

# Investigation about the relation between memorable TV advertisement and consumers' audiovisual emotions with Neuromarketing approach

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**Abstract** In this study, we investigated about the relation between the feeling or emotions of consumers in the presence of words (Lines, a jingle, a sound, logo and on-screen words) that were later remembered by using electroencephalograph (EEG) with Neuromarketing approach. we also examined effects of words on consumers' memories with time e.g.: soon after watching, a week later, two week later. The method used in this research is laboratory method and sampling method in this research was non-probabilities available sampling. Therefore, we gathered data with EEG device and all signals were recorded by only Fp1 electrode with Open Processing software and sampling rate of 512 Hz in the range of 7 to 13 Hz and 30 fps. After omitting artefacts and got average of these data in the Excel software, we separated three TV commercials as the higher rank of brain activity or emotions and three TV commercials as the lower rank of brain activity or emotion. After analyzed these data with SPSS software, we considered that there was a strong correlation and significant relation between the higher rank TV commercials and words; furthermore, there was not any significant relation between the lower rank TV commercials and words.

**Keywords:** Neuromarketing, TV commercials, Electroencephalograph (EEG)

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