

The Influence of Eye Gaze Direction on Consumers

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Abstract: There are now static ads where the model looks at the product, as well as static ads where the model doesn't look at the product. The study's goal was to investigate how models' eye gaze directions affect consumers. This paper uses a questionnaire survey as a case study to conduct a detailed analysis. It collects data on consumers' perceived attractiveness of the product, their evaluation of the product, and their intention to purchase the product. Additionally, it discusses the impact of the model's eye gaze direction on these consumers. The model's eye gaze direction has the first influence on consumers' perceived attraction to the product. Consumers will be more attracted to the product when the model's gaze remains fixed on it. In light of this influence, this paper proposes adding dynamic elements to the advertisement to make consumers more attracted to the product. Consumers' evaluation of the product is the second influence of the model's eye gaze direction on consumers is consumers' evaluation of the product. Fixing the model's eye gaze on the product improves consumers' evaluation of it. This paper suggests that the advertisement should truly reflect the product's characteristics and advantages in light of this influence. The third effect of the model's direction of gaze on consumers is their intention to purchase the product. Focusing the model's gaze on the product enhances consumers' purchase intentions. Given this influence, this paper recommends allowing stars or models that align with the product's characteristics to represent it.

Keywords: Static advertising, Eye gaze direction cues, Perceived attractiveness, Product evaluation, Purchase intention

1. Introduction

In the current age of social media platforms, advertising information is also undergoing a varied trend, with the emergence of dynamic video advertising and 3D advertising videos. These novel forms offer increased potential for creative advertising. In addition, creative and strategic advertising is used to meet the varying demands and interests of different demographic groups, thereby transforming formerly mundane items into dynamic and compelling ones. Consequently, the commercials garner increased notice and pique people's interest. However, static advertising remains present. What does the term "static advertising" refer to? Static advertising and dynamic advertising are distinct from each other. It is a prevalent method of promoting products or services, both online and offline. The primary forms of static advertising include newspaper advertising, magazine advertising, and product packaging. These methods typically involve the use of screens, which may or may not feature models. Typically, static advertisements featuring models depict the model holding the product, with the brand

name of the product positioned around the model. Upon observation, it has been determined that there are typically two types of static commercials commonly used in the cosmetics industry: one where the model gazes at the product while holding it, and the other where the model does not make eye contact with the product while holding it.

Many scholars have not only discussed this phenomenon, but have also studied it from a research and academic perspective. There are also many related topics to discuss the impact of static advertising on consumers. For example, Li and Qin have conducted research on consumers' advertising attitudes towards the dynamic presentation of online products and, based on the matching theory, explored the influence mechanism of presentation mode (static vs. dynamic) on consumers' advertising attitudes [1]. Chu and the other researchers have also studied the marketing effect of advertising dynamic sense, as well as its influencing factors and mechanisms [2]. It summarizes the main mechanism behind it, namely emotion mechanism, association mechanism and participation mechanism [2]. He and Qin use Douban.com as an example to explore the application of static advertising on websites [3]. Although these scholars have conducted research around static advertising or dynamic advertising, the perspectives on the topics discussed by the researchers are very different.

Despite the abundance of studies on static advertisements from various perspectives, the impact of the model's eye gaze direction on consumers in these advertisements is surprisingly understudied. Therefore, this paper puts forward the question of the influence of the model's eye gaze direction on consumers in order to explore the effect of the model's eye gaze direction on consumers in static advertisements. This study also provides a reference for marketers when designing advertisements, so that marketers can make promos more effectively and quickly to achieve better results than the original advertisements and attract consumers to buy products.

This article will explore the aforementioned research questions through a case analysis approach. First of all, this paper will design a questionnaire involving two sets of questionnaires to study consumers' reactions and feedback to models when they look at the product with their eyes and when they do not. Based on the frequency and data gathered, this paper will delve deeper into the reasons behind the production of relevant results and the factors that lead to the transformation of consumer behaviors. This study will look at the reasons using what can be known about consumer psychology and the direction of eye fixation. It will then make more sensible suggestions to advertising companies and related brands based on the three reasons looked at, such as how to change static advertising to better grab people's attention, make them more likely to buy, and support the long-term growth of related brands.

