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Presenting an Advertising Policy Model Based on the Application of Eye Tracking

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A B S T R A C T

The present study was conducted with the aim of developing a model for advertising policy based on the application of eye tracking. The research method was qualitative and grounded in data theory. Semi-structured interviews were used for data collection, and data analysis was carried out using Strauss and Corbin's method and the paradigm model. Sampling was conducted through theoretical sampling and utilized purposive (judgmental) techniques, based on which 15 interviews with marketing and advertising managers and experts were conducted. The results of analyzing the data obtained from the interviews, through the process of open, axial, and selective coding, led to the development of an advertising policy model based on the application of eye tracking, grounded in data theory. The findings of this research indicate that for the success of an advertising policy based on the use of eye tracking, managers must carefully pay attention to all identified categories and subcategories in this study and possess adequate and sufficient knowledge regarding each of them.

Keywords: *policy, advertising, application of eye tracking*

1. Introduction

Pricing strategy has long been recognized as one of the most crucial dimensions of marketing strategy, not only because it directly impacts profitability but also because it influences consumer behavior, competitive positioning, and long-term sustainability of firms in diverse industries (Kotler et al., 2022; Nagle et al., 2021). As firms operate in increasingly dynamic and competitive markets, pricing is no longer a matter of setting a number; rather, it has evolved into a multifaceted strategic decision that integrates cost structures, consumer perceptions, technology, and global market dynamics (Hinterhuber & Liozu, 2020; Martín-Peña et al., 2021). The rapid development of digital technologies, data analytics, and artificial intelligence has further transformed pricing into a dynamic, data-driven activity that requires continuous adaptation (Wang, 2024; Yang et al., 2022). This evolution underscores the necessity for firms to

develop effective pricing policies that not only meet short-term sales objectives but also strengthen competitive advantage and customer relationships in the long run (Abbasi Esfanjani, 2022; Alizadeh & Tavan, 2023).

Pricing has historically been associated with the fundamental economic principle of supply and demand, yet contemporary scholarship emphasizes its broader role as a strategic management tool. Research demonstrates that firms with sophisticated pricing capabilities achieve superior performance, since pricing integrates market intelligence, innovation, and communication efforts into coherent strategies (Afaqhi Firimani et al., 2023; Xu et al., 2023). In practice, pricing decisions are no longer isolated from other marketing activities but interact directly with product development, branding, and consumer engagement (Kotler et al., 2022; Tien et al., 2023). This integrated perspective becomes especially important in environments characterized by rapid product innovation and volatile consumer preferences, where pricing must continuously reflect shifts in both market conditions and firm strategies (Yuan et al., 2022; Zhao et al., 2021).

The diffusion of innovations theory illustrates how pricing strategies can influence the adoption rate of new technologies and products (Rogers, 2020). For example, innovative products often require pricing strategies that balance affordability with the need to signal quality and uniqueness (Tarde et al., 2020; Yoon & Lee, 2018). Empirical studies confirm that dynamic pricing mechanisms can accelerate market penetration by aligning consumer willingness to pay with evolving product life cycles (Xu, 2024; Yang et al., 2022). At the same time, consumer loss aversion plays a critical role in shaping responses to price adjustments, particularly in dual-channel and recycling-based supply chain systems (Xu et al., 2023). These insights emphasize that pricing decisions are deeply embedded in behavioral economics and consumer psychology, further complicating managerial decisions (Shao, 2021; Zhao et al., 2021).

Pricing also serves as a vehicle for achieving competitive advantage. Firms that strategically integrate pricing with product innovation, market intelligence, and communication capabilities are better positioned to enhance international performance (Abbasi Esfanjani, 2022; Alizadeh & Tavan, 2023). For instance, small and medium-sized enterprises (SMEs) operating in emerging economies have been shown to leverage innovative pricing approaches to access global markets, demonstrating the role of adaptive pricing in internationalization strategies (Lee & Griffith, 2022; Tien et al., 2023). In this sense, pricing is not merely a tactical function but a developmental mechanism that connects local market insights with global strategic imperatives. The integration of gamification, consumer engagement, and pricing strategies has further highlighted how firms can influence consumer buying interest through innovative approaches (Rakhmanita et al., 2022).

