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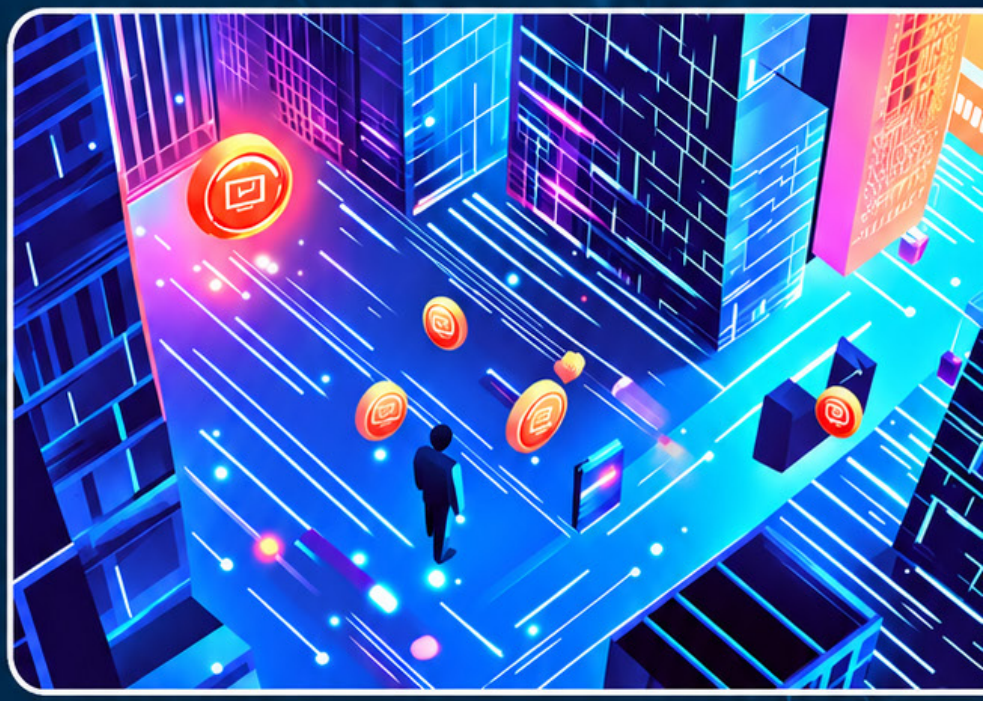

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05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
05.01.03 – Informatikaning nazariy asoslari
05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
05.01.07 – Matematik modellashtirish
05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
05.02.00 – Mashinasozlik va mashinashunoslik
05.02.08 – Yer usti majmualari va uchish apparatlari
05.03.02 – Metrologiya va metrologiya ta'minoti
05.04.01 – Telekommunikasiya va kompyuter tizimlari, telekommunikasiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
05.05.05 – Issiqlik texnikasining nazariy asoslari
05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
05.08.03 – Temir yo'l transportini ishlatish
05.08.06 – "G'ildirakli va gusenisali mashinalar va ularni ishlatish" (texnika fanlari)
05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
08.00.01 – Iqtisodiyot nazariyasi
08.00.02 – Makroiqtisodiyot
08.00.03 – Sanoat iqtisodiyoti
08.00.04 – Qishloq xo'jaligi iqtisodiyoti
08.00.05 – Xizmat ko'rsatish tarmoqlari iqtisodiyoti
08.00.06 – Ekonometrika va statistika
08.00.07 – Moliya, pul muomalasi va kredit
08.00.08 – Buxgalteriya hisobi, iqtisodiy tahlil va audit
08.00.09 – Jahon iqtisodiyoti
08.00.10 – Demografiya. Mehnat iqtisodiyoti
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08.00.12 – Mintaqaviy iqtisodiyot
08.00.13 – Menejment
08.00.14 – Iqtisodiyotda axborot tizimlari va texnologiyalari
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08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
08.00.17 – Turizm va mehmonxona faoliyati

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NEUROMARKETING IS NOT ADVERTISING