2. Method of Case Description

2.1. Research Design

This paper employs a combination of qualitative and quantitative methods, as well as a questionnaire survey, to clarify how the respondents feel about the product when they see the model looking at it in the advertisement. This paper will carry out further qualitative and quantitative case analysis based on the relevant results of the questionnaire survey.

When using qualitative research methods, the research objects tend to be relatively small and specific, focusing on a single related phenomenon. In this way, in the process of analysis, the specific methods of paper analysis and related reasons will be simpler to adjust, and the content of analysis will be more specific because the paper only discusses around one or two phenomena, which will be very detailed and in-depth. Quantitative calculations are characterized by a relatively large sample size. The calculation process is very consistent, and there is a standardized measurement process. Because the sample size obtained in the questionnaires is large, the phenomenon obtained by the data

collected without any manual intervention through the questionnaire survey in this paper has certain universality, which is very reliable and has quantitative characteristics. However, this phenomenon has a certain regularity, thus, it also has qualitative characteristics. Therefore, this paper can be analyzed using both qualitative and quantitative methods.

2.2. Data Collection

During the questionnaire design process, this paper initially created two questionnaires, each focusing on the appeal of advertising to consumers. The format of the questionnaires is basically the same, including three basic information questions that are multiple-choice questions about "gender," "age," and "whether you know Estee Lauder's products." It also contains four scale questions: "I think this product works very well," "I think this product really appeals to me," "I really like this product," and "I am really willing to buy this product." The primary distinction between the two questionnaires was the model's fixation on the product.

This study sent two meticulously crafted surveys using WeChat moments on April 15th and expects to collect them by April 30th. The anticipated sample size is 50 duplicates for each. This study aims to increase the participation of individuals who have knowledge about the product in order to gather responses for the questionnaire. These two questions aim to comprehend the customers' perception of the product in the context of commercial exposure.

2.3. Data Analysis

At the time of questionnaire collection, the collection of both questionnaires was actually stopped on May 2. Questionnaire A had an actual sample size of 64, while Questionnaire B had a sample size of 63. Through the screening of the answer time, this paper regards the short answer time of the two questionnaires as invalid. Similarly, based on the screening questionnaires that do not know the product are regarded as invalid. Therefore, the sample size of valid data collected by questionnaire A is 56, and the sample size of valid data collected by questionnaire B is 52.

Table 1 shows that out of the 56 valid data samples in questionnaire A, 11 men, representing 19.64% of the total, and 46 women, representing 80.36%, responded. When the model does not look at the product in the advertisement, 12 people thought the product was very useful, accounting for 21.43% of the total number; 13 people thought the product was very attractive to them, accounting for 23.21% of the total number; there are 11 people who like this product very much, accounting for 19.64% of the total number; and there are 11 people who want to buy this product very much, accounting for 19.64% of the total number.

Table 1: Data of Questionnaire A

Name	Option	Frequency	Percentage
Gender	male	11	19.64%
	female	45	80.36%
Age	under 18 years old	17	30.36%
	18~25	6	10.71%
	26~30	0	0%
	31~40	8	14.29%
	41~50	12	21.43%
	51~60	10	17.86%
	over 60 years old	3	5.36%

Table 1: (continued).

