Facial recognition technology in company

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Did you experience facial recognition by using the iPhone X? After the iPhone new series products conference hold by the Cook Time in 2017, with new technology development, this type of new facial technology is gradually popular in diverse kinds of fields, especially for some companies. Firstly, facial recognition technology is accurate since it works by digitally measuring the distance between the eyes, the width of the nose, the length of a jawline and other data points (Li & Sarno, 2011, para. 14). It is obvious that everyone in the world has almost different distance between each part of the face, same as the fingerprint. The technology could also detect the identification of twins from the facial differences. So, once company utilizes it to target customer or develop products, the useful data that they look forward will be easier to collect. These companies may use this effective strategy to prompt their productivity or minimize unnecessary loss. For instance, company does the survey from people before selling their new products formally; provides more convenience for customers to let them see the changes after using products on the facial recognition machine or offers some advertisement related to people’s interests; improves products by observing consumers’ micro-expressions or small changes in facial features that show emotion. Overall, companies should use accurate and convenient facial recognition technology to sell products in three ways---passive marketing surveys for existing and new products, consumer advertising and product interaction experience, and product improvement.

Facial recognition technology can gather “Big data” from passerby to help company do the survey for their purposive research about their existing products. To illustrate this process, DeMers (2017) explains that “retail stores could use a variety of facial recognition to track what their customers are viewing in their store, on average, and use that information to stock better products, rearrange the store, or make other tweaks to boost sales and customer satisfaction” (p. 2). It means that using
this technical strategy, many companies could gradually make such a great commercial progress through observing their consumers. For example, “a group of U.S. bar owners in Chicago started using facial recognition, in conjunction with mounted cameras, to keep tabs on the male/female ratio and age mixes of their crowds” (Li & Sarno, 2011, para. 6). Through observing the ratio of gender and age distribution, the bar could stock different strength of alcohol selling them for various type of customers according to other data collection. Similarly, not just for bars but like some banks which also adopt this technology by making display screens used for facial recognition-driven ads. Generally, they are capable of targeting customers based on ages distributions to figure out who are the younger people since they are more likely to be opening their first account (Li & Sarno, 2011, para. 13).

In addition, for some existing products, facial recognition technology may predict new products trend by doing the survey from passersby. Some companies decide to research the trend of their new products in each flagship store from calculating the number of male or female who are more interested in the specific products. For instance, Adidas, one of the most popular sports brand, nowadays corporates with Intel to install hundreds of digital testing wall with facial recognition technology. “If a woman in her 50s walks by and stops, 60% of the shoes displayed will be for females in her age bracket, while the other 40% will be a random sprinkling of other goods” (Li & Sarno, 2011, para. 16). It is well acknowledged that passenger flow volume is one crucial standard to judge the stores’ development tendency, which means stores need to customize the products that they sell in stores in order to enlarge the quantity of sale. Like what does Chris Aubrey, vice president of global retail marketing for Adidas, says, “if a retailer can offer the right products quickly, people are more likely to buy something” (Li & Sarno, 2011, para. 17).
Indeed, using facial recognition strategy to analyze those “Big Data” brings considerably huge profits and productivity to improve long-term development. Using this technology will also abundant consumers’ experience and brings more convenience to attract people’s attention.

Facial recognition might enhance sales by directly providing specific kinds of advertisements for consumers according to detect their identifications. Some companies make use of billboards with facial recognition to supply certain advertisement when they target the people who is standing in front of the billboard in about two seconds. There is a study shows that 55 percent of people are more willing to accept facial recognition technology when they realize the benefit was associated with themselves. For example, “companies are developing digital billboards for shopping malls that surreptitiously scan shoppers’ faces to determine gender and age and tailor its message to the specific consumer looking at the signage” (Grey, 2013, para 10). In other words, if the billboard detects the person is a 40-year-old female, the machine could provide healthy food with discount or some skin care products. If it targets a 6 years old boy, the billboard might appears toy advertisement to attract his attention, which in return, will consciously stimulate products quantity and expand marketing.

Moreover, facial recognition could also improve consumers’ interaction experiences when they encounter the convenience that can be brought from this technology. Recently, the new machine gradually emerges in many shopping malls giving consumer chance to see what happened to their appearance when they try the products like cosmetics, clothes, glasses and so on. For example, “in the beauty industry, facial modeling and simulation have been widely used for virtual makeovers
and virtual product try-one” (Aarabi, 2013, para.3). He also mentions “this app attracts users to download and try on makeup from brands like Clinique on their own photo (with facial detection and modeling being used to create a photorealistic rendering of the makeup on the user’s image)” (Aarabi, 2013, para.4). What’s more, another brand, called Johnson and Johnson’s ROC Skincare, coordinates with facial recognition through Skin Correxion Tool to simulate the effects when consumer use anti-aging products. Many consumers, therefore, appreciate the new technology so that they are capable of trying different style quickly only using one finger to touch each product on the screen. Also, it provides great convenience for people, especially for female when they cannot decide which one suits them best. Once these machines form a fixed sales model for customer, it will immediately become a new popular trend to attract more people buying in these shopping malls. Through effectively enhance consumer experience, facial recognition technology, to some extent, stimulates people’s enthusiasm to the stores so that company will obtain more and more benefits from this new strategy. Once companies finish marketing survey and promote consumer experience, they try to facial recognition technology to detect people’s reaction when they see advertisements or use the products.

Facial recognition could improve products by observing users’ micro-expression to determine the quantity of commodity and where should they continue. For some apps companies, it is true that “one of the most important applications is related to gathering, analyzing, and utilizing user data. If an app is monitoring a person’s facial expressions, it may be able to detect what mood they are in or gauge their interest in a specific area of the app” (DeMers, 2017, p.2). The operating principle of this technology is when people are not satisfied with some design of the products, some tiny expression like frowning, winking, or twitching mouth. Through observing these micro-
expressions on user’s face, the technology will reflect problem to the specific division of the products’ company in order to fix the issue and make improvement of their products. For instance, once user expresses the confusion on his or her face, the technology will suddenly discover this minor change and figure out which part or what force consumer has such a negative expression. Then technology may deliver the message to the web designer to do more research ameliorating specific problem effectively.

Facial recognition technology is accurate enough for companies to analyze marketing research by collecting “Big data” and target users’ micro-expression improving their products timely. Moreover, it is also convenient to make consumer try new products immediately using the technical machine and provide discount or advertisements that targeted people may be interested in. In future, facial recognition, as one of the most potential technology, will gradually occupy show-up predominate in competitive market and will be the popular tendency for companies to sell products. In addition to facial recognition, “eye tracking is a unique method to objectively measure consumers' attention and spontaneous responses to marketing messages. These insights help marketers to effectively design communication to catch the shopper's eye” (Tobiipro, 2017, para.1). Perhaps, with the development of technology, lots of effective new methods are going to apply to most fields of companies and make such a dramatic contribution to help companies keep sustainable development for a long time.
References