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Abstract. This article examines the scientific foundations of neuromarketing, its place in marketing, and common misconceptions that equate it with conventional advertising. Consumers encounter numerous marketing messages every day, and their choices are influenced not only by price and quality but also by emotions, memory, attention, and unconscious processes. Therefore, understanding consumer preferences has become increasingly important. The aim of the study is to clarify the concept of neuromarketing, demonstrate how it differs from conventional advertising, and examine its role as an interdisciplinary research field at the intersection of neuroscience, psychology, and marketing. The research is based on an analysis of scientific literature and established studies, including the Coca-Cola and Pepsi experiment, as well as a case study of KFC's international marketing practices and its adaptation to the Uzbek market. The analysis indicates that neuromarketing is not itself a form of advertising; rather, it investigates consumers' conscious and unconscious responses to products, brands, and marketing stimuli using methods such as EEG, fMRI, eye-tracking, and GSR. The scientific contribution of the article lies in systematically distinguishing neuromarketing as a research field from conventional advertising practices. The article also emphasizes the importance of ethical guidelines in balancing business interests with consumer rights.

Keywords: neuromarketing, consumer, advertising, research, marketing, consumer psychology, brand, consumer behavior, neural responses, decision-making, emotional influences on purchasing, marketing analysis.

Аннотация. В статье рассматриваются научные основы нейромаркетинга, его место в маркетинге, а также распространённые ошибочные представления, отождествляющие его с традиционной рекламой. Ежедневно потребители сталкиваются с многочисленными маркетинговыми сообщениями, а на их выбор влияют не только цена и качество, но и эмоции, память, внимание и бессознательные процессы. В связи с этим понимание потребительских предпочтений приобретает всё большее значение. Цель исследования заключается в уточнении понятия нейромаркетинга, выявлении его отличий от традиционной рекламы и рассмотрении его роли как междисциплинарной научной области на пересечении нейронауки, психологии и маркетинга. Исследование основано на анализе научной литературы и известных исследований, включая эксперимент с Coca-Cola и Pepsi, а также на изучении маркетинговой практики KFC на международных рынках и особенностей её адаптации к рынку Узбекистана. Результаты анализа свидетельствуют о том, что нейромаркетинг сам по себе не является разновидностью рекламы, а представляет собой направление исследований, изучающее осознанные и неосознанные реакции потребителей на товары, бренды и маркетинговые стимулы с использованием таких методов, как ЭЭГ, фМРТ, отслеживание движений глаз (eye-tracking) и измерение кожно-гальванической реакции (GSR). Научный вклад статьи заключается в систематическом разграничении нейромаркетинга как исследовательского направления и традиционной рекламной практики. В статье также подчёркивается важность соблюдения этических принципов для обеспечения баланса между интересами бизнеса и правами потребителей.

Ключевые слова: нейромаркетинг, потребитель, реклама, исследование, маркетинг, психология потребителя, бренд, потребительское поведение, нейронные реакции, принятие решений, эмоциональные факторы покупательского поведения, маркетинговый анализ.

INTRODUCTION

As the concept of neuromarketing has developed, understanding customer decisions has become increasingly important, and traditional advertising does not always produce the expected results. Modern consumers are constantly exposed to advertisements delivered through social networks and mobile platforms, and as advertisements multiply, it becomes increasingly difficult to hold their attention. Customers' decisions, desires, and opinions are not always formed consciously, as psychological research has repeatedly demonstrated. This raises an important question for marketing: what actually determines a customer's choice? Marketing research frequently relies on interviews, yet interviews do not always reveal a customer's internal state and underlying decision-making processes. For this reason, studying the human brain has become important in marketing, and scientific approaches based on psychology and neuroscience have emerged; neuromarketing is one of them.

Every day, people encounter numerous advertisements and other marketing messages. The products we choose in shops, the items that attract our interest after online advertisements, and the brands we prefer

are rarely selected by chance. Our choices are influenced not only by price and quality but also by emotions, memory, attention, and processes that occur below the level of conscious awareness. It is at this point, at the intersection of marketing and neuroscience, that neuromarketing acquires particular importance.

Neuromarketing is often regarded as merely an advertising technique. Such a view does not fully reflect its scientific essence. Neuromarketing is not merely concerned with creating advertisements; it is a field of scientific research aimed at studying customers' emotional states, neural responses, and preferences. Neuromarketing does not provide direct access to consumers' thoughts or determine their purchasing decisions. Rather, it helps researchers study consumers' reactions to advertisements, products, brands, and other marketing stimuli in relation to brain activity and physiological processes. Its main purpose is to provide additional scientific evidence about consumer preferences and responses.