If know Estee lauder	know	56	100%
	don't know	0	0%
	strongly disagree	2	3.57%
	disagree	8	14.29%
I think this product works very well	slightly disagree	5	8.93%
	neutral	14	25%
	slightly agree	10	17.86%
	agree	5	8.93%
	strongly agree	12	21.43%
	strongly disagree	4	7.14%
	disagree	10	17.86%
	slightly disagree	7	12.5%
I think this product really appeals to me	neutral	11	19.64%
	slightly agree	9	16.07%
	agree	2	3.57%
	strongly agree	13	23.21%
	strongly disagree	7	12.5%
	disagree	8	14.29%
	slightly disagree	6	10.71%
	neutral	11	19.64%
I really like this product	slightly agree	9	16.07%
	agree	4	7.14%
	strongly agree	11	19.64%
	strongly disagree	7	12.5%
	disagree	7	12.5%
	slightly disagree	9	16.07%
	neutral	11	19.64%
	slightly agree	7	12.5%
I am really willing to buy this product	agree	4	7.14%
	strongly agree	11	19.64%
	Total	56	100%

(Data Source: Original)

Table 2 shows that out of the 52 valid data samples in questionnaire B, 7 men responded, making up 13.46% of the total, and 45 women responded, making up 86.54% of the total. When the model looks at the product in the advertisement, 13 people think the product is very useful, accounting for 25% of the total number; 17 people think this product is very attractive to them, accounting for 32.69% of the total number; there are 16 people who like this product very much, accounting for 30.77% of the total number; and there are 14 people who want to buy this product very much, accounting for 26.92% of the total number.

Table 2: Data of Questionnaire B

Name	Option	Frequency	Percentage
Gender	male	7	13.46%
	female	45	86.54%
Age	under 18 years old	19	36.54%
	18~25	8	15.38%
	26~30	1	1.92%
	31~40	8	15.38%
	41~50	8	15.38%
	51~60	6	11.54%
	over 60 years old	2	3.85%
If you know Estee Lauder	know	52	100%
	don't know	0	0%
	strongly disagree	2	3.85%
	disagree	1	1.92%
I think this product works very well	slightly disagree	4	7.69%
	neutral	11	21.15%
	slightly agree	8	15.38%
	agree	13	25%
	strongly agree	13	25%
	strongly disagree	3	5.77%
	disagree	2	3.85%
	slightly disagree	6	11.54%
I think this product really appeals to me	neutral	6	11.54%
	slightly agree	10	19.23%
	agree	8	15.38%
	strongly agree	17	32.69%
	strongly disagree	2	3.85%
	disagree	3	5.77%
	slightly disagree	4	7.69%
	neutral	10	19.23%
I really like this product	slightly agree	7	13.46%
	agree	10	19.23%
	strongly agree	16	30.77%
	strongly disagree	3	5.77%
	disagree	2	3.85%
	slightly disagree	5	9.62%
	neutral	8	15.38%
	slightly agree	8	15.38%
I am really willing to buy this product	agree	12	23.08%
	strongly agree	14	26.92%
Total		52	100%

(Data Source: Original)

3. Analysis

3.1. Literature Review on Eye Gaze Direction

Eye gaze direction refers to the specific direction in which a person focuses their look. In general, eye fixation can be classified into two categories: target fixation, where the direction of eye fixation aligns with the target location, and target avoidance, where the direction of eye fixation does not align with the target. In human social communication, the direction of eye fixation is a significant non-verbal signal. It often conveys valuable information about attention direction and serves social purposes, such as aiding in the anticipation of others' intentions and emotions, as well as comprehending their interests and preferences [4]. Eye fixation orientation can influence people's sensory perception processes and create the appearance of linear motion [5]. Establishing direct visual contact with one another during communication might enhance feelings of trust and sincerity [6].

Avoiding eye contact can provide additional insights, such as indications of untrustworthiness and inadequacy. From early infancy, studying the phenomenon of eye gaze direction reveals a fundamental aspect of human behavior. Baron-Cohen and his colleagues have determined that youngsters as young as 4 years old possess the ability to comprehend the connection between the direction of someone's gaze and their preference for certain objects. Additionally, Hood and other researchers have found that even infants aged 3-6 months will instinctively follow the direction of someone's gaze. As a result, the focus on eye fixation has garnered significant interest as a means of conveying language through the eyes[7, 8]. Therefore, it is crucial to examine the impact of the relevant questionnaire on consumers' purchasing intentions.

