

From Neuroscience to marketing: mental health and organizational development

Santiago Restrepo Garizabal

Academic Director, University of Barcelona and the University of Baja California E-mail: srestrepo.neurociencia@gmail.com

Since the 1990s, technologies have been developed that reveal in detail the functioning of the human brain in all its daily actions. One of them is consumption, making purchasing decisions. The process that takes place in the realization of elections in relation to neuromarketing is deeply rooted in the brain circuits of consumers to better understand the motivations and processes that precede decision making in humans. Currently in the business world is not enough to analyze what customers say, or observe how they behave, it is also necessary to investigate the neurocognitive mechanisms involved in these actions. It is more important to discover "what you think", the person who recognizes "what he says he thinks".

The human being is an animal of high complexity, because it agreed in an articulated way different elements:

- Being existential: creates a sense of transcendence that impels him to leave a mark on his environment, which can be reflected in inheritance to children, society, friends or family, while generating ideas of immortality, true or not according to each person, who promote the creation and implementation of values.
- Being social: for its gregarious reason and specific cultural events, a grouping is generated that develops an intricate network of inter and intrapersonal relationships to produce a complex society, which although it presents patterns of social conditioning, does not leave free and adaptive choices aside.
- Be psychological: There is an emotional interaction where both drives and repressions, conditioning as self-realization, fears and pleasures that, combined, mark temperamental aspects (character and personality)
- Being biological: The neuroanatomical and neurophysiological substrate enables the development of social, psychological and cultural elements, and in some way, also determines them.

It is worth mentioning that the human being is a combination of the previous aspects, where none predominates, they are intertwined with a synergy that has achieved an adaptation as a species, which, to date, places him at the head of the evolutionary chain.

For decision making and with the exercise of persuasive communication, a theoretical reflection on emotions will be made. Emotions generate behaviors in people and this is

why Advertising seeks to awaken them by incorporating emotional messages, promoting the purchase / consumption of goods or services in a faster or more intensive way. Emotions exert a great control over our thoughts and, therefore, over our actions, demonstrating that all decisions, including those of purchase, pass and are influenced by emotions, from their limbic structures to their cocktail of hormones that always affect a action or another. The main emotions used in marketing are anger, love, fear, happiness, compassion, guilt, jealousy, rebellion and many others; but it is the primary instincts of Placer and Displacer, manifested as Fear and Joy that take the helm at the time of making decisions.

INTRODUCTION

The application of neuroscientific techniques in the field of marketing has given rise to what is known as neuromarketing, a technique that facilitates the identification of brain centers activated by the presence of stimuli received through the sense organs, and whose neurocognitive response it is feasible to measure the reward mechanisms that activate the brain regions related to decision-making and their respective valence, which in addition to relating and identifying them, helps to predict the behavior of the consumer when being persuaded to make decisions (Braidot, 2012). That is, neuroscience facilitates the identification and relationship that exists between the stimuli perceived through the organs of the senses, the activation of inhibitory mechanisms and the decision-making process related to the acquisition of goods or services (Ospina, 2014) .

Neuromarketing, as emergent knowledge, derives its knowledge from clinical neuroscience, from which emanate stimulation - neurophysiological response and stimulus - neurocognitive response studies, which have been the subject of research for various neuropathologies; now used by the neurosciences applied to organizations and marketing, which have grown so far in the twenty-first century, both academic, labor and research.

The processes studied and the methods used today by neuromarketing come from neurology and psychology under a conceptual economic framework, which take brain function as a starting point (Lezak, Howieson and Loring, 2004); from which derives the relevance of documenting this field of application from the theoretical contributions, and specifically the importance of the neuroconsumption both in the business field and in consumer behavior.

To identify these levels of activation or neuroscientific research that facilitate correlating the functions that lead the brain areas that are activated, we resort to invasive and non-invasive techniques, with technologies such as pupillary diameter meter -

ET, facial expression analyzer - FCA , electroencephalography - EEG, computerized axial tomography - TAG, magnetic resonance imaging - MRI, positron emission tomography - PET, functional magnetic resonance imaging - fMRI (Díaz, 2011); which allows to identify them from the neurosensory responses.

KEYWORDS: Administration; Consumer; Technology; Neuroscience; Neuromarketing; Psychology; Health.