The object of the study is neuromarketing as a scientific field, while its subject is the characteristics that distinguish neuromarketing from conventional advertising and its applications in branding practices. The aim of the study is to reveal the scientific essence of neuromarketing and analyze how it differs from traditional advertising. To achieve this aim, the following tasks were set: to trace the historical development of neuromarketing; to review its main technologies; to compare it with traditional advertising; to analyze the case of KFC in international markets and Uzbekistan; and to identify existing problems and formulate proposals.

LITERATURE REVIEW

The term "neuromarketing" was introduced into scientific use in 2002 by Ale Smidts, a professor at Erasmus University Rotterdam, who used it to describe the commercial application of neuroimaging technologies [14]. Gerald Zaltman of Harvard University is considered one of the pioneers of the field. In the 1990s, he developed the Zaltman Metaphor Elicitation Technique (ZMET) to uncover consumers' underlying thoughts [16] and later summarized his views in the book *How Customers Think* [17]. In recent years, neuromarketing, which emerged from the integration of marketing and neuroscience, has been widely discussed in the international scientific community. Researchers interpret it as a set of approaches aimed at studying consumer behavior and decision-making mechanisms through neurophysiological methods rather than as an advertising strategy [8].

One of the most important studies in the history of neuromarketing is the Coca-Cola and Pepsi experiment conducted by the American neuroscientist Read Montague and his colleagues [9]. In blind tests, participants often preferred Pepsi, but when brand information was revealed, brain regions associated with memory and cultural associations became involved in their preferences, and Coca-Cola was more frequently preferred. This suggests that consumer choice may be influenced not only by the functional properties of a product but also by memories and emotional associations linked to the brand. Discussing consumer preferences, Gladwell emphasizes the difference between a "sip test" and the actual consumption experience, highlighting the distinction between immediate sensory impressions and broader consumer preferences [5]. Researchers have extensively studied the relationship between emotion and decision-making, while Ariely and Berns analyzed the expectations and exaggerated claims surrounding the use of neuroimaging in business [2].

Ethical debates also exist around neuromarketing, particularly regarding the potential misuse of its methods to influence consumer behavior. However, Morin and other researchers emphasize that neuromarketing is a scientific field that contributes to understanding human behavior [10], while the neuroethical analysis by Murphy et al. highlights the importance of how these methods are applied [11]. Ethical considerations relate to both the design of neuromarketing research and the practical application of its findings. The development of neuromarketing has been described in historical reviews [7] and analyses of its interdisciplinary theoretical and methodological foundations [13]. Applications of brain-response measurement to media content have also been examined, for example, by Boksem and Smidts [3], while the use of neuromarketing in Uzbek online journalism has been studied by Eshmirzaeva [4]. Unlike these works, the present article systematically distinguishes neuromarketing from advertising as a scientific field and applies this distinction to the practices of a global brand in the Uzbek market.

RESEARCH METHODOLOGY

The study is based on a qualitative approach. Through a systematic analysis of existing scientific literature, research findings, and practical cases, it aims to identify the aspects that distinguish neuromarketing from advertising. Several scientific research methods were employed to examine the theoretical foundations, historical development, and practical applications of the field.

First, the historical analysis method was applied. The stages of neuromarketing development were examined chronologically, including the emergence of neuroimaging applications in marketing in the 1990s, the

introduction of the term “neuromarketing” by Ale Smidts in 2002, the “Pepsi Paradox” experiment conducted by Read Montague and his colleagues in 2004, and the expansion of the field during 2010–2020. This method provided a comprehensive overview of the formation and development of neuromarketing.

Through the literature review method, existing scientific works, articles, books, and research findings were systematically examined, including the works of Smidts (2002), Zaltman (2003), Iloka and Onyeke (2020), Lee et al. (2007), Ariely and Berns (2010), Murphy et al. (2008), and Boksem and Smidts (2015). This helped clarify the theoretical foundations, definitions, and scientific boundaries of neuromarketing.

