

MANAGEMENT OF CONSUMERS' ATTENTION – WHAT CAN THE ADVERTISER DO TO SURVIVE THE MEDIA REVOLUTION

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ABSTRACT: "I know half the money I spend on advertising is wasted, I just don't know which half" joked John Wanamaker, who created the first department store in 1876 [15]. In spite of the passage of time Wanamaker's saying is still in force. However, it may change soon thanks to coming into being of new discipline – neuromarketing, which is combination of advertisements' artistry and sciences (inter alia neuropsychology, cognitive psychology, neuroimaging, cognitive science, psycholinguistics). Neuromarketing postulates using fMRI, EEG, EMG or eye tracking techniques for the purpose of recognising consumers' preferences toward specific goods and brands as well as mechanisms concerning decision-making process related to purchases. The goal of neuromarketing is to obtain the information - the human brain's responses, which marketing stimuli (advertisement) is effective.

Key words: the media, neuromarketing, advertisement

JEL codes: M3, M37, M39