3.2. The Effect of Eye Fixation Direction on Perceived Attractiveness

According to the relevant survey, this article believes that the direction of the model's gaze toward the product will affect the consumer's perception of the item's attractiveness. In the advertisement for Questionnaire A (Figure 1), the models did not look at the product with their eyes, and most people felt that the product did not attract them. The average score for this question was 4.23; however, in the advertisement for questionnaire B (Figure 1), the models look at the products with their eyes, and most people think the products attract them. This question has an average score of 5.17, which is higher than the average score when the models do not look at the products with their eyes. The model's gaze direction significantly influences consumers' perception of the product's attractiveness.

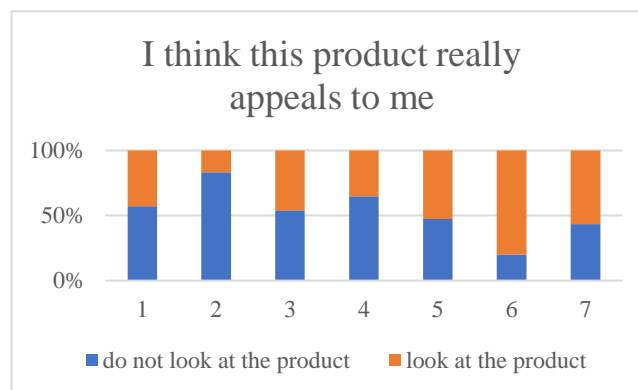


Figure 1: I think this product really appeals to me
(Data source: Original)

Several studies have also illustrated the impact of eye gazing, which indicates not only what a person is currently focusing on but also their inclinations. Individuals have a tendency to direct their

attention towards objects that they favor [9]. Shimojo and his colleagues requested spectators examine two faces and select the one they deemed most aesthetically pleasing. At first, the observers' attention moved back and forth between the two stimuli but gradually focused more on the face they eventually chose. Hence, when an individual gazes upon an item, it is readily deducible that they have an affinity for it, or at the very least, are intrigued or inquisitive about it. Individuals, regardless of age, instinctively establish a connection between the direction of someone's gaze and their preference for a particular object [7].

Therefore, when a model in an advertisement directs their gaze towards the product, the buyer infers that the object is valuable and appealing. Despite the possibility that models may be examining things due to advertising design or compositional aesthetic "staging," this research asserts that the relationship between gaze and preference is universal and fundamental, and thus finds that the impact of eye gaze direction may still be significant.

3.3. The Effect of Eye Gaze Direction on Evaluation of the Product

This article believes that the direction of a model's gaze, according to the relevant survey, also affects consumers' evaluation of the object. In the advertisement for questionnaire A (Figure 2), the models did not look at the product with their eyes, and most people did not like it very much. The average score for this question was 4.13. However, in the advertisement for questionnaire B (Figure 2), the models look at the product with their eyes, and most people prefer it. The average score for this question is 5.13, which is higher than when the models do not look at the product with their eyes. The model's gaze direction significantly influences consumers' evaluation of the product..

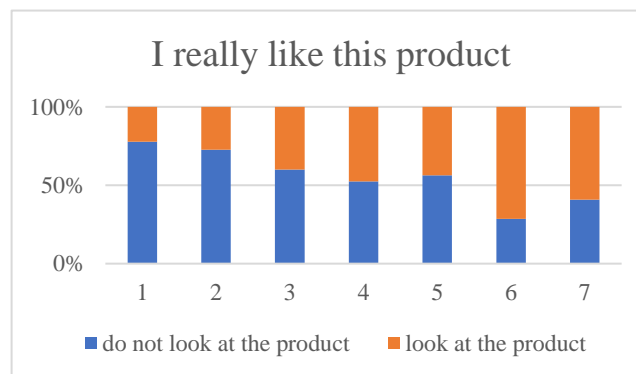


Figure 2: I really like this product
(Data source: Original)

