form of marketing aim is a way of influencing to subconscious. Marketing and neuromarketing only make products more coherent with customer's request. With the information neuromarketing provides us, we can understand customer's needs and present proper service and product (Odekerken 2018).

### **5.1.3 Positive Implications**

Surveys and focus groups are traditional research methods are nor reliable all the times because the participants do not say what they really want to say, they may express differently. Neuromarketing can be a solution for this issue.

Neuromarketing may help us on trust measurement, pricing, retailing, advertising and sales negotiations.

#### **a. Trust measurement**

Trust has e very critical role on marketing. This role was analyzed in a lot of studies. In spite of this, there is still controversy over the nature of trust (Morgan & Hunt 1994).

Sam Shaw who is head of insight at behavioral insights agency Canvas8, to remarked that when people say they don't trust something, sometimes this perspective doesn't change their behavior. If need to make it clear, supposing that if you ask some customer may say they don't trust the banks, still they don't hide their money at their home. He explained: "We are moving towards greater outsourcing of everyday life—we are less likely to fix our homes, cook our own meals, drive ourselves around than previously." That means customer doesn't have plenty time to manage every relationship with every brand, so they feel more at risk and trust issues become more important than ever (Kent 2017).

#### b. Pricing

Marketers need to be careful when make a price decision. This effects positioning of product and also brand.

According to Psychological pricing which is a pricing/marketing strategy, prices have a psychological great impact on consumers. Generally called "charm pricing" is an important part of this strategy and involve using pricing that ends in "9" and "99. Your brain finds a huge difference, if we compare to \$ 2,99 and \$ 3,00. Because according your brain \$2,99 is \$2,00. In 2005, the research was conducted by Thomas and Morwitz, they called "the left-digit effect in price cognition. According to them, "Nine-ending prices will be perceived to be smaller than a price one cent higher if the left-most digit changes to a lower level (e.g., \$3.00 to \$2.99), but not if the left-most digit remains unchanged (e.g., \$3.60 to \$3.59)." In addition to this, we may add 4 strategies on the list. 'Prestige' pricing strategy, 'BOGOF': buy one, get one free, comparative pricing: placing expensive next to standard, visually highlight the different prices (Boachie 2016).

#### c. Retailing

To determine shop and marketing design based on customer's satisfaction is important. Price communications, Product displays, shop branding and anchoring are generally problematical point in the physical stores. Designers have their own view and perspective based on their accumulated experience and education when planning physical stores. Sometimes they may succeed, sometimes customers react with confusion and reject the buying decision because of atmosphere of stores. Neuroscience can be effective tool in

this case, it can find a solution by measuring and predicting both real-life, in-store experience and customer expectations (Customer-centric shopping experience through neuroscience 2018).

#### d. Advertising

AIDA model which is a blueprint and was used by marketers this to advertising and sales functions use to target all touchpoints during a customer's purchase journey. Packaging design, advertising and brand logo are designed based on this concept.

**Figure 5.1.3.1: Purchase Funnel**



Source: (Raka, 2019)

Neuro techniques allows to marketers to understand customers' desires and doing more effective advertising and visualization (Meskauskas 2005).

#### e. Sales Negotiations

Exchanging is the basis of marketing, so sales negotiations are the critical issue. Behaviors during the negotiation analyzed via neuromarketing. Neuromarketing has tried to find an answer about when the unconscious behavior begins to active. Sometimes even all conditions are optimal, the deal won't done between customer and salesperson. Which situations were perceived as risky by brain during the negotiations? Neuromarketing may help to get answers for this kind of questions (Ural 2008).

#### **5.1.4 How to Use Trigger Words in Marketing?**

Using trigger words may be regarded as a psychological consumer manipulation technique. According to Miller (1946), co-founder of the Institute for Propaganda Analysis, "Advertisements depend for their effectiveness on trigger words or symbols".

In the simplest terms, Marketers put a "seed" in their potential buyers' subconsciousness by using such words. Weasel words terms can imply trigger words for a more efficient persuasion and which taking all the attention on itself. Exemplary, if we use 'up to 60% sale', we will strengthen the meaning and will be perceived as 60% as we used 'up to', it might imply 30%, but that doesn't have any effect on perceived reality. In this way, a product or service has an impression of helpfulness of by giving the meaning of a statement an extra strength because of using weasel words. The second method called Unfinished Claim, using a word 'more' but it never mentioned more than what. It may use like that, '10 times more than competitive brands have ', so it does not intend to propose any facts and not need to demonstration. But this statement is giving impression to the customer '10 times more than the others in some way' (Gavriliina 2018).

#### **5.1.5 Cons of Neuromarketing**

Neuromarketing can file a report which need attention and skills to the higher achievement of insights. In the past, it was really hard to understand and interpret these reports, even to have a scientific background was requested. Technology has making progress and it is easier than past. But still specific skills are required. Neuromarketing equipment is expensive but this issue is getting better day by day (Bhasin 2019).

The main fearful issue is that people have a suspicion about to using neuromarketing power for manipulating people mind (Grimes 2006).

A few years ago, people witnessed the scandal about election. Something has change in USA and Big data-driven political marketing and political neuromarketing 2.0 have

become an important business. Donald Trump's The 2016 Presidential Campaign made a splash because of the methods which were used. This campaign showed that how much information the political marketers have about political consumers. Trump's campaign managers have used new type of political marketing through combining big data 2.0 mining with neuromarketing. The team of Trump's was able to easily test their political marketing stimuli and also they used Facebook's data. It was a huge advantage for them, they had a chance to classify the American voters so, they reached the online microtarget. And The voters have got the most suitable and effective mobilizing messages through e-campaign (Hegazy 2019).

This case has come back to people's memory that the importance of the law on the protection of personal data.

## **6. TESTING EFFECTIVENESS OF MARKETING TOOLS**

Clients of the neuromarketing consultancies in the USA don't openly confess that consumers gray matter was observed (Fugate 2007).

### **6.1 ADVERTISING EFFECTIVENESS AND SUBLIMINAL ADVERTISING**

Customers are exposed a lot of advertisements, some of them leave an impression, but not all of them. Marketers need to test of new advertising campaigns and generally uses focus groups, interviews, recall and other traditional forms of market research. Brain scanning will be helpful, human subjects could be wired to imaging devices while viewing images or video clips a new promotional campaign so, it could hypothesize about the human subject's unconscious thought patterns based on active brain area (McConnon 2007).

Unilever and the Brainwave Science group tested one of their TV advertisements with using an EEG but they didn't get satisfactory answer. The result which given from neuromarketing tools should help the promotion team find something new and useful (Harris 2006).

Hardly a day passes without hear the new attack on the subliminal advertising front. The first one was in 1957, James Vicary had theater experiment he subliminal encouraged movie audience goers to eat popcorn and drink Coca-Cola. This experiment has been proven to be a trick, this case can consider the first psychological manipulation of consumers (Moore 1982).

