

عنوان مقاله:

Using Eye Tracking Technology to Investigation the Impact of Celebrity Athlete Endorsement on the Attention to Advertising

محل انتشار:

دوفصلنامه فناوری های پیشرفته ورزشی، دوره 3، شماره 2 (سال: 1398)

تعداد صفحات اصل مقاله: 10

نویسندگان:

Department of Physical Education and Sport Sciences, Ferdowsi University of Mashhad, Mashhad, Iran - - -

Assistant Professor, Department of physical education and sport sciences, University of Ferdosi, Mashhad, Iran - - -

Department of Physical Education and Sport Sciences, Ferdowsi University of Mashhad, Mashhad, Iran - - -

خلاصه مقاله:

Nowadays, advertising has become a vast field that does not let go of humans even when they are asleep. Every organization seeks to select and use advertising to reach its target market. Therefore, the purpose of this study was to investigate of the impact of sport celebrity endorsement on advertising attention. This research is applied and has been carried out using a quasi-experimental method. The study population consisted of students of the Ferdowsi University of Mashhad, ۸۰ of whom were selected as the sample. This study used an eye-tracking device to record the data as well as Begaze and SPSS ۲۴ to analyze the data. The results showed that the endorser's fame had a significant effect on attention to ad elements in both "number of fixations" and "fixation duration" indices. Besides, the results showed that there was a significant difference between attention to the endorser's face and body. According to this research, the endorser acts as an attention grabber in advertising and the endorser's fame and face also play a significant role in increasing the attention.

کلمات کلیدی:

Endorsement, Advertising, Celebrity Athletes, Eye tracker, Attention

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1542631>

