

Arnaud BIGOIN-GAGNAN

Teaching and Research Fellow



Présentation

My research activities focus on the impact of exposure to marketing stimuli on consumers' attentional, perceptive and evaluative processes, as well as on their behavioral intentions. Using an objective tool for measuring visual attention: eye-tracking, my work aims at understanding the effects of manipulating the layout of textual and pictural information displayed on marketing communication media (advertisements, packaging, websites).

> **Laboratoire de recherche** : CREM UMR CNRS 6211

Thèmes de recherche

Marketing,

Consumer neuroscience,

Consumer behaviour,

Visual attention,

Eye-tracking,

Packaging,

Symmetry

Keywords : Marketing - Consumer behavior - Consumer neurosciences - Visual attention - Eye Tracking - packaging - Symmetry

Activités pédagogiques

Teaching activity

- Neurosciences & Consumer Behavior
- Market Research
- Marketing fundamentals
- Fundamental Marketing

- Marketing of innovation
- Market Research
- Product policy
- Marketing studies
- Market Research
- Marketing fundamentals

Other educational activities

- Final Master thesis Evaluation and Jury - Master 2 Marketing and Sales, Initial Training & Work-linked Training - IGR-IAE Rennes
- Jury "Comptoir de la Création" - Licence 3 Sciences de Gestion & Management, Initial Training - IGR-IAE Rennes
- Selection Jury - Licence 3 Sciences de Gestion & Management, Initial Training - IGR-IAE Rennes
- Internship report - Licence 3 Sciences de Gestion & Management, Initial Training - IGR-IAE Rennes
- Academic advisor of student associations (BDS, IGR Pro, Martolod - Course Croisière Edhec)