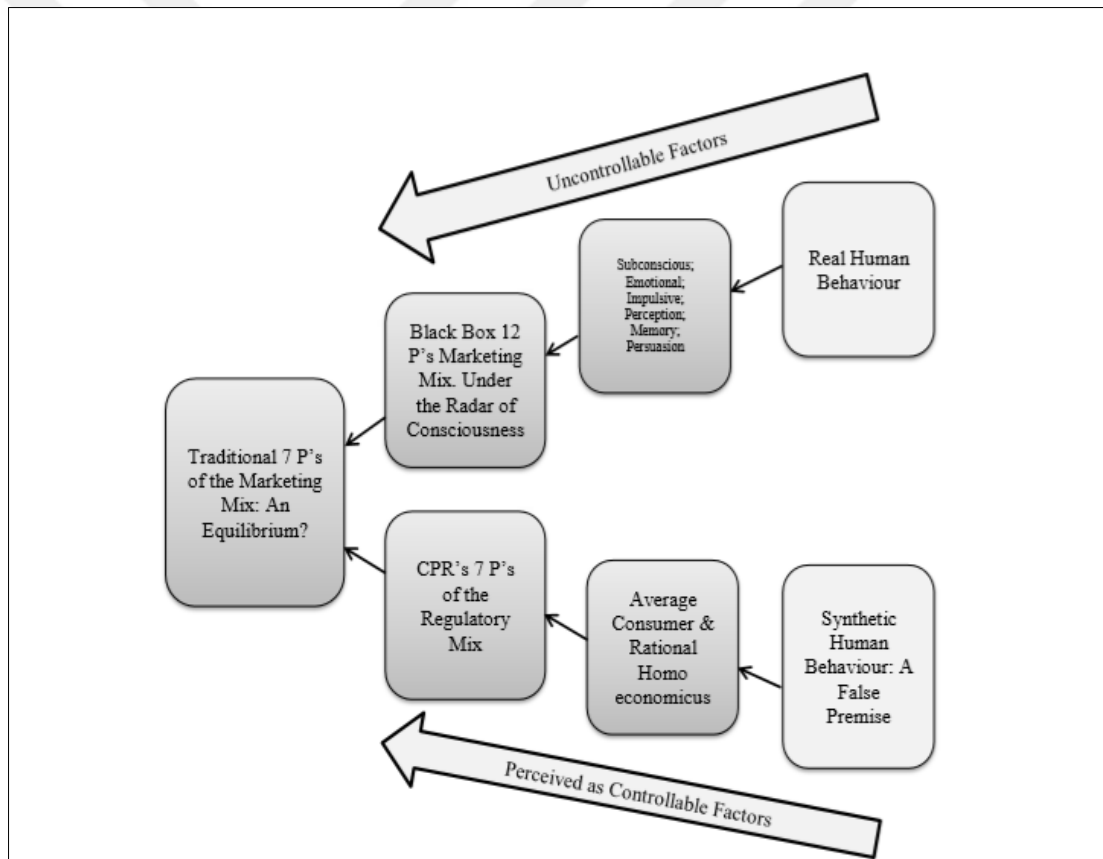
Wilson Bryan Key wrote a series of books about subliminal persuasion in the 1970s and 1980s. After Key, August Bullock who is student of Key, took over (Broyles 2006).

Many of the subliminal messages are usually related to sex or religion in some way and they spark some debates because not easy to determine the subliminal messages. To give an example, first thing come to mind in marketing with a subliminal message is Disney.

According to many experts, Disney Films contain subliminal messages that invite sex. Aladdin is very famous character and he says: “Good teenagers take off your clothes”. when this showed up, Disney denied that and they hinted to voice actor for this (NewsMDirector 2017).

There is a paradox within two views, one of them described as rational ‘according to rules and principles’ and the other as ‘non-intentionalistic and not rational’. Marketers and also law-makers need to consider this two term to set a framework. 'Subconscious Neuro-Marketing Paradigm' is inaugurate of conceptional process (table 2.3) (Brierley 2017).

**Figure 6.1.1: Black Box Behavioural Marketing Regulatory False Premise Model**



Source:(Brierley 2017).

### **6.1.1 Testing Appearance of Product**

Product designers and marketers generally use traditional method which analyses to consciously preference. So, they try to specify which product designs are most appealing to their target markets. Unbiased and internal responses should be more achievable (Friedman 2006).

To understand the basis of preference of customers, neuromarketing would help.

Daimler Chrysler would like to figure out preference of customers. Britt (2004) reported that a researcher who work for Daimler Chrysler demonstrated some sports cars, sedans, and small cars' pictures to male volunteers. Researchers asked the subjects to rate the cars on attractiveness. Not surprisingly, the sports cars more attractive than overwhelmingly. an interesting point was where increased brain activity occurred. Brain's images showed which part of brain was active. The self-reward center was very active when the sports cars were viewed. Self-reward center can be activated by natural stimulants such as sex, chocolate, and cocaine in addition. So; sports car is kind of to desired object (like food or sex) (Schafer 2005).

On the same footing, customers prefer product which activates self-reward center.

### **6.1.2 Brand and Logo Selection**

Some neuromarketing tools give an idea about preferences of customers. When customers were exposed the brand or the logo which reminds the brand, the brain activate based on preferences. Coke-Pepsi taste challenge can be good example to understand this.

When subjects are tasting these two colas, (they have no idea about brand identification), the majority of respondents preferred Pepsi, the minority preferred Coke. Good taste can activate reward part of brain. And Pepsi established that the taste of Pepsi is more preferable. When subjects are tasting colas and this time, one of taster was clearly identified as Coke, the majority preferred the cup marked Coke. Even though both

contained Coke, subjects prefer the marked glass. In this case, emotion and affect part of brain was activated. These regions are related to cognitive control and working memory. Researchers concluded that Coke has better brand image and it has more memorability. Even though Pepsi has better taste, the brain knows more about Coke is more important than what it is “feeling” about Pepsi (Fugate 2007).

Differentiation Between Customer Satisfaction and Delight Your customer “Customer satisfaction” is a classic mantra and has used for many years by marketers. The problem that satisfaction is a short-lived matter of fact. (Coy 2005).

So, “delight” our consumers instead of simply satisfying them became very important issue. The Gallup Poll News Service used fMRI machines and they tried to find answer about Customer Engagement issue. Key findings showed that to create customer satisfaction is not enough contrary to what is believed. Customer satisfaction is important for achieving with their target market but not form a whole. The point is ability of create passion, marketers must find the crucial emotional connections which linked with customers' passion. Emotions which brand makes feel their customers, should include trust, fairness, respect etc. (Fugate 2007).