The comparative analysis method was used to compare neuromarketing with traditional marketing research methods. It identified certain limitations of traditional surveys and focus groups: consumers’ self-reported responses may be influenced by social desirability bias, whereas neuromarketing methods can provide additional measurable indicators by measuring brain activity and physiological or behavioral responses through technologies such as fMRI, EEG, and eye-tracking. This comparison highlighted the methodological differences between neuromarketing and conventional marketing research.

In the practical part, the case study method was applied. The activities of KFC (Kentucky Fried Chicken) in international markets and its adaptation to the Uzbek market were examined from a neuromarketing perspective. This method provided an opportunity to analyze how neuromarketing principles may be reflected in real business practices. In addition, the systematic analysis method integrated various studies, theories, and practical approaches into a coherent framework, making it possible to identify connections between neuromarketing and related fields such as marketing, cognitive psychology, and neurophysiology. At the final stage, the generalization method was used to formulate overall conclusions about the essence, history, practical significance, and ethical aspects of neuromarketing.

ANALYSIS AND RESULTS

The most important aspect of neuromarketing is to assess its scientific potential correctly and examine the results produced by practical studies. International studies indicate that certain traditional marketing research methods rely on customers’ self-reported responses, whereas neuromarketing methods can complement these approaches by measuring neurophysiological and behavioral reactions. For this reason, EEG and fMRI, which are among the key technologies of neuromarketing, are regarded as scientific tools that help researchers understand customer decisions. The analysis shows that the main task of neuromarketing is to explain customer decisions and their neurophysiological basis and that it makes it possible to study decision-making processes that may occur partly outside conscious awareness.

Lee, Broderick, and Chamberlain (2007) describe neuromarketing not as a separate form of advertising but as a broad field that studies customers’ decisions through neurophysiological methods [8]. Traditional marketing research relies mainly on participants’ conscious responses: the data obtained from surveys and interviews primarily reflect what customers consciously think and report. However, many decisions and cognitive processes involve unconscious mechanisms, so traditional methods may not fully reveal customers’ underlying motives. Therefore, the main task of neuromarketing is not merely to improve advertising effectiveness but to study customers’ conscious and unconscious reactions to brands and marketing stimuli. The analysis shows that neuromarketing is not a type of advertising but an interdisciplinary field within marketing research; today, its methods are also applied to product development, brand management, and pricing.

Neuromarketing emerged at the intersection of neurobiology, psychology, and traditional marketing, and it studies consumers’ decision-making processes and their emotional and neural reactions to products and brands. People do not always express their preferences openly, and they may not fully understand why they make particular purchases. Research suggests that purchasing decisions may involve cognitive and emotional processes operating outside conscious awareness [17]. Neuromarketing makes it possible to investigate certain aspects of these processes using scientific measurement technologies. Its theoretical foundations rest on behavioral economics, cognitive psychology, and neurophysiology; modern neuromarketing combines interdisciplinary theoretical and methodological approaches with neurophysiological tools applied in marketing research [13]. This synthesis highlights the scientific and methodological foundations of neuromarketing as an interdisciplinary field of marketing research.

Origin and stages of development of neuromarketing

The formation of the field and the introduction of the term are associated with two important stages and two individuals. In the mid-1990s, Gerald Zaltman, a professor at Harvard Business School, developed a methodology for identifying consumers’ underlying thoughts and preferences through visual images and metaphors, known as the Zaltman Metaphor Elicitation Technique (ZMET) [16]. The term “neuromarketing” itself was introduced in 2002 by Ale Smidts, a professor at Erasmus University Rotterdam, who used it to

describe the possibilities of studying brain activity to improve the understanding of consumer behavior and marketing effectiveness [14].

The development of neuromarketing worldwide has passed through several stages. Its foundations were laid in the 1990s through advances in neuroimaging technologies and the development of methods such as Zaltman's ZMET technique. The formalization period began in 2002, when Smidts introduced the term and specialized neuromarketing research organizations began to emerge. A turning point came in 2004 with Read Montague and his colleagues' well-known "Pepsi Paradox" experiment: in blind tests, participants often preferred Pepsi, but when brand information was provided, brain regions associated with memory and cultural associations became involved in their preferences, and Coca-Cola was more frequently preferred [9]. During 2010–2020, as technologies such as portable EEG and eye-tracking became more accessible, neuromarketing methods attracted increasing attention from researchers and businesses [7].