Digital transformation has amplified the strategic relevance of pricing. Scholars argue that the digital era has reshaped consumer expectations and empowered firms to adopt real-time, personalized, and dynamic pricing approaches (Martín-Peña et al., 2021; Salmasnia & Talesh-Kazemi, 2022). Artificial intelligence and machine learning algorithms now enable firms to optimize pricing decisions by analyzing massive amounts of consumer data, such as purchase history, behavioral cues, and even gaze-tracking patterns (Feng & Chan, 2022; Yang et al., 2022). For example, in the context of perishable goods, the integration of pricing with inventory planning and maintenance ensures not only profit maximization but also the minimization of waste (Salmasnia & Talesh-Kazemi, 2022). Similarly, for new products, learning curve effects play a significant role in shaping joint pricing and production decisions, further reinforcing the necessity of a systems approach (Feng & Chan, 2022).

The global context introduces additional layers of complexity. In international markets, firms must strike a balance between standardization and adaptation of pricing strategies (Lee & Griffith, 2022; Schill & Nixon, 2024). Cultural variations, regulatory environments, and consumer perceptions necessitate differentiated approaches that account for local sensitivities while maintaining global consistency. Research has suggested that the seven “C”s of strategic pricing provide a framework for navigating such complexities in international markets, ensuring that firms remain competitive while accommodating cultural diversity (Schill & Nixon, 2024). Similarly, the standardization–adaptation dilemma underscores the trade-offs between efficiency and responsiveness in global pricing decisions (Lee & Griffith, 2022).

Emerging technologies, particularly within smart supply chains, are reshaping pricing and retail strategies. The advent of integrated online–offline models and buy-online-pickup-in-store (BOPS) systems has introduced new challenges in aligning demand patterns with pricing policies (Mahapatra et al., 2025). Studies have shown that such hybrid models require adaptive and flexible pricing strategies that can respond to both digital and physical consumer interactions,

thereby enhancing supply chain resilience and consumer satisfaction. Likewise, pricing decision-making in contexts characterized by ambiguity tolerance among consumers—such as recycled building material enterprises—demonstrates the necessity of accounting for psychological and contextual factors in pricing models (Peng et al., 2025).

Recent advances have also emphasized the importance of pricing strategies in value creation and long-term relationship building with customers. Value-based pricing, for instance, goes beyond cost considerations to reflect consumer perceptions of worth, thereby aligning the firm's interests with customer satisfaction (Hinterhuber & Liozu, 2020; Nagle et al., 2021). By focusing on delivering perceived value, firms can foster loyalty and enhance brand equity. At the same time, customized and segmented pricing strategies enable firms to respond to heterogeneous market demands while maintaining profitability (Yoon & Lee, 2018; Yuan et al., 2022). These practices illustrate the shift from transactional to relational marketing perspectives, where pricing plays a critical role in sustaining long-term customer engagement.

Scholars have further highlighted the implications of innovation-based pricing in high-technology sectors. Market entry strategies for innovative products often rely on pricing approaches that signal technological superiority while ensuring accessibility for early adopters (Rogers, 2020; Tarde et al., 2020). In this regard, pricing becomes a mechanism for shaping diffusion patterns, encouraging adoption among innovators and early majority segments, and thereby accelerating overall market penetration. Studies of consumer innovativeness and product newness support the idea that price interacts with individual-level characteristics to determine adoption trajectories (Yoon & Lee, 2018).

