

The Role of Personality in Advertising Perception: An Eye Tracking Study

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ABSTRACT

The goal of this study was to examine associations between broad personality traits and gazing behavior when viewing car advertisements. As stimulus material, 12 different car advertisement pictures were selected from magazines; these depicted a car and varied in pricing with accompanying text. Two major areas of interest (AOIs) in the advertisements were analyzed in participants' ($N = 61$) gazing: the car and price/text. The eye movement parameters number of fixations, mean fixation duration, and total dwelling time in the two AOIs were predicted from participants' Big Five traits (measured with the NEO-FFI). Findings yielded that participants generally focused more on the car rather than the price/text and that neuroticism and extraversion were associated with more fixations on the car while neuroticism and conscientiousness with less fixations on the price/text. Findings are discussed regarding their implications for personality-congruent advertisement.

Keywords

Advertisement – Gazing – Personality – Perception – Eye Tracking