Eye tracking measuring of visual perception of erotic appeals in the content of printed advertising communicates and analysis of their impact on consumers

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Article is focused on an analysis of printed advertising communicates. The focus of this research is based on measuring of reactions of chosen samples of respondents on static advertisement, whose target is to determine the prediction of impact of erotic appeals on a consumer. The content of this article consists of basic theoretical results connected with topics, such as visual perceptions of erotic appeals in relation to advertisement, gender stereo-typization and its impact on the image of advertising communicates and also methods of eye-camera measuring. The theoretical results are then complemented with description of implementation of the research, interpretation of results of eye-camera measuring and formulation of final recommendations concerning efficiency of application of erotic appeals in advertising.

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A study on celebrity endorsement and brand personality in Indian context

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Celebrity endorsement has been one of the most popular tools of advertising during the last two decades in India. Celebrities especially the film stars and cricketers enjoy massive fan following so they are considered as the most reliable medium to communicate the brand message. Some of the brands have built a strong association with the celebrity which helped in increasing their sales. In this study, the researchers have tried to identify the attributes of effective celebrity endorsements and the relationship between brand personality and celebrity personality for the success of a particular brand. This study is based on Primary as well as secondary data. The sample size for this study is 100 and the respondents are in the age group of 18-26 years and are students. The researchers have taken two celebrities, Mahendra Singh Dhoni and Amitabh Bacchan and the two brands Pepsi and Cadbury for study. This study will help marketers in choosing and identifying which celebrity is more suitable for their brand hence establishing a more effective communication channel between the brands and their prospect consumers.

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