In addition to product- and consumer-oriented perspectives, organizational capabilities in pricing management are equally critical. Firms that integrate pricing into their strategic planning processes demonstrate greater agility and responsiveness to environmental shifts (Abbasi Esfanjani, 2022; Kotler et al., 2022). The concept of innovation in pricing, as discussed in contemporary scholarship, reflects the ability of organizations to develop and institutionalize best practices that ensure sustainable competitive advantage (Hinterhuber & Liozu, 2020). This orientation demands not only technical expertise in price setting but also cross-functional collaboration, analytical capability, and organizational learning (Abad, 2025; Xu, 2024).

While much of the literature has focused on traditional pricing approaches, recent studies emphasize the role of consumer information, transparency, and behavioral responses. For example, the disclosure of product information in dynamic pricing contexts has been shown to influence consumer decision-making, particularly in markets for fresh produce and customized goods (Tian & Wu, 2020; Yang et al., 2022). Similarly, the interaction between pricing and consumer satisfaction highlights the mediating role of trust and information accuracy in shaping purchasing behavior (Zhao et al., 2021). This indicates that effective pricing strategies must account for both rational and emotional components of consumer behavior, thereby requiring a holistic understanding of market psychology.

Altogether, the body of research reveals that pricing is a multidimensional and integrative construct that bridges economics, marketing, psychology, and technology. By synthesizing insights from global markets, consumer behavior, digital transformation, and innovation management, pricing emerges as a central pillar of strategic decision-making (Schill & Nixon, 2024; Tien et al., 2023; Xu et al., 2023). This perspective necessitates empirical investigations that not only conceptualize pricing as a strategic tool but also explore its operationalization in diverse contexts, including emerging markets, technologically intensive industries, and consumer-driven supply chains.

The present study contributes to this growing body of knowledge by developing an advertising policy model based on the application of eye tracking, integrating grounded theory methodology with insights from pricing and marketing scholarship. By linking consumer attention patterns with strategic pricing decisions, this study advances both theoretical understanding and practical applications for firms seeking to optimize their advertising effectiveness while maintaining competitive advantage.

2. Methods and Materials

This study is qualitative in nature and was conducted using the grounded theory approach in order to present an advertising policy model based on the application of eye tracking. Grounded theory, as articulated by Strauss and Corbin (2008), is a qualitative method that systematically applies inductive procedures to develop a theory about the phenomenon under investigation. The philosophical foundation of this study lies within the interpretive paradigm, which emphasizes understanding the multiple

dimensions of reality as experienced by individuals. The research orientation was both applied and developmental. It was applied because it sought to design a practical advertising policy model for organizations by offering applicable recommendations for policy and practice, and developmental because it contributed to theoretical advancement through the introduction of new variables. The research process was guided by an exploratory purpose, aiming to construct and refine a comprehensive model that would illustrate the critical aspects of advertising policy when incorporating eye tracking technology. The study population consisted of experts and specialists in marketing and advertising management. Sampling was carried out using purposive sampling, which is a non-probability technique commonly employed in qualitative research to select individuals who can provide rich, relevant, and diverse insights about the phenomenon under study. A total of 15 in-depth interviews were conducted with managers and experts in marketing and advertising, and data collection continued until the point of theoretical saturation was reached, meaning that no new information or categories emerged from subsequent interviews.

The main tool for data collection was semi-structured, in-depth interviews, which are particularly effective in grounded theory research for capturing the lived experiences and insights of participants. Semi-structured interviews allowed the researchers to explore key themes while maintaining flexibility to pursue emergent issues raised by participants. All interviews were conducted face-to-face with participants who were identified as experts in marketing and advertising policy. Each interview was audio-recorded with the participants' consent and subsequently transcribed verbatim for analysis. To ensure that the interview questions were both relevant and practical, an iterative process of refinement was followed. At each stage of the interviews, semi-structured questions were revised and adapted in light of emerging categories and feedback. This approach enhanced the credibility and applicability of the study by aligning the questions with the evolving data structure. Furthermore, the study relied on participants' validation to ensure theoretical appropriateness. In this regard, three interviewees were consulted to verify the alignment of the findings with experiential reality, and minor modifications in terminology were made accordingly.

