

# ECR Academic Student Award 2020

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**Dissertation**

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# Consumer Perceptions of Supermarket Shelves: Using Mobile and Stationary Eye Trackers

# Research Objectives