## 7. CASE STUDIES

To discuss to the theories described above, we are going to analyze to how companies use manipulative advertising techniques in real life. Let's tackle case studies of different industries not just from legal side also examine to ethical standpoints (Gavrilinea 2018).

According to Advertising Standards Authority (2018): “Broadcasters must hold documentary evidence to prove claims that the audience is likely to regard as objective and that are capable of objective substantiation. The ASA may regard claims as misleading in the absence of adequate 'substantiation'. Furthermore, the second important section is the one about 'qualification', which stands for presenting clear classifications of product or service, however, they may not disagree with claims that they accompany. For instance, a TV commercial is supposed to have a readable supporting information, such as clinically proven facts for a stated claim about a product. Next important set of rules is about exaggerations in advertisements, which involves points such as: product's or service's features and abilities should not be overstated; advertisers are not allowed to present essential consumer rights as benefits brought with a product or service; any claim can not state that something is universally confessed when there is an existence of other informed or scientific opinions about a subject; advertisers must not make any statements about hazards in case if consumers do not purchase product or service.”

R.J. Reynolds Tobacco Company conducted series of advertisements for Camel cigarettes which promoted consumers to try Camels for great taste and throat comfort from 1943 to 1952. According to this delusive campaign, Camels are the most healthful cigarette, most of cigarettes would cause throat irritation all but Camels. They dubbed the inhaling area the T-Zone and they supported by this specious argument. Their Slogan was 'T for Taste, T for Throat. Camels will suit you to a T'.

They mostly used the image of a beautiful young woman who smiling a white-toothed for face of Camel's. A block-letter T traced over her mouth and throat area on this

images. The T-Zone campaign was often combined with the More Doctors Smoke Camels campaign.

Figure 7.1: Camel Tobacco Advertisement (Stanford Edu 2006)



Source: ( ASA Ruling on Appy Food & Drinks Ltd. 2017).

Another case in the recent past is about Appy Foods and Drinks company.

The mentioned above firm has made a has made a deceitful claim on their own website on their own website and as a result this ad has banned. "The "About us" section of the website for Appy Food & Drinks' range of juice drinks for children, www.appykidsco.com, seen in July 2016, included the claim "we ONLY make 100% natural, tasty and healthy products ( ASA Ruling on Appy Food & Drinks Ltd. 2017).

The subject realized to be when a food law consultant has discovered that the products included some ingredients which as calcium lactate and glucose-fructose syrup. They are not considered to be '100% natural'. Eventually, advertisers of Appy Foods and Drinks breached the law of substantiation docket (Gavrilinia 2018).

The next case is about Medspa Pro Ltd., more precisely Slimspired organization which is in weight loss industry. They applied to delusive advertising techniques on purpose.

According to The Advertising Standards Authority (2018): "Text stated "... IF YOU are searching for a way to get the figure you want without the hard work, you need 3D-Lipo! ... 3D-Lipo targets your body's fat cells using a combination of tried and tested technologies including cavitation and dermology". Further text stated "Shifts stubborn fat fast! No pain, no exercise, no recovery time ... plus instant results guaranteed!".

**Figure 7.2: 3D Lipo Advertisement**



*Source: ASA Ruling on Medspa Pro Ltd 2018).*

The company has asserted a claim which need to prove. So; company got questioned on their product and its benefits. Advertisers have provided several scientific proofs and denied the accusations. What's interesting is that the studies of practical experiments of the product supported to complainants. Consequently, advertisers mislead consumers when advertising the weight loss procedure accordingly, flouted the law (ASA Ruling on Medspa Pro Ltd 2018).

As an example of manipulative advertising techniques in the beauty industry, "LANCÔME" can give. It is a famous cosmetics company even in Turkey. The subject of this case is about skin care product which have conducted a clinical study. As a result, the company claimed that, this product makes women's face look significantly younger than before using the product. As can be seen below the company has claimed 'clinically proven' and "Youth Activating Concentrate" right on the bottle of the product, both of which are circled in red.

**Figure 7.3: LANCÔME GENIFIQUE Advertisement**



Source: (Gavrilinia 2018).

You may see the statement 'clinically proven' below on their official commercial and in addition to that, the claim "Youth Activating Concentrate" right on the bottle of the product, both of which are circled in red.

According to definitive judgment, LANCÔME have made false and deceitful statement without being based on any real facts despite they had not any scientific proofs about what was asserted (Gavrilinia 2018).

## **8. DO CUSTOMERS HAVE FREE WILL?**

The term “free will” have been discussed in every period of Western philosophy and by many of the most important philosophical figures, just as Plato, Aristotle, Augustine, Aquinas, Descartes, and Kant (Anonymous 2002).

Free will mean is basically people's ability to think freely. Individuals could be influenced from something that may or may not prevent and it depends on their process of choice.

Are we really free despite society determines the constructs in which we live and thrive? Can we determine how much rational thought was taken by our self? Our backgrounds, morals, upbringings, or the context of where we are in our lives are affected your decision and freedom. Some of these factors are out of your hands. Law, political science, medicine, education and philosophy takes the free will issues in different ways. According to a number of social structures, the individual is the center of all decisions that taken but others look at community or the greater whole. Freedom is important concept and necessary component to our psychological well-being and our survival instinct. Sam Harris had a study about freedom of human, it shown when humans are not free or have feeling they have no choice, it makes them depressed. Another topic is Perceptual freedom which is the very basis of so many societies (Weiss 2016).

### **8.1 STAGES OF FREE WILL**

Free Will concept has been evolved many conceptual evolutions in history. Greek philosophy focused on the idea of moral responsibility linked to the freedom and determines quality of our decision making.

As far as codes of conduct, supposed that, we can freely choose between right and wrong. In the all Religion, “moral liberty” makes pursue the good, believers don't blindly follow their appetites and desires because of it (Cave 2016).

John Locke believed that free will or the ability to make decisions give a time to analyze parameters in 1600s. According to a lot of researchers, unconscious drives most of our behavior. On the other hand, determinism is linked about the Free Will. Determinists believed that individuals do not drive their car consciously. Some acts, we do easily, which are driven by people's unconscious thoughts or primal instincts (Weiss 2016).

In the 1980s, The American physiologist Benjamin Libet proved that we have no free will. A known fact, when the individuals would like to move their hand electrical activity builds up in a person's brain before this. Libet demonstrated that this builds up happen earlier than the person consciously makes a decision to move. The decision which was taken by conscious brain usually linked with free will, Libet study shows the brain has already set the act in motion, before we thought (Bodenner 2016).

## **8.2 FREE WILL AND MARKETING**

Marketing and advertisement by nature target customer's free will or their ability to perceptually make choices.

Andrew Gulledge specified in his book which calls The Art of Persuasion, individuals' choices can be influenced by some special techniques and one of them is involving appealing to the free will of the customers. Marketers can persuade customers by using this technique, the key is that before closing with a statement like, "But the ultimate choice is yours" (Cannon 2018).

