

The best variable to evaluate the intensity of approach or avoidance in static marketing actions through neuromarketing

**Antonio González-Morales**  
Universidad de Sevilla

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## **Abstract**

Knowing the approach or avoidance, as well as the intensity of them (the arousal), generated by the advertising of a product or service, is very important in marketing actions. They influence the creation of the footprint of the memory of brands and companies in the minds of consumers, in order to create a perception of companies in the minds of consumers and then influence their purchasing decisions. To appreciate emotional arousal is very important and it is common to use the galvanic response of the skin and/or the heart rate as indicators of this intensity, in neuromarketing. The author proposes temperature as an indicator of emotional arousal. Temperature is the variable that best evaluates emotional arousal in the experiment performed and, therefore, it could be the most highly recommended variable to evaluate static advertising with neuromarketing.

**Keywords:** *consumer neuroscience; neuromarketing; emotion*

**Track:** Advertising & Marketing Communications