When a model in an advertisement directs their gaze towards the product, this paper observes the social attention effect. This action prompts consumers to shift their attention towards the product, resulting in increased focus and time spent on it. Numerous prior studies have confirmed this phenomenon [10–12]. Furthermore, Shimojo and his colleagues concluded that eye fixation has a direct impact on preference formation by regulating the duration of participants' gaze on various stimuli [9]. Prior research has demonstrated that heightened attention and prolonged fixation duration have a positive impact on customers' willingness to consume and their appraisal of products [12]. Consequently, the model's eye look direction will improve the consumer's assessment of the goods.

3.4. The Effect of Perceived Attractiveness on Purchase Intention

This article believes that perceived attractiveness also influences consumers' willingness to buy a product, according to the relevant survey. In the survey data for questionnaire A (Figure 3), the

respondents' perceived attractiveness of the product is relatively low, and their purchase intention is also relatively low. The average score for this question is 4.07. However, in the survey data of questionnaire B(Figure 3), respondents' perceived attractiveness of the product is relatively high, and so is their purchase intention. This question has an average score of 5.08, which is higher than Questionnaire A's average score of purchase intention. Perceived attractiveness clearly influences consumers' purchase intentions for products.

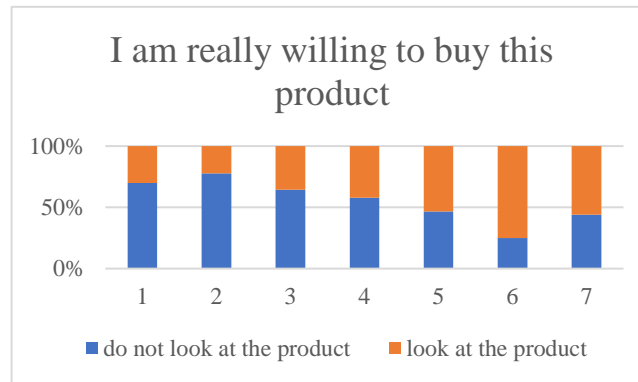


Figure 3. I really willing to buy this product
(Data source: Original)

Based on the perspective of self-brand connection, Zhan studied the influence of celebrity endorsement on purchasing intention and found that celebrity endorsement of certain brands would have a crucial symbolic association with consumers' self-awareness, thus enhancing or strengthening themselves [13]. As time goes by, these brands establish a strong emotional connection with consumers, that is, the self-brand connection, and eventually form a good brand attitude and behavioral intention, thus enhancing consumers' purchase intention [13].

Therefore, when the model's eyes gaze at the product, the consumer will feel that the model is very fond of the product, so they will feel that the product is a very good thing, which results in an increased purchase intention.

4. Suggestions

4.1. Suggestion on Perceived Attractiveness

Today's advertising market allows for the long-term placement of static advertising, allowing for the display of advertising information to leave a lasting impression on the audience. As a result, static advertising is still prevalent in the advertising market. However, if static advertising persists for too long, it can bore the audience, making it less effective at attracting them. In order to increase the perceived attractiveness of consumers, many products now use dynamic advertising to encourage consumers to buy. Therefore, this paper posits that incorporating dynamic elements into advertising design can infuse a sense of innovation, thereby attracting consumers to make purchases.

Several studies have shown that dynamic advertising can enhance consumers' judgments of product attractiveness. Chu and the other researchers argue that advertising dynamics have the potential to enhance customers' perceptions of product novelty [2]. Kim and Lakshmanan discovered that when a product moves along a fluctuating track instead of a straight track, it creates a greater sense of visual activity in people. This led them to conclude that dynamic advertising, which includes dynamic elements, is more effective in capturing consumers' attention compared to static advertising [14].