Marketers are willingly use the most persuasive messages possible. Some of them are craftily persuasive. To using emotional triggers to create impact is preferred by some marketers, some marketers has more direct strategies. In recent days, customers are exposed thousands of ads that means competition is not easy, to getting customers attention is getting harder day by day. So Free Will is becoming forcing factor for marketers (Weiss 2016).

If you can persuade the consumer that your good or service is the correct option for them, you consider successful. Individuals have their ethic value and drives Free will. Chase

Bank emphasizes the free will of consumers, they are using slogans like, “Choose what’s right for you,” and “Value, flexibility and choice.” Customer's choice has emphasized by Chase Bank, so the company encourages the customer to make their own choice. They offer very special options to their customers, and make customers feel that they have tailormade service. The firm built a perception which make people comfortable (Cannon 2018).



## **9. METHOD OF THE RESEARCH**

### **9.1 METODOLOGY OF THE RESEARCH**

Online survey of 363 respondents was conducted between February 17 and December 20, 2020. Respondents were filled out the survey which took 3-4 min. There wasn't constraint about participant age or residence address. The survey was transmitted by several social media devices for providing participants (Linkedin, whatsapp, instagram e.g.).

SPSS and AMOS packaged software were used to analyze the research result. Scale factor reliability test and validation test was examined by SPSS 25 software. In order to perform hypothesis tests, structural equation modeling method was used through the AMOS program structural equation modeling.

### **9.2 IMPORTANCE OF THE RESEARCH**

The purpose of research is link up between buying behaviour and emotions. Thus, this study seek to understand Neuromarketing, emotions and the way used the subliminal messages.

## 9.3 VALIDITY AND RELIABILITY ANALYSIS OF SCALES

### 9.3.1 Neuromarketing Implementation Awareness Scale

**Table 9.3 1: Component Matrix of Implementation Awareness**

<b>Component Matrix<sup>a</sup></b>	
	Component
	1
<b>NMA1</b>	.870
<b>NMA2</b>	.847
<b>NMA3</b>	.801
<b>NMA5</b>	.687
<b>NMA4</b>	.618
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

There are 5 tools in neuromarketing implementation awareness scale. According to the results of the factor analysis, these are collected in one dimension and their factor load is greater than 0.4. In the mean time, the KMO value is greater than 0.7 and it is observed that the sample is suitable for factor analysis.

**Table 9.3 2: KMO Value Detail**

Standarts	Explanation
$1,00 \leq \text{KMO} \leq 0,90$	Very Good
$0,90 \leq \text{KMO} \leq 0,80$	Good
$0,80 \leq \text{KMO} \leq 0,70$	Medium
$0,70 \leq \text{KMO} \leq 0,60$	Reasonable
$0,60 < \text{KMO}$	Bad

(Tech Cloud Data Science Big Data, 2018)

**Table 9.3.3: KMO and Bartlett's Test Value Detail**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	862.134
	df	10
	Sig.	.000

(Sarıtaç, 2014)

According to Reliability analysis Cronbach's Alpha value was greater than 0.8 that was showed the internal consistency of the scale was at a good level.

**Table 9.3.4: Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
.828	5

**Table 9.3 5: The Rule of Thumb for Interpreting Alpha for Dichotomous Questions**

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

(Cronbach's Alpha: Simple Definition, Use and Interpretation, 2021)

### **9.3.2 Desire Scale**

Totally 8 questions were asked to analyze desire in customer's mind after showing the advertisement. However, the questions coded DES1, DES2 and DES3 were excluded from the analysis because they were loaded in different dimensions and damaged the integrity of the meaning. The factor load of the remaining questions are as follows.

**Table 9.3.6: Component Matrix Of Desire**

<b>Component Matrix<sup>a</sup></b>	
	Component
	1
DES8	.734
DES7	.719
DES6	.706
DES5	.701
DES4	.572
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

KMO value of the scale was 0.771 and it was observed that the sample was suitable for factor analysis.

**Table 9.3.7: KMO and Bartlett's Test of Desire**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	314.919
	df	10
	Sig.	.000

According to Reliability analysis Cronbach's Alpha value was greater than 0.7 that was showed the internal consistency of the scale was at a good level.

**Table 9.3.8: Reliability Statistics of Desire**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.720	5

### 9.3.3 Purchasing Behavior Scale

Totally 7 questions were asked to analyze customer's purchasing behavior. However, the questions coded BB4, BB5 and BB7 were excluded from the analysis because they were loaded in different dimensions and damaged the integrity of the meaning. The factor load of the remaining questions are as follows.

**Table 9.3.9: Component Matrix Of Purchasing Behavior**

<b>Component Matrix<sup>a</sup></b>	
	Component
	1
BB2	.742
BB6	.741
BB3	.622
BB1	.518
Extraction Method:	Principal Component Analysis.
a. 1 components extracted.	

The KMO value of the scale is 0.592 and it is observed that the suitability of my samples is poor. However, a KMO value greater than 0.5 is sufficient for analysis.

**Table 9.3.10: KMO and Bartlett's Test of Purchasing Behavior**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.592
Bartlett's Test of Sphericity	Approx. Chi-Square	140.398
	df	6
	Sig.	.000

According to Reliability analysis Cronbach's Alpha value was greater than 0.5 that was showed the internal consistency of the scale was at a poor level. But this level is acceptable.

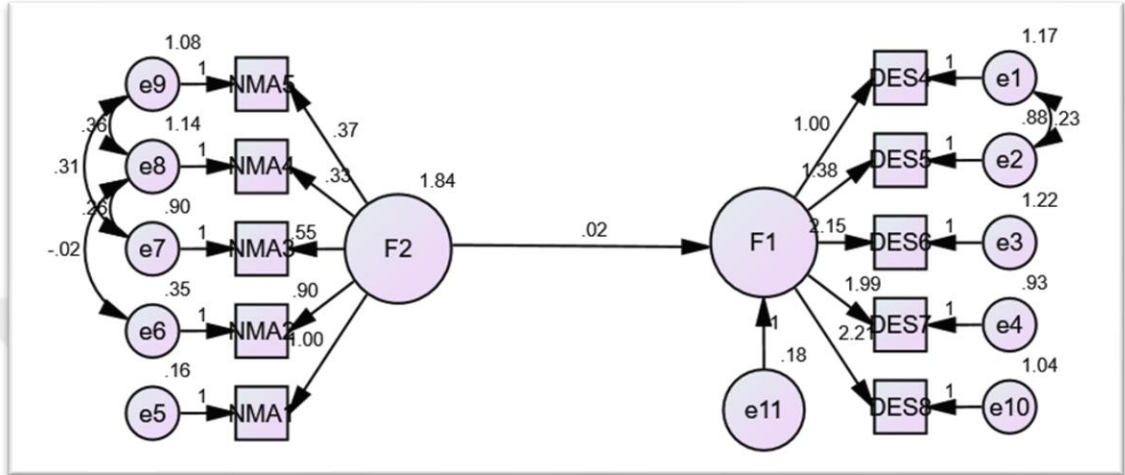
**Table 9.3.11: Reliability Statistics of Purchasing Behavior**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.561	4