The data analysis followed Strauss and Corbin's (1990) systematic grounded theory coding procedure, which consists of open coding, axial coding, and selective coding. In the open coding stage, interview transcripts were carefully examined line by line to identify initial codes that captured significant concepts expressed by participants. These codes were then grouped into higher-order categories. During the axial coding stage, connections between categories and subcategories were established through the paradigm model, which enabled the researchers to identify causal conditions, intervening factors, contextual elements, and consequences related to advertising policy based on eye tracking. Finally, selective coding was performed to integrate and refine the categories into a central theme, resulting in the construction of a theoretical model. To ensure the credibility and trustworthiness of the emerging theory, the criteria of relevance and applicability suggested by Strauss and Corbin (1990) were applied. Relevance was assessed by discussing the fit of findings with the real-world experiences of participants, while applicability was addressed by continuously comparing the data with theoretical foundations and prior studies. In addition, the iterative development of interview questions across different stages of data collection reinforced the practical utility of the findings. By triangulating participant feedback, systematic coding, and theoretical comparisons, the study ensured both rigor and validity in the development of the final model.

3. Findings and Results

The tool for data collection was interviews with specialists and experts. The participants were marketing and advertising managers of various companies. Using the interview protocol, interviews were conducted with a sample of marketing and advertising managers, and from these interviews, the necessary information for the research was extracted. The method of data analysis was based on the grounded theory approach and was carried out through coding and categorization. In the initial phase of the study, understanding of the subject was obtained through open interviews with marketing and advertising managers. In addition, observing the behavior of company managers contributed to deepening the researcher's understanding. Based on this process, and following coding and categorization, the conceptual model of the study was developed.

Furthermore, after each interview, the researcher transcribed the texts and performed coding. Three stages of coding—open, axial, and selective—were applied to the data. For this purpose, the data were first read line by line, and open codes (which are the exact words of the participants) were extracted. The resulting codes were

compared with previous codes, and those that were conceptually similar were grouped into one category, gradually leading to the formation of categories. These categories were also compared with one another, and when necessary, they were merged, divided into two or more subcategories, or had codes moved from one category to another, until eventually the axial category was identified. The basis of the linking process in axial coding was the expansion and elaboration of one of the categories. In this study, the axial category was identified as the advertising policy based on the application of eye tracking, which emerged from causal conditions and influenced the process and strategy, ultimately leading to the final outcome. Selective coding further revealed the interrelationships among the categories.

Nevertheless, after conducting scientific interviews with academic and executive experts in organizations, the advertising policy model based on the application of eye tracking emerged through the grounded theory method.

