

Assessing Visual Perception in Advertising: Analysis of Consumers' Visual Attention

Róbert Štefko¹ Anna Tomková² Dávid Miško³

Abstract

The paper deals with the assessment of visual perception in the advertising industry. The main goal was to analyze the effect of human faces on consumers' visual attention and their perception of advertising and the brand. As part of the analysis, we conducted a neuromarketing survey using eye tracking, which was supplemented by the subjective opinions of respondents obtained through a questionnaire. The survey sample consisted of 32 respondents aged 18-24, with both genders being equally represented. We then analyzed heatmaps, the results of selected eye tracking metrics, and questionnaire responses. The survey results showed that human faces in advertising represent a significant visual element that can affect consumers' visual attention, but their effectiveness depends on several factors, such as the composition of the advertisement or the segment in which the brand operates. The subjective assessment of respondents was focused on the perception of advertising, human faces and the brand by respondents. The results of the survey showed that the presence of human faces in advertising has an impact on the perceived interest, credibility and perception of positivity from this element. They also pointed out that the presence of faces can increase the perceived credibility of the brand itself, but their effect is not universal. Subsequently, we focused on comparing the results of individual brands whose advertisements were used in the survey.

Keywords: advertising, visual perception, visual attention, human faces, eye tracking, neuromarketing

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¹ University of Prešov, Slovakia. ORCID: 0000-0002-0650-7780

² University of Prešov, Slovakia. ORCID: 0009-0005-9357-0938

³ University of Prešov, Slovakia. ORCID: 0000-0002-1961-3005