### 9.3.4 Test of Hypothesis

**H1: NMA → DESIRE**

**Table 9.3.12: NMA of Desire**



**Table 9.3.13: Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
F1	<---	F2	.020	.020	.998	.318	
v19	<---	F1	1.000				
v20	<---	F1	1.384	.239	5.779	***	
v21	<---	F1	2.155	.404	5.339	***	
v22	<---	F1	1.989	.370	5.371	***	
v10	<---	F2	1.000				
v11	<---	F2	.898	.043	20.964	***	
v12	<---	F2	.548	.042	13.003	***	
v13	<---	F2	.332	.045	7.342	***	
v16	<---	F2	.371	.044	8.480	***	
v23	<---	F1	2.209	.409	5.396	***	

Since  $P > 0.05$ , there was no significant relationship between them. Neuromarketing awareness has no effect on the desire created by ads on people.

H1= Rejected

The compliance test results of the model are as follows.

**Table 9.3.14: CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	26	34.202	29	.232	1.179
Saturated model	55	.000	0		
Independence model	10	1201.266	45	.000	26.695

**Table 9.3.15: RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.062	.982	.965	.518
Saturated model	.000	1.000		
Independence model	.444	.561	.463	.459

**Table 9.3.16: Baseline Comparisons**

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.972	.956	.996	.993	.996
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

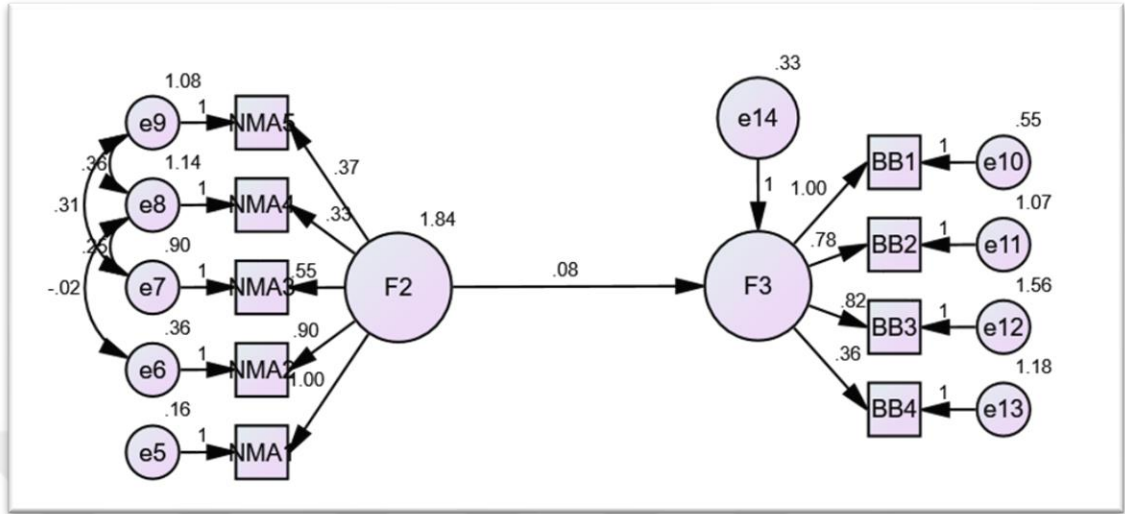
## RMSEA

**Table 9.3.17 : RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.023	.000	.048	.962
Independence model	.269	.256	.283	.000

**H2: DESIRE → BB**

**Table 9.3 18: Desire of BB**



**Table 9.3.19: Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
F3	<---	F2	.075	.034	2.202	.028	
v10	<---	F2	1.000				
v11	<---	F2	.897	.043	21.065	***	
v12	<---	F2	.548	.042	13.018	***	
v13	<---	F2	.332	.045	7.363	***	
v16	<---	F2	.371	.044	8.488	***	
v5	<---	F3	1.000				
v6	<---	F3	.783	.250	3.127	.002	
v7	<---	F3	.821	.266	3.084	.002	
v8	<---	F3	.356	.163	2.190	.029	

Since  $P < 0.05$ , there is a significant relationship between Neuromarketing and buying behavior.

H2= Accepted

The compliance test results of the model are as follows.

**Table 9.3.20: CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	54.575	22	.000	2.481
Saturated model	45	.000	0		
Independence model	9	962.519	36	.000	26.737

**Table 9.3.21: RMR, GFI**

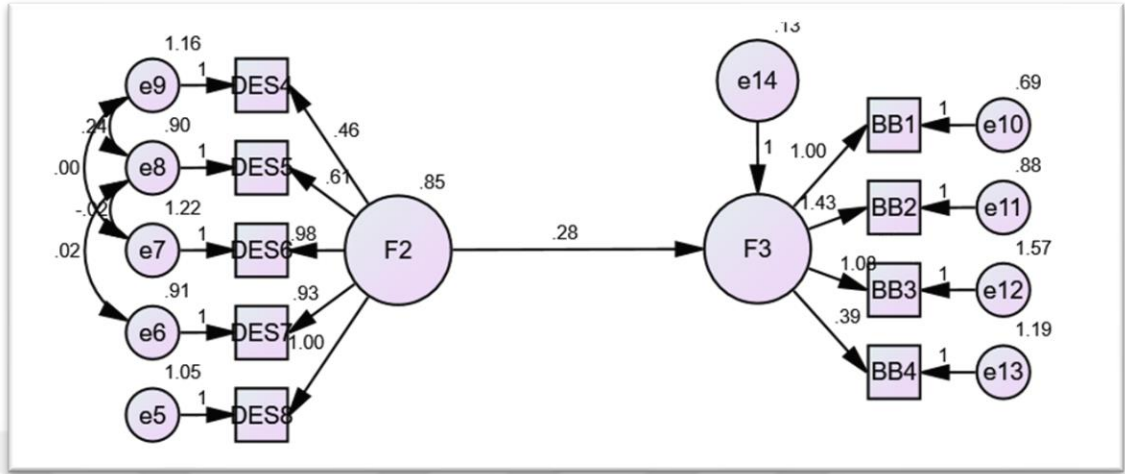
Model	RMR	GFI	AGFI	PGFI
Default model	.066	.968	.935	.473
Saturated model	.000	1.000		
Independence model	.415	.605	.506	.484

**Table 9.3.22: Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.943	.907	.965	.942	.965
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**H3: DESIRE → BB**

**Table 9.3.23: Desire of BB**



**Table 9.3.24: Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
F3	<---	F2	.283	.060	4.714	***	
v23	<---	F2	1.000				
v22	<---	F2	.927	.109	8.515	***	
v21	<---	F2	.983	.120	8.172	***	
v20	<---	F2	.613	.101	6.073	***	
v19	<---	F2	.462	.089	5.216	***	
v5	<---	F3	1.000				
v6	<---	F3	1.432	.313	4.579	***	
v7	<---	F3	1.080	.274	3.938	***	
v8	<---	F3	.387	.188	2.059	.040	

Since  $P < 0.05$ , there is a significant relationship between Desire and Buying Behavior.