Technological foundations of neuromarketing

Neuromarketing draws on advances in neurophysiological and behavioral measurement technologies. The main measurement methods are as follows:

fMRI (functional magnetic resonance imaging): measures changes in blood oxygenation associated with neural activity and helps researchers identify brain regions involved in emotional responses and decision-making processes [2].

EEG (electroencephalography): measures electrical activity in the brain with high temporal resolution, making it possible to examine changes in attention and emotional responses during exposure to advertisements [12].

Eye-tracking: measures where and for how long consumers look at products, packaging, or websites, providing information about visual attention and viewing patterns [15].

GSR (galvanic skin response): measures changes in the skin's electrical conductivity associated with physiological arousal.

These technologies enable neuromarketing research to incorporate measurable neurophysiological and behavioral data alongside conventional marketing research methods.

Neuromarketing in Uzbekistan

In Uzbekistan, interest in neuromarketing and related consumer research approaches has increased alongside the development of digital marketing, retail services, and online media. The application of neuromarketing principles in the country remains an emerging area of research, particularly in digital communication and online journalism [4]. Several factors have contributed to this development:

Increasing competition: market development and the expansion of domestic and international brands, including KFC, EVOS, and Korzinka, have encouraged businesses to pay greater attention to consumer preferences, emotions, and purchasing behavior.

Digital marketing (including social media marketing, SMM) and user interface/user experience (UI/UX) requirements: the development of websites and applications, including Payme, Click, and Uzum, has increased the importance of analyzing users' visual attention, preferences, and interaction patterns.

"Banner blindness" in digital advertising (the tendency to overlook banner-like content): increasing exposure to digital advertisements has encouraged interest in alternative approaches, including sensory marketing and visual attention analysis.

Neuromarketing and related consumer research approaches can be applied in the following forms:

Sensory marketing: an approach related to neuromarketing that involves the use of scents, music, lighting, and other sensory stimuli to influence the shopping experience. Supermarkets and shopping centers, including chains such as Korzinka and Makro, provide potential settings for examining how sensory factors affect consumer behavior.

Eye-tracking and web analytics: technologies that can be used by IT companies, consulting agencies, and startups in Tashkent to evaluate user attention and improve the usability of applications and website interfaces.

Cognitive pricing (pricing psychology): presenting prices in formats such as 99,000 UZS and using "limited offer" messages associated with the fear of missing out (FOMO) are examples of psychological pricing approaches that may influence consumers' decision-making processes.

The potential applications of neuromarketing and related approaches in Uzbekistan can be summarized in Table 1.

Table 1. Potential applications of neuromarketing-related approaches in Uzbekistan

Direction	Form of application	Potential effect
Sensory marketing	Scent and music in supermarkets	May influence the shopping experience and time spent in-store
Eye-tracking	IT companies and startups	May help identify usability issues
Cognitive pricing	99,000 UZS, FOMO	May influence purchasing decisions

Source: Compiled by the author based on a conceptual analysis; the potential effects have not been empirically measured in this study.

Analysis of KFC's marketing practices from a neuromarketing perspective

The history of KFC (Kentucky Fried Chicken) dates back to 1930, when Harland Sanders began serving fried chicken in Kentucky, USA. The first KFC franchise was established in 1952, and the brand subsequently gained international recognition through its secret recipe of 11 herbs and spices. In 1957, the famous KFC bucket packaging was introduced. This history contributed to the formation of the brand's main psychological and visual assets: the secret recipe, the image of Colonel Sanders, the brand's historical narrative, and its recognizable visual identity. The main elements of KFC's marketing strategy that can be examined from a neuromarketing perspective are as follows:

Brand colors (visual influence): the combination of red and white is an important element of KFC's visual identity. Red is commonly associated with attention, energy, and emotional intensity. In marketing, such color combinations may contribute to brand recognition and influence consumers' perceptions of food products.

Scent marketing (olfactory influence): the aroma of freshly prepared chicken and spices can serve as a sensory stimulus in restaurant environments. Food-related scents may evoke positive associations, stimulate appetite, and contribute to consumers' overall dining experience.