4.2. Suggestion on Product Evaluation

Nowadays, in an attempt to boost product sales, many marketers tend to exaggerate when designing advertisements, resulting in content that doesn't align with reality. This can lead to negative consumer evaluations of the product and potentially cause harm. As a result, this paper holds that advertisements should truly and accurately reflect the characteristics and advantages of products, avoiding exaggerating or misleading consumers.

Many life advertisements are overstated. For example, a common misleading technique in beauty advertising is to exaggerate the efficacy of cosmetics or beauty devices, claiming that products or services can remove wrinkles, etc., but the actual use of products or services may differ significantly from the advertising; consumers have a negative experience with the product, resulting in a negative evaluation. There's also the toothpaste advertisement. Consumers will have reservations and give the product a poor rating if the spokesperson highlights the whitening impact after using toothpaste by computer repainting after excessive processing rather than the actual usage effect of the promoted toothpaste. As a result, this article proposes that commercials should depict the true attributes of items in order to gain positive consumer feedback, rather than simply increasing product sales.

4.3. Suggestion on Purchase Intention

In today's advertising market, celebrity endorsements have become a very common way of generating publicity. Whether it is static advertising or dynamic advertising, there are always stars. Even many brands, in order to vigorously promote their products and increase sales, have invited a very well-known star, but the fact is that the star is not very consistent with the characteristics of the product, thus reducing the willingness of consumers to buy. Therefore, this paper believes that people should let those stars or models who are consistent with the product's characteristics endorse it rather than focusing on the spokesperson's fame.

There are many researchers who have studied this topic. For example, Chen and Wang studied the influence of the matching degree between brand spokesperson and brand image on consumers' purchase intentions [15]. Their research found that the mismatch between brand spokesperson and brand image would have an impact on consumers' purchase intention, and brands should avoid the mismatch between brand spokesperson image and brand user image and between brand spokesperson personality and brand personality when looking for spokespersons [15]. When consumers perceive that the endorsement does not match, most of them will not choose to buy [15]. Therefore, in the selection of spokespersons, it can not only choose stars with high heat and large traffic but also consider them from the perspective of the appearance and personality of the spokespersons so as to increase the purchase willingness of consumers.

5. Conclusion

Although there are various forms of advertising, static advertising has not disappeared and still appears in the public's vision. Therefore, this paper studies the eye direction of models in static advertising and explores the influence of the eye-gaze direction of models on consumers. In addition, this paper collects the data through a questionnaire survey. This study primarily designed two questionnaires with the same form and questions, but the advertisements placed in them were different. In one questionnaire, the model did not look at the product, whereas in the other questionnaire, it did. The final result is that the model's gaze at the product in the advertisement will affect consumers' perceived attractiveness, consumers' evaluation of the product, and consumers' purchase intention for the product.

In some aspects, this study can contribute to the existing literature and can also serve as a reference for marketers in advertising design. First, this paper further expands the influence of eye fixation

direction cues. When the model's eyes gaze at the product, consumers can observe the model's appreciation and love for the product, so as to feel the product more attractive, which is conducive to consumers making a good judgment on the efficacy of the product. This conclusion suggests that consumer perception can become more positive without adding additional costs to existing products. Second, marketers can influence consumer perceptions of product efficacy, particularly for functional products, by manipulating the model's eye gaze direction.

There are also shortcomings in this paper's study. Firstly, this study exclusively focuses on the function of static eye gaze cues. At present, many advertisements take the form of video, and dynamic eye gaze cues are also important issues worthy of attention. Secondly, this paper only explores the influence of eye gaze direction on consumers. Future studies should examine other potential mechanisms, assess the relative importance of different influencing mechanisms, and explore more influencing factors, such as the facial expressions of models and the number of models. Finally, this paper adopts the case analysis method; the research method is relatively thin. Future studies can use other research methods, such as laboratory experiments, to obtain more data for support.

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