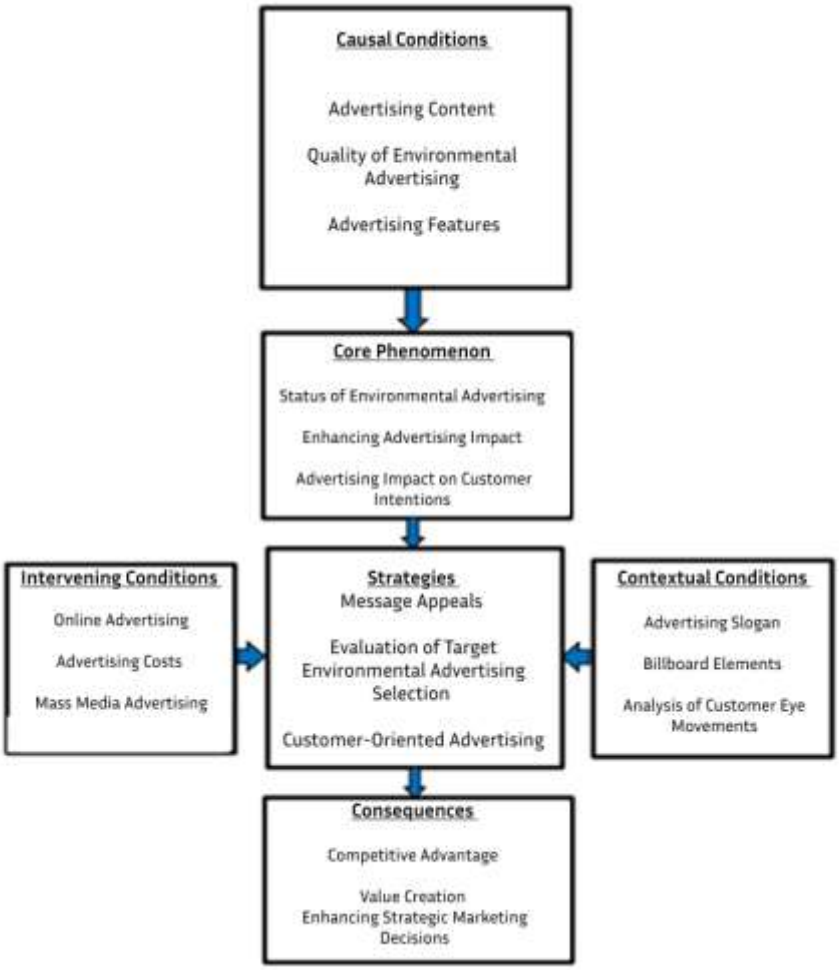
Table 1

Integrated Categories, Subcategories, and Codes of the Advertising Policy Model Based on Eye Tracking

Main Category	Subcategory	Codes
Causal Conditions	Advertising Content	Aesthetic appeal of advertisements; Brand-related advertising content; Desirable advertising message; Use of appropriate colors
	Quality of Environmental Advertising	Conceptual approach to environmental advertising; Use of existing tracking potentials and their impact on design and production; Considering customer opinions and preferences; Use of distinguishing features
	Advertising Features	Attractiveness of intended advertising; Video images; Graphic images; Advertising performance standards
Contextual Conditions	Advertising Slogan	Attention to audience preferences; Customer sentiment analysis; Customer inclination toward environmental advertising
	Billboard Elements	Advertising design; Text writing; Visual stimulation; Advertising form; Selection of advertising fonts
	Analysis of Customer Eye Movements	Involuntary response to colors; Involuntary response to shapes; Involuntary response to brand arrangements
Intervening Conditions	Online Advertising	Identifying relevant advertising tactics; Providing services via websites; Creating brand advertisements through electronic advertising; Website-based advertising; Use of social media for advertising
	Advertising Costs	Audience perception of advertising expenditure; High cost of advertising; Financial resources
	Mass Media Advertising	Creation of advertising animations; Cinematic advertising; Press advertising; Television advertising
Core Phenomenon	Status of Environmental Advertising	Eye-tracking techniques; Data processing techniques; Machine learning approaches; Agile responsiveness to environmental needs; Effectiveness of print advertising
	Enhancing Advertising Impact	Psychological and physical effectiveness; Cognitive engagement with advertising; Persuasiveness of advertising; Message intensity
	Advertising Impact on Customer Intentions	Customer technical analyses; Analysis of gaze duration on banners; Brand recall from visual associations; Eye movement path scanning; Recognition of blind spots
Strategies	Message Appeals	Ethical appeals; Rational appeals; Entertainment appeals; Visual appeals
	Evaluation of Target Environmental Advertising Selection	Behavioral characteristics of customers in different market segments; Thought-oriented advertising; Comprehensive evaluations of eye-tracking technique development
	Customer-Oriented Advertising	Customized advertising; Visual creativity; Collecting customer feedback on designed advertisements; Creating smart and distinctive features for new advertising
Consequences	Competitive Advantage	Development of modern advertising; Strategy design for goods and services advertising; Identification of market advertising opportunities and threats; Knowledge-based structures to improve advertising development compared to competitors; Development of customer perception of environmental advertising
	Value Creation	Identifying points of maximum audience attention; Creating positive customer perceptions through eye-tracking advertising; Importance of audience behavioral analysis
	Enhancing Strategic Marketing Decisions	Identifying influential advertising factors from the customer perspective; Providing executive solutions for eye-tracking advertising development; Developing a roadmap for advanced technologies and their use in environmental advertising; Offering various advertising models based on eye tracking