H3= Accepted

The compliance test results of the model are as follows.

**Table 9.3 25: CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	28.972	22	.146	1.317
Saturated model	45	.000	0		
Independence model	9	436.802	36	.000	12.133

**Table 9.3.26: RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.045	.982	.963	.480
Saturated model	.000	1.000		
Independence model	.315	.714	.643	.571

**Table 9.3 27: Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.934	.891	.983	.972	.983
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Table 9.3.28: RMSEA**

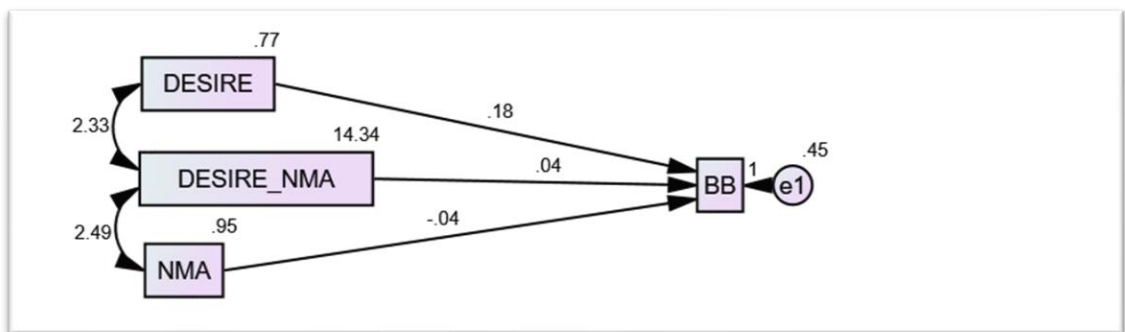
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.030	.000	.057	.879
Independence model	.177	.163	.192	.000

### Mediating Effect

As stated previously, there is a significant relationship between Desire and Buying and also between Neuromarketing and buying behavior. But Neuromarketing awareness has no effect on the desire created by ads on people so there is no significant relationship between Desire and Neuromarketing awareness. We can not mention about Mediating Effect on this model.

H4: Rejected

**Table 9.3.29: Moderating Effect**



**Table 9.3.30: Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
BB	<---	DESIRE	.180	.134	1.344	.179	
BB	<---	DESIRE_NMA	.044	.042	1.042	.298	
BB	<---	NMA	-.041	.116	-.351	.726	

Since  $P < 0.05$ , there is no moderating effect.

H5: Rejected

The compliance test results of the model are as follows.

**Table 9.3 31: CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	9	1.820	1	.177	1.820
Saturated model	10	.000	0		
Independence model	4	1.140.580	6	.000	190.097

**Table 9.3 32: RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.319	.997	.974	.100
Saturated model	.000	1.000		
Independence model	1.201	.604	.341	.363

**Table 9.3.33: Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.998	.990	.999	.996	.999
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Table 9.3.34: RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.048	.000	.159	.352
Independence model	.731	.695	.767	.000

## 9.4 Hypotheses of The Research

Marketers are concerned to make change to the customer minds. To measuring consumer preferences is not enough for them. Neuroscience researchers have enhanced traditional marketing and create a new vision for marketers. Marketers would like to know which part of a population are the right customer for their advertising and branding efforts. Put it differently better segmentation is an advantage and Neuroscience can submit this to marketers.

According to some people, Neuroscience has a manipulation power, and the biggest concern is mystery of around what's happening in neuroscience labs at major companies (specially tech giants such as Facebook, Google, and Amazon).

H1: There is a relationship between neuromarketing Awareness and the Desire to be created

H2: There is a relationship between neuromarketing awareness and buying behavior

H3: There is a relationship between the desire to be created and buying behavior

H4: Neuromarketing awareness mediates the relationship between the desire to be created and buying behavior.

H5: Neuromarketing awareness moderates the relationship between the desire to be created and buying behavior.

## 9.5 THE ANALYSIS OF FINDINGS

In the beginning I asked the respondents about their gender, which is essential to know for the analyze of distribution of answers as women's and men's desires and opinions may differ. (60,3%) of respondents are female and (39,7%) are male.

The majority of respondents fall into the range of 26 to 34 years old and the age range of the survey respondents are from 18 to 65 years old and above it. Next part of the questionnaire was about country of residence, majority of people are from Turkey (90,9%) and the second largest group of respondents are from Europe (5,2%).

Following that I asked about which mass media they use more often. According to the results instagram is popular media application, the 67,8% rate of respondents preferred instagram, respondents rate of 11,8% preferred Youtube. (Other rates are approximately as follows 9,9% Twitter, 5,2 LinkedIn, 3,3% Facebook and 1,9 none).The majority of responders are not think trustworthy of the mass media. The rate ise 47,9%. Some of them (22,6%) think LinkedIn is trustworthy. The Majority of respondents think that marketing communications techniques can make people make decisions that they otherwise would not have made.

The majority of responses (65,5%) falls in to the range between 1 and 3 on the scale which means they are not aware of the neuromarketing concept. And the high incidence of reponders have not been persuaded to buy goods based on an ad frequently. (The range between 1 and 3 on the scale is 87,1%). 95,3% do not believe in that in advertising is totally transparent.

Also, advertisers have implemented fear appeal in order to attract attention of people to the issue of driving drunk for anti-advertising. The majority of responses (76%) falls in to the range between 3 and 5 on the scale. It means people got scared. They thought that they might to injure someone or themselves as well if they drive in a drunk state. This showed us fear appeal remains an efficient manipulative technique.

Moreover, questions have been asked about emotional appeals, for the purpose of to see their effectiveness and measure the impact on consumers between each other. First question is about 'Sex Appeal' which has not any impact on customers purchasing request. Follow question was similar but engaged with romance which has not any impact on customers purchasing request as well (the majority of responses falls in to the range between 3 and 5 on the scale).

The next question aim was about to explore whether people are influenced by 'Scarcity Appeal', which attracts attention of consumers by creation of an illusion that the amount of a product or service is limited. As a result, people has influenced by Scarcity Appeal'.