Auditory cues and perceived crispness (acoustic marketing): the sound of crispy chicken can contribute to consumers' sensory perceptions of food. Research on multisensory food perception suggests that auditory characteristics, including crispness, may influence perceptions of freshness, texture, and product quality.

The slogan "Finger Lickin' Good": the slogan emphasizes the sensory enjoyment of food and creates associations with taste and satisfaction. From a consumer psychology perspective, such messages may strengthen emotional engagement and reinforce brand recognition.

The Colonel Sanders character: the image of the white-bearded founder in the company's logo serves as a recognizable brand symbol. This visual element may evoke associations with tradition, familiarity, authenticity, and reliability, contributing to the brand's emotional positioning.

The neuromarketing mechanism in the KFC example can be conceptually modeled as follows:

Stimulus → Attention → Emotional and appetite-related response → Evaluation of product value → Choice → Purchase

This conceptual sequence illustrates how sensory stimuli, emotional responses, and cognitive evaluations may interact in consumer decision-making. However, the strength and direction of these relationships depend on individual preferences and contextual factors.

Analysis of KFC's marketing practices in Uzbekistan from a neuromarketing perspective

KFC entered the Uzbek market in September 2018. On 12 September 2018, the first restaurant opened near the Buyuk Ipak Yo'li metro station in Tashkent. The restaurant was launched by KFC's franchise partner, International Food Chain LLC [18]. The brand's marketing practices in Uzbekistan can be examined from the perspective of neuromarketing and consumer psychology as follows:

Halal standards (consumer trust): by considering the cultural and dietary preferences of local consumers, KFC has emphasized compliance with halal requirements. According to KFC Uzbekistan, the products prepared in its restaurants comply with international halal standards, supported by relevant certification. Such compliance may strengthen consumer confidence and contribute to positive perceptions of the brand.

The status of an international brand (social perception): KFC's international recognition may influence consumers' perceptions of product quality, familiarity, and brand prestige. Among younger consumers, international fast-food brands may also be associated with contemporary lifestyles and global consumer trends.

Localization and adaptation: family-oriented meal offers, including Family Buckets and other shared meal options, can be considered relevant to the dining preferences of consumers in Uzbekistan, where family and group meals play an important social role. Such product formats may contribute to the brand's adaptation to local consumer expectations.

Sensory strategy and initial market attention: the opening of KFC restaurants in accessible urban locations, combined with recognizable visual branding and restaurant environments, may have contributed to consumer interest and brand awareness. High public attention surrounding new restaurant openings can also be examined in relation to the fear of missing out (FOMO) effect.

Customer queues and the social proof effect: the considerable public interest surrounding the opening of the first KFC restaurant may be interpreted through the concept of social proof. In consumer psychology, visible demand and the behavior of other customers can influence perceptions of a product's popularity and attractiveness. However, such effects should not be interpreted as evidence of deliberately created queues without supporting empirical data.

Digital interfaces and self-service kiosk marketing: self-service ordering technologies, where available, can improve customer interaction by providing visual menus, simplifying product selection, and allowing consumers to review available options independently. From a consumer behavior perspective, these technologies may influence purchasing convenience, decision-making, and product selection, although their effects require empirical evaluation.

Differences between neuromarketing and advertising

The results of the analysis show that neuromarketing differs from traditional advertising in several important respects (Table 2).

Table 2. Comparison of traditional advertising and neuromarketing

Criterion	Traditional advertising	Neuromarketing
Purpose	Communicating product offerings and building brand awareness	Examining consumers' responses to marketing stimuli
Method	Advertising campaigns and media placements	fMRI, EEG, eye-tracking, GSR
Type of data	Campaign-performance indicators	Neurophysiological and behavioral measurements
Evaluation focus	Advertising effectiveness	Consumer responses
Result	Brand awareness and campaign outcomes	Additional insights into consumer behavior
Ethics	Advertising standards and consumer protection	Research ethics, informed consent, and data protection [1, 6]

Source: Compiled by the author based on Lee et al. (2007), Ariely and Berns (2010), and Hensel et al. (2017) [8, 2, 6].

