

EYE TRACKING EXPERIMENT RESEARCH IN BRAND SPACES FOR EVALUATING SPACE DESIGN MARKETING

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1. Introduction

Brand space is an important element of urban cultural space. It can stimulate the urban culture as a significant landmark. So developing factors for evaluating user communication in brand spaces is essential. The most important factors have to do with evaluating the psychological and emotional aspects of users. The purpose of this study is to develop such evaluation factors. This study will use space marketing perspectives and user behaviour analysis. This study is examined the emotional responses of users and analysed them through an eye-tracking device. As for research method, the emotional responses of users will be examined and analysed through an eye-tracking device. The study findings are qualitative results on eye-tracking response measurements of humans. The results are significant in that they can be used as fundamental data for emotional engineering research on brand space.

2. Brand Space with Eye-Tracking Experiment

The research is carried out as follows: First, The researcher visits a few brand spaces and takes pictures to collect data and analyses their status. Second, the researcher created questionnaires based on analytical framework for a survey. Afterwards, the researcher selected 20 architecture students for the survey. Third, the researcher conducted an eye-tracking experiment. Fourth, the researcher establishes factors for evaluating space design marketing based on the results.

Survey framework is composed 14 evaluation items based on previous studies. 10 SPAs and 5 premium food markets are selected and located in

Seoul. The experiments are done through 20 participants, with 10 males and 10 females.

3. Conclusion

This study examined 60 brand space images and designated the areas of interest, which analysed through heat map and scan path.

There are differences between men and women in survey result. For women, the furniture factor was most important, and for men, the spatial factor was most important in the eye-tracking experiment result. It shows how often people looked at certain areas as to each design factor of the photo.

For the results, When the 60 images of SPA and premium food markets were used for the survey, men were more sensitive to the store design. But women were more sensitive to the quality or store accessibility. Also, the furniture factor was most important for women, and spatial factor was most important for men. When the eye-tracking experiment was done as to the 4 selected brand spaces, both men and women looked at the furniture factor that includes the showcases more than anything else. It shows the same result as the previous survey.

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