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Neurobranding as an Interdisciplinary Approach to Strengthening Brand Image and Awareness

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ABSTRACT

The paper focuses on the exploration and application of neurobranding as an innovative tool for strategically strengthening brand image and increasing brand awareness in the market. Through an interdisciplinary connection between neuroscience, psychology, and marketing, it explains how neural reactions, subconscious mechanisms, and emotional responses of consumers can contribute to the optimization of brand communication strategies and more effective brand identity building. The paper is divided into four chapters, which gradually cover the theoretical foundations of neuroscience, the role of brands in the context of consumer behavior, the interconnection of these areas within the concept of neurobranding, and the development of this topic in domestic and foreign literature. The final part reflects current trends, methodological approaches, and perspectives for further research, which point to the growing importance of this area for creating competitive advantage. The aim of the paper is to demonstrate that neurobranding is a dynamic but still insufficiently researched discipline that offers high potential for both marketing practice and academic research.

Keywords: brand; consumer behavior; emotional reactions; neuromarketing; neuroscience