Figure 1

Final Model



The findings of this study, obtained through grounded theory coding, led to the identification of a comprehensive set of categories, subcategories, and codes shaping the advertising policy model based on the application of eye tracking. At the first level, causal conditions revealed three primary areas, including advertising content, the quality of environmental advertising, and advertising features. These conditions emphasized the importance of aesthetic elements, relevance to brand identity, message desirability, and the strategic use of colors. Moreover, conceptual approaches to environmental advertising, integrating customer preferences, and employing distinguishing features emerged as critical enablers for effective policy development.

The contextual conditions highlighted the role of slogans, billboard elements, and the analysis of customer eye movements. Paying attention to customer preferences, analyzing emotions, and designing slogans aligned with audience expectations were found essential. Additionally, billboard-related components such as text writing, visual stimulation, and font selection shaped the way customers engage with advertisements. Importantly, involuntary responses to visual stimuli such as colors, shapes, and brand arrangements reinforced the critical role of eye-tracking in detecting unconscious customer reactions.

The intervening conditions consisted of online advertising, advertising costs, and the use of mass media. Online channels, including websites and social media platforms, provided both opportunities and challenges in reaching customers. Costs were recognized as an influential intervening factor, since audience perceptions of expenditure and the high financial requirements of advertising campaigns directly affected strategic decisions. Furthermore, mass media tools, including cinema, television, press, and animation, remained significant platforms for delivering advertising messages alongside eye-tracking-based approaches.

At the core of the model, the central phenomenon emerged as the status of environmental advertising, strongly shaped by the integration of eye-tracking techniques, data processing methods, and machine learning approaches. This integration facilitated agile responsiveness to environmental dynamics while ensuring the effectiveness of print and environmental advertisements. The model further identified dimensions related to enhancing advertising impact, such as psychological and physical effectiveness, cognitive engagement, persuasiveness, and message intensity. Additionally, advertising effectiveness was linked to customer intentions, where factors such as gaze duration, eye movement patterns, brand recall, and the identification of blind spots played a decisive role.

Strategic responses were identified across three domains: message appeals, evaluation of environmental advertising selection, and customer-oriented advertising. Appeals ranged from ethical, rational, and entertainment-based to visually oriented strategies. The process of evaluating advertising selection emphasized behavioral segmentation of customers, thought-oriented advertisements, and systematic assessments of eye-tracking techniques. Meanwhile, customer-oriented approaches stressed the importance of customized messages, creative visuals, continuous feedback loops, and the introduction of smart and distinctive advertising features.

Finally, the study highlighted significant consequences of implementing eye-tracking-based advertising policies. Competitive advantages were achieved through the development of modern advertising, strategic design for goods and services, recognition of market opportunities and threats, and building knowledge-driven structures for sustained differentiation. Value creation was evident in capturing customer attention, generating positive brand associations, and leveraging behavioral insights for effective advertising design. Furthermore, strategic marketing decision-making was enhanced by identifying influential factors from the customer's perspective, providing executive recommendations, developing roadmaps for advanced technologies, and introducing new advertising models tailored to eye-tracking insights.

4. Discussion and Conclusion

The present study sought to develop an advertising policy model based on the application of eye tracking, employing grounded theory to identify causal, contextual, intervening, and strategic conditions as well as outcomes. The findings indicated that advertising policy effectiveness depends on a complex interaction of factors, including advertising content, consumer responses, contextual design elements, intervening technological and financial conditions, and strategic managerial actions. Eye-tracking techniques were shown to serve as a central mechanism through which firms can capture consumer attention, analyze unconscious responses, and design more effective advertising strategies. These results provide both theoretical and practical contributions to the literature on pricing, marketing communication, and consumer behavior.

