

## **‘SPACE EXPERIENCE’ – CONSUMER BEHAVIOUR ANALYZIS AND EYE TRACKING RESEARCH IN AN ART EXHIBITION SPACE**

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*Carrying out our research with applying one of the most modern research tools, the eye tracker, aims at answering questions concerning the trilateral connection of marketing, architecture and arts. Due to the constant expansion of human threshold stimulus, we can hardly recognise the effects made on us. What does a person with a cultural attitude or a layman see? The peculiarity of eye tracking means that, due to its methodological complexity, its suggestibility is minimal, however, the application of the device in that field is considered to be a rather new method. Throughout the research we examined the relationship between marketing and architecture in traditional exhibition space. We intended to influence the visitors of the exhibition with architectural installations used as marketing tools. From an architectural point of view, we wondered whether a visitor committed to his/her decision could be influenced strongly enough by a manipulative element of space believed to be exciting. Can the value of a work of art be merely affected by changing its environment? Can positioning an installation in space have an upward effect on its value or can the play of colours and lights have enough influence on the person's senses? Moreover, can the normal direction be reversed with modifying the route and changing the space? We put efforts to overwrite the norms of instinctive behaviour with defining another kind of quality in space to create, for instance, various space situations which centralise, guide, direct and concentrate the attention.*

**Key words:** eye tracker, architecture, consumer behaviour, marketing