The majority of responders was agreed on that the advertisement made them more predispositioned to purchase of Rolls Royce by offering them luxurious life and high social position. This result shows that the manipulative advertising technique, which implies attraction of consumers attention by making them feel like they would be jet-setting and luxury life, is efficient for promotion of such products. High proportion of participants think that this advertisement unethical knowing that the statement is deceitful and they don't think you think that manipulative advertising allows they to make an intelligent, self-directed product choices on the basis of their values and interests. Finally, for the last question, the majority (69,9%) of responders have stated that they have been misled by the word diet, which made them suppose such drinks can have a positive impact on their weight loss process.

## 10. CONCLUSION

To conclude, in this research I tried to analyze manipulative advertising techniques in the context of ethical, legal and psychological also tried to find connect between neuromarketing/neuromarketing awareness and manipulative advertising.

Even manipulative advertising has a positive impact on purchasing behaviour, people still do have a control over what to purchase, even though they are presented with an embellished story of products. According to the collected data, the most efficient manipulative techniques with implementation of emotional appeal is scarcity appeal.

There is no relationship between neuromarketing Awareness and the Desire to be created. No finding was found about Neuromarketing awareness moderates the relationship between the desire to be created and buying behavior.

## REFERENCES

### *Books*

- Lakhani, D. (2008). *Subliminal Persuasion : Influence & Marketing Secrets They Don't Want You To Know*. New Jersey: John Wiley & Sons, Inc.
- Lewis, D. (2013). *The Brain Sell: When Science Meets Shopping; How the new mind sciences and the persuasion industry are reading our thoughts, influencing our emotions, and stimulating us to shop*. London: Nicholas Brealey Publishing
- Plutchik, R. (1962). *The Emotions*. Lanham, New York, London: University Press Of America.
- Sant, T. (1992). *Persuasive Business Proposals : Writing to Win Customers, Clients, and Contracts*. New York: A Sue Katz & Associates Book.
- Schafer, A. (2005). *Buy This*. Scientific American Mind Press
- Schwartz, N., & Clore, G. (1996). *Feelings and phenomenal experiences*. New York: *Social Psychology: Handbook of Basic Principles*.
- Winter, E. (2018). *Akıllı Hissetmek, Duygularımız Neden Düşündüğümüzden Daha Rasyoneldir*. İstanbul : İstanbul Bilgi Üniversitesi

### *Periodical*

- Ahearne, M., Jelinek, R., & Jones, E. (2007). Examining the effect of salesperson service behavior in a competitive context. *Journal of the Academy of Marketing Science* ,pp. 603-616.
- Bakardjieva, E., & Kimmel, A. J. 2017. Neuromarketing Research Practices: Attitudes, Ethics, and Behavioral Intentions. *27 (3) Ethics & Behavior*, pp.179-200.
- Barrett-Lennard, G. 1962. Dimensions of therapist response as causal factors in therapeutic change. *Psychological Monographs*, **76** (43)pp. 1-36.
- Broyles, S. J. (2006). Misplaced Paranoia Over Subliminal Advertising: What's The Big Uproar This Time? *Journal of Consumer Marketing*, **23** (6) pp. 312-313.
- Cooper, P., & Pawle, J. (2005). Measuring Emotion in Brand Communication. *Esomar*, **3** pp 26.
- Coy, P. (2005). Why Logic Often Takes a Backseat. *Business Week*,pp. 94-99.

- Çeçen, Y. (2002). Duygular İnsan Yaşamında Neden Vazgeçilmez ve Önemlidir? *Dergipark/ Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, **9** (9) pp. 164-170.
- Danciu, V. (2014). Manipulative Marketing. *Economics*, pp. **2** (591) pp.19-34.
- Dayan, P., & Daw, N. D. (2008). Decision theory, reinforcement learning, and the brain. *Cognitive, Affective, & Behavioral Neuroscience*, **8** pp. 429-453.
- Delbechitre, D., Rutherford, B. N., & Comer, L. B. (2019). The Importance Of Customer's Perception Of Salesperson's Empathy In Selling . *Journal of Business & Industrial Marketing*, **2** (34).pp.374-388
- Ford, J. B. (2019). What Do We Know about neuromarketing? *Journal of Advertising Research* , **3** (59) pp. 257-258.
- Fortunato, V. C., & Giraldi, J. E. (2014). A review of studies on neuromarketing: practical results, techniques, contributions and limitations. *Journal of Management Research* , **2** (6) pp. 201-220.
- Fugate, D. L. (2007). Neuromarketing: a layman's look at neuroscience and its potential application to marketing practice. *Journal of Consumer Marketing*, **24** (7) pp. 385-394.
- Grimes, A. (2006). Are We Listening and Learning? Understanding the Nature of Hemispherical Lateralisation and its Application to Marketing. *International Journal of Market Research* , **4** (48) pp. 439-457.
- Harris, R. (2006). Brain waves. *Marketing Magazines*, **7** (24) pp. 15-17.
- Hegazy, I. M. (2019). The effect of political neuromarketing 2.0 on election outcomes- The case of Trump's presidential campaign 2016. *Emerald Insight*, pp. 17.
- Karniol, R. (1982). "Settings, scripts, and self-schemata: a cognitive analysis of the development of pro-social behavior. *Academic Press*, **2** (2) pp. 251-278.
- Lau-Gesk, L. (2005). Understanding Consumer Evaluations of Mixed Affective Experiences. *Journal of Consumer Research*, pp. **32** (1) pp. 23-28.
- Lee, N., Broderick, A., & Chamberlain, L. (2007). What is 'neuromarketing'? A discussion and agenda for future research. *International Journal of Psychophysiology*, **63** (2) pp. 199-204.
- Mccannon, A. (2007). If I Only Had a Brain Scan. *Business Week*, **10** (6) 19.
- Moore, T. E. (1982). Subliminal advertising: what you see is what you get. *Journal of Marketing*, pp. **2** (46) 38-47.
- Morgan, R. M., & HUNT, S. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, **3** (58) pp. 20-38.
- Phillips, M. J. (1994). The Inconclusive Ethical Case Against Manipulative Advertising. *Business & Professional Ethics Journal*, **13** (4) pp. 31-64.