The analysis of causal conditions highlighted the importance of advertising content, quality, and distinctive features in influencing consumer perceptions. This is consistent with prior research showing that the aesthetic and informational components of advertising play a crucial role in shaping consumer attitudes and purchase intentions (Kotler et al., 2022; Zhao et al., 2021). Specifically, our results demonstrated that the use of appropriate colors, attractive messages, and creative designs enhanced the persuasiveness of advertising. Similar conclusions were drawn in previous studies that examined dynamic pricing and marketing communications, where content customization and consumer-centered design significantly improved competitive advantage (Abbasi Esfanjani, 2022; Alizadeh & Tavan, 2023). These findings suggest that advertising policies based on eye tracking can be particularly effective in uncovering which design elements are most likely to capture consumer attention and generate value.

Contextual conditions such as advertising slogans, billboard elements, and consumer eye movement analysis were also found to be critical in shaping advertising effectiveness. The results confirmed that slogans and textual content aligned with consumer preferences and emotional states reinforced message memorability. Prior work on diffusion of innovations emphasizes that contextual cues such as branding, slogans, and symbolic appeals facilitate the adoption of new products and ideas (Rogers, 2020; Yoon & Lee, 2018). Furthermore, the present study revealed that involuntary consumer responses to visual stimuli such as colors and shapes are central to advertising effectiveness. This aligns with behavioral pricing research showing that unconscious responses to product information, including framing and visual arrangement, influence consumer satisfaction and purchasing behavior (Shao, 2021; Zhao et al., 2021).

Intervening conditions, such as online advertising channels, financial costs, and mass media integration,

emerged as influential in determining how advertising policies are implemented. Our findings showed that digital platforms and social media significantly shape consumer access to advertising while also raising challenges related to financial investment. These observations mirror the conclusions of research on integrated supply chains and digital commerce, which stress that online–offline integration and omnichannel systems require adaptive pricing and advertising strategies (Mahapatra et al., 2025; Tien et al., 2023). The high cost of advertising was also identified as a constraint, confirming earlier studies that emphasized financial resource allocation as a determining factor in advertising and pricing strategy effectiveness (Feng & Chan, 2022; Salmasnia & Talesh-Kazemi, 2022). Moreover, the role of mass media in reinforcing consumer perceptions complements existing literature on global marketing strategies, where firms must balance traditional and digital channels to achieve consistency and effectiveness (Lee & Griffith, 2022; Schill & Nixon, 2024).

At the core of the model, the phenomenon of environmental advertising supported by eye-tracking analysis was highlighted as a transformative approach for organizations. Our findings indicated that eye-tracking techniques, combined with data processing and machine learning, offer managers the ability to detect unconscious consumer reactions and adapt advertising accordingly. This is strongly aligned with contemporary literature that views artificial intelligence and analytics as pivotal tools for dynamic pricing and marketing strategies (Wang, 2024; Yang et al., 2022). Moreover, the study confirmed that advertising effectiveness is not only psychological but also physiological, influencing both cognitive engagement and emotional persuasion. Prior research has similarly emphasized that advertising strategies integrating psychological factors lead to higher consumer persuasion and greater long-term effectiveness (Hinterhuber & Liozu, 2020; Nagle et al., 2021).

The role of strategies in shaping advertising outcomes was also evident in our analysis. Strategic choices such as appealing to ethics, rationality, entertainment, and visual cues demonstrated significant influence on consumer behavior. These findings resonate with studies emphasizing that value-based and differentiated pricing strategies rely on tailoring appeals to specific consumer segments (Martín-Peña et al., 2021; Xu, 2024). Similarly, the evaluation of advertising selection based on consumer behavioral traits confirmed that customization and feedback mechanisms are essential to developing smart and adaptive advertising approaches. This aligns with research on ambiguity tolerance in consumer behavior, which shows that adaptive strategies are more effective when dealing with diverse consumer preferences (Peng et al., 2025; Yuan et al., 2022).

