



Measuring Neutral Responses of Apparel Product Attractiveness

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The present study used EEG brain wave analysis to record participant reactions to attractive and unattractive apparel products, using the frontal asymmetry theory as the theoretical framework.

Neuromarketing is the process of analyzing marketing dilemmas or complexities through brain wave collection. One of the most widely used theories to study neuromarketing is frontal asymmetry theory (Davidson, 1984), which states that positive affects and approach behaviors are localized in the left frontal hemisphere, while negative affects and avoidance behaviors show greater activation in the right frontal hemisphere. This study is significant because it opens the door for EEG brain scanning to be used as a metric for measuring consumer reactions.