The comparison illustrates that neuromarketing primarily serves as an interdisciplinary research approach examining consumers' cognitive, emotional, and neurophysiological responses to marketing stimuli, rather than as a form of advertising.

Problems identified

The following problems were identified in the course of the analysis:

The first problem is the limited availability of empirical research. Despite the development of neuromarketing, there is still a need for additional empirical, practical, and experimental studies, particularly those involving diverse consumer groups and real market conditions. Some existing studies focus on theoretical analysis, while the practical applicability of certain findings requires further investigation.

The second problem concerns ethical considerations. Protecting consumers' privacy, personal data, and autonomy remains an important issue in the application of neuromarketing methods. The responsible use of neurophysiological technologies requires compliance with established ethical principles and research standards.

The third problem is the early stage of scientific research in Uzbekistan. Published empirical research on neuromarketing in Uzbekistan appears to be relatively limited, and comprehensive information about its application in local business practices is not yet widely available. This creates opportunities for further scientific investigation and practical development.

The fourth issue concerns the distinction between neuromarketing and advertising. Neuromarketing is sometimes perceived merely as an advertising technique, whereas it is an interdisciplinary field of scientific research that examines consumers' responses to marketing stimuli. Clarifying this distinction is important for understanding its theoretical foundations and practical applications.

CONCLUSIONS AND SUGGESTIONS

In conclusion, defining neuromarketing solely as a form of advertising does not fully reflect its scientific scope. Neuromarketing is a modern interdisciplinary research field within marketing that examines consumers' cognitive, emotional, psychological, and neurophysiological responses. Its purpose is to deepen the understanding of consumer behavior, improve the interpretation of purchasing decisions, and contribute to the development of evidence-based marketing strategies.

The studies discussed above indicate that purchasing decisions are influenced by both conscious and unconscious cognitive and emotional processes. Neuromarketing provides additional methods for investigating these processes and identifying factors that may not be fully captured through traditional marketing research. While conventional marketing methods primarily rely on consumers' reported preferences and observable behavior, neuromarketing complements these approaches by examining neurophysiological and behavioral responses to marketing stimuli.

Thus, neuromarketing is not a type of advertising but a distinct interdisciplinary research field. It does not replace the traditional marketing mix; rather, it complements existing marketing research methods by providing additional insights into consumers' emotions, attention, and neural responses. Although unconscious processes play an important role in decision-making, their precise contribution varies depending on the context and cannot be expressed reliably as a universal percentage.

At present, neuromarketing continues to develop as a scientific and applied research field, and further empirical studies based on reliable data are needed. Based on the analysis, the following proposals were developed:

First proposal: expand scientific research. Conduct additional empirical research in neuromarketing, particularly studies involving local consumers in Uzbekistan, and increase the number of practical investigations using neuropsychological and neurophysiological methods. Such studies could provide a stronger empirical basis for understanding consumer behavior in the national market.

Second proposal: introduce ethical guidelines. Develop national ethical guidelines for neuromarketing research in Uzbekistan based on the principles of the Neuromarketing Science & Business Association (NMSBA) and internationally recognized ethical research practices [1, 6]. Particular attention should be paid to informed consent, consumer privacy, data protection, and the responsible use of research findings.

Third proposal: education and professional development. Organize training programs, seminars, and professional development activities on neuromarketing for marketing specialists, researchers, and entrepreneurs. These initiatives could improve understanding of neuromarketing technologies, research methods, and ethical requirements.

Fourth proposal: promote a clearer understanding of the distinction between neuromarketing and conventional advertising. Communicate the scientific nature of neuromarketing to the general public through academic publications, conferences, educational programs, and mass media. Particular emphasis should be placed on distinguishing neuromarketing research methods from conventional advertising practices.

Fifth proposal: study and apply the experience of KFC. Examine KFC's marketing strategies and consumer engagement practices in the Uzbek market from a neuromarketing perspective and develop practical recommendations for local companies. Particular attention should be paid to sensory branding, visual communication, consumer trust, and cultural adaptation. Applying evidence-based neuromarketing approaches could contribute to improving marketing effectiveness, strengthening the competitiveness of local brands, and supporting business development in Uzbekistan.

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