Finally, the outcomes of the model revealed that advertising policies based on eye tracking contribute to competitive advantage, value creation, and enhanced strategic decision-making in marketing. These findings reflect the arguments of scholars who contend that modern pricing and marketing strategies must create value for both firms and customers (Kotler et al., 2022; Nagle et al., 2021). Specifically, the results showed that firms adopting eye-tracking techniques can better identify customer attention points, generate favorable brand associations, and provide evidence-based insights for strategic decisions. This is consistent with the broader literature on innovation-based pricing and diffusion of technology, which underscores the role of consumer analytics in achieving sustainable advantage (Rogers, 2020; Tarde et al., 2020). Moreover, the ability to integrate advanced technologies into advertising aligns with calls for research on leveraging emerging technologies in consumer markets (Schill & Nixon, 2024; Wang, 2024).

Overall, the findings of this study enrich the understanding of advertising policy development by integrating grounded theory insights with established perspectives on pricing and marketing. By emphasizing the role of eye-tracking as a central mechanism, the research bridges the gap between consumer psychology, technological innovation, and strategic management. The alignment of results with prior studies across multiple domains strengthens the validity of the findings and highlights the interdisciplinary nature of advertising and pricing strategies in contemporary markets.

Although this study provides meaningful insights, certain limitations must be acknowledged. First, the qualitative nature of the research, while appropriate for theory development, limits the generalizability of the findings. The sample size was restricted to fifteen experts in marketing and advertising, which may not capture the full diversity of perspectives across industries or international contexts. Second, the reliance on semi-structured interviews, although rich in depth, may be subject to biases related to the respondents' personal experiences and the researcher's interpretation. Third, while eye tracking was conceptualized as a central mechanism in advertising policy, this study did not conduct experimental or quantitative validation using actual eye-tracking devices. As such, the practical

applicability of the model should be tested through empirical experiments and broader surveys. Finally, cultural and contextual differences in consumer behavior were not explicitly examined, which may limit the applicability of the model across diverse cultural environments.

Future research could build upon these findings in several ways. First, scholars should conduct quantitative studies incorporating experimental eye-tracking data to validate the conceptual model and test its predictive power in real-world advertising contexts. Second, future studies could expand the sample to include a more diverse set of participants across different industries, cultural settings, and consumer demographics to enhance the generalizability of results. Third, integrating advanced technologies such as machine learning, artificial intelligence, and big data analytics with eye-tracking research could provide deeper insights into consumer responses and enable real-time adaptive advertising policies. Additionally, longitudinal studies would be valuable to assess the long-term impact of eye-tracking-based advertising on consumer loyalty, brand equity, and firm performance. Finally, future research could explore cross-disciplinary applications of eye tracking, such as its integration with pricing strategies, consumer psychology, and digital marketing ecosystems, to develop more holistic models of strategic decision-making.

From a managerial perspective, the study offers several practical implications. Managers should recognize the value of eye-tracking techniques as tools for uncovering unconscious consumer responses that are not easily captured through traditional surveys or focus groups. By incorporating these insights into advertising design, firms can increase message effectiveness and consumer engagement. Second, managers must integrate advertising policy with broader pricing and marketing strategies, ensuring that content, delivery channels, and appeals are aligned with consumer needs and market dynamics. Third, investment in digital technologies, including data processing and machine learning, will be critical to fully leverage the potential of eye-tracking analysis. Finally, organizations should adopt a consumer-centered mindset by continuously collecting feedback, customizing advertising strategies, and aligning messages with evolving consumer preferences, thereby enhancing both competitiveness and long-term value creation.

Authors' Contributions

Authors contributed equally to this article.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

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Ethics Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were considered.

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