- Plutchik, R., & Kellerman, H. (1990). Emotion Theory, Research and Experience. *New York: Academic Press, INC.* 3 (45),pp. 969-972.
- Pride, W. M., & Ferrel, O. C. (2010). *Marketing*. United States: South-Western Cengage Learning.pp. 157-165.
- Taylor, R. K. (2000, February 10). Marketing Strategies: Gaining A Competitive Advantage Through The Use Of Emotion. *Competitiveness Review*, 2 (10) pp. 146-152.
- Theodore , V. J., Spiegel , D. L., & Cooper, D. (2011). *Neuromarketing: Legal and Policy Issues a Covington White Paper*. 2(48), pp. 131-135.
- Tosun, P., Sezgin, S., & Uray, N. (2019). Theories About Emotions And Mood In Marketing. *Electronic Journal of Social Sciences*,pp. 1849-1868. 18 (72), pp 1849-1868.
- Ural, T. (2008). Pazarlamada Yeni Yaklaşım Nöropazarlama Üzerine Kuramsal Bir Değerlendirme. *Ç.Ü. Sosyal Bilimler Enstitüsü Dergisi*, 17 (2) pp 421-432.
- (2018). *Customer-centric shopping experience through neuroscience*. Deloitte.
- Weiss, C. (2016, September 15). Data Mining The Unconscious . *Salve Regina University* , p. 255.
- Young, C. (2002). Brain waves, picture sorts, and branding moments. *Journal of Advertising Research*, 42.

### ***Others***

- ASA Ruling on Appy Food & Drinks Ltd.* . (2017, March 8). ASA Ruling on Appy Food & Drinks Ltd. Web Site: <https://www.asa.org.uk/rulings/appy-food---drinks-ltd-a16-348064.html> [accessed 4 November 2020].
- ASA Ruling on Medspa Pro Ltd.* (2018, April 8). ASA Ruling on Medspa Pro Ltd: <https://www.asa.org.uk/rulings/medspa-pro-ltd-a17-397607.html> [accessed 4 November 2020].
- Anonymous, internet sources [online], (2020, January 20). WIKIPEDIA: [https://en.wikipedia.org/wiki/Public\\_relations\\_campaigns\\_of\\_Edward\\_Bernays](https://en.wikipedia.org/wiki/Public_relations_campaigns_of_Edward_Bernays) adresinden alındı [accessed 16 May 2020].
- Anonymous. (2002, January 7). *Stanford Encyclopedia of Philosophy*. Stanford Encyclopedia of Philosophy: <https://plato.stanford.edu/entries/freewill/> [accessed 16 May 2020].

- Brierley, G. L. (2017). *Subconscious Marketing Techniques: The Implications For Consumer Regulations And The Marketing Profession . Thesis for the Doctor's Degree of Philosophy*. Cardiff: Cardiff Metropolitan University
- Bhasin, H. (2019, April 22). *Marketing91.com*. Marketing91 Web Site: <https://www.marketing91.com/what-is-neuromarketing/> [accessed 16 May 2020].
- Boachie, P. (2016, July 21). *Entrepreneur* . Entrepreneur Web Site: <https://www.entrepreneur.com/article/279464> [accessed 16 May 2020].
- Bodenner, C. (2016, June 22). *The Atlantic*. The Atlantic: <https://www.theatlantic.com/notes/all/2016/06/does-free-will-really-exist/488228/> [accessed 16 May 2020].
- Cambridge Dictionary*. (2020). dictionary.cambridge.org: <https://dictionary.cambridge.org/dictionary/english/manipulation> adresinden [accessed 16 May 2020].
- Cannon, L. (2018, November 12). *Green Book Blog*. Green Book Blog Web Site: <https://greenbookblog.org/market-research-leaders/free-will-two-for-the-price-of-one/> [accessed 16 May 2020].
- Cave, S. (2016, June). *The Atlantic*. The Atlantic: <https://www.theatlantic.com/magazine/archive/2016/06/theres-no-such-thing-as-free-will/480750/> [accessed 16 May 2020].
- Cronbach's Alpha: Simple Definition, Use and Interpretation*. (2021, January 20). www.statisticshowto.com: <https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/cronbachs-alpha-spss/> adresinden alındı [accessed 20 May 2020].
- Fisher, C. E., & Chin, L. (2011, August 8). *Defining Neuromarketing: Practices and Professional Challenges*. PMC: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3152487/> [accessed 20 May 2020].
- Friedman, R. A. (2006, October 25). *New York Times*. New York Times: <https://www.nytimes.com/2006/10/25/automobiles/autospecial/whats-the-ultimate-scan-a-male-brain.html> [accessed 21 May 2020].
- Gavrilinia, K. (2018). *The implications of manipulative advertising Thesis for the M.A. Degree.. Prague: University of New York in Prague*.
- Kent, E. (2017, February 2). *CMO by Adobe*. CMO by Adobe Web Site: <https://cmo.adobe.com/articles/2017/2/its-a-matter-of-trustor-lack-of-itfor-marketers.html#gs.3un1ia> [accessed 21 May 2020].
- Meskauskas, J. (2005, July 15). *iMedia*. iMedia Web Site: <http://www.imediaconnection.com/articles/ported-articles/red-dot-articles/2005/jul/media-maze-neuromarketing-part-i/> [accessed 21 May 2020].

- NewsMDirector. (2017, July 11). *The Antevenio Group*. The Antevenio Group: <https://www.mdirector.com/en/digital-marketing/examples-marketing-subliminal-messages.html> [accessed 24 May 2020].
- Odekerken , M. (2018, May 28). *Neurofied* . Neurofied Web Site: <https://neurofied.com/the-ethics-of-neuromarketing/> adresinden alındı
- Raka. (2019, July 17). *Flywheel vs. Funnel: How (And Why) To Convert Your Marketing Funnel into a Flywheel*. Raka Vreative: <https://www.rakacreative.com/blog/inbound-marketing/how-and-why-to-convert-your-funnel-to-a-flywheel/> [accessed 24 May 2020].
- Sarıtac, E. (2014, November 23). *Faktör Analizinde KMO ve Bartlett Testi*. enessaritac.blogspot.com: <https://enessaritac.blogspot.com/2014/11/faktor-analizinde-kmo-ve-bartlett-testi.html> [accessed 24 May 2020].
- Shah, A. (2012, March 4). *Global Issues* . Global Issues Web Site: <https://www.globalissues.org/article/160/media-and-advertising> [accessed 24 May 2020].
- Standford Edu. (2006). Standfort Edu Web Site: [http://tobacco.stanford.edu/tobacco\\_main/images\\_body.php?token1=fm\\_img2910.php](http://tobacco.stanford.edu/tobacco_main/images_body.php?token1=fm_img2910.php) [accessed 24 May 2020].
- Tech Cloud Data Science Big Data. (2018, November 20). November 20, 2021 tarihinde <https://techbigdatacloud.medium.com/k%C4%B1sa-k%C4%B1sa-anlat%C4%B1mlarla-fakt%C3%B6r-analizi-248e4cdb33c4> [accessed 24 May 2020].
- Th Books. (1995, March 10). New York Times On The Web: <https://archive.nytimes.com/www.nytimes.com/books/98/08/16/specials/bernays-obit.html> [accessed 24 May 2020].
- Willams, J. (2010, February 22). *www.fastcompany.com*. Fast Company: <https://www.fastcompany.com/1558477/campbells-soup-neuromarketing-redux-theres-chunks-real-science-recipe> [accessed 25 May 2020].