











from 60% to 80%. The difference among these two groups might be related to differences in their working memory capacities for keeping the budget constraint as part of their goal state. dmPFC is particularly involved with goal maintenance and response selection processes, which seem to contribute to the differences observed between these groups.

In conclusion, this study demonstrated that fNIR can be used to monitor activations in the prefrontal cortex during purchasing decisions. Moreover, multivariate analysis techniques can be effectively employed on oxygenation trends to build predictive computational models with reasonable accuracy. In the future, we aim to better exploit the portability of fNIR to explore neural underpinnings of economic decisions in more ecologically valid contexts.

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