Using an eye-tracking approach to explore gender, age, experience differences in visual representation of the brand in Instagram commerce.

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Abstract
New interesting researches are affected by Social commerce and neuroscience. The purpose of this study is to examine the various patterns of fixations displayed by participants when searching social media according to their attributes (gender, age, and level of experience) concerning the Instagram profile of a fashion textile Mango brand. This study focuses on several brand kinds that businesses employ to promote social commerce on their online platforms, including letter marks, combining marks, and brand markings. To do this, an experiment was conducted on 100 participants who were adults with experience using Instagram, employing an eye-tracking methodology in addition to a self-administered survey. Results demonstrate that factors such as visual attention, gender, age, and experience affect consumers' memory /recall of a brand logo when it is presented to them. Finally, this research provides interesting theoretical contributions to the effectiveness of branding in terms of visual attention and preferences in the context of fashion.

Key words: eye-tracking, gender, age, social commerce user's experience, banner position, attention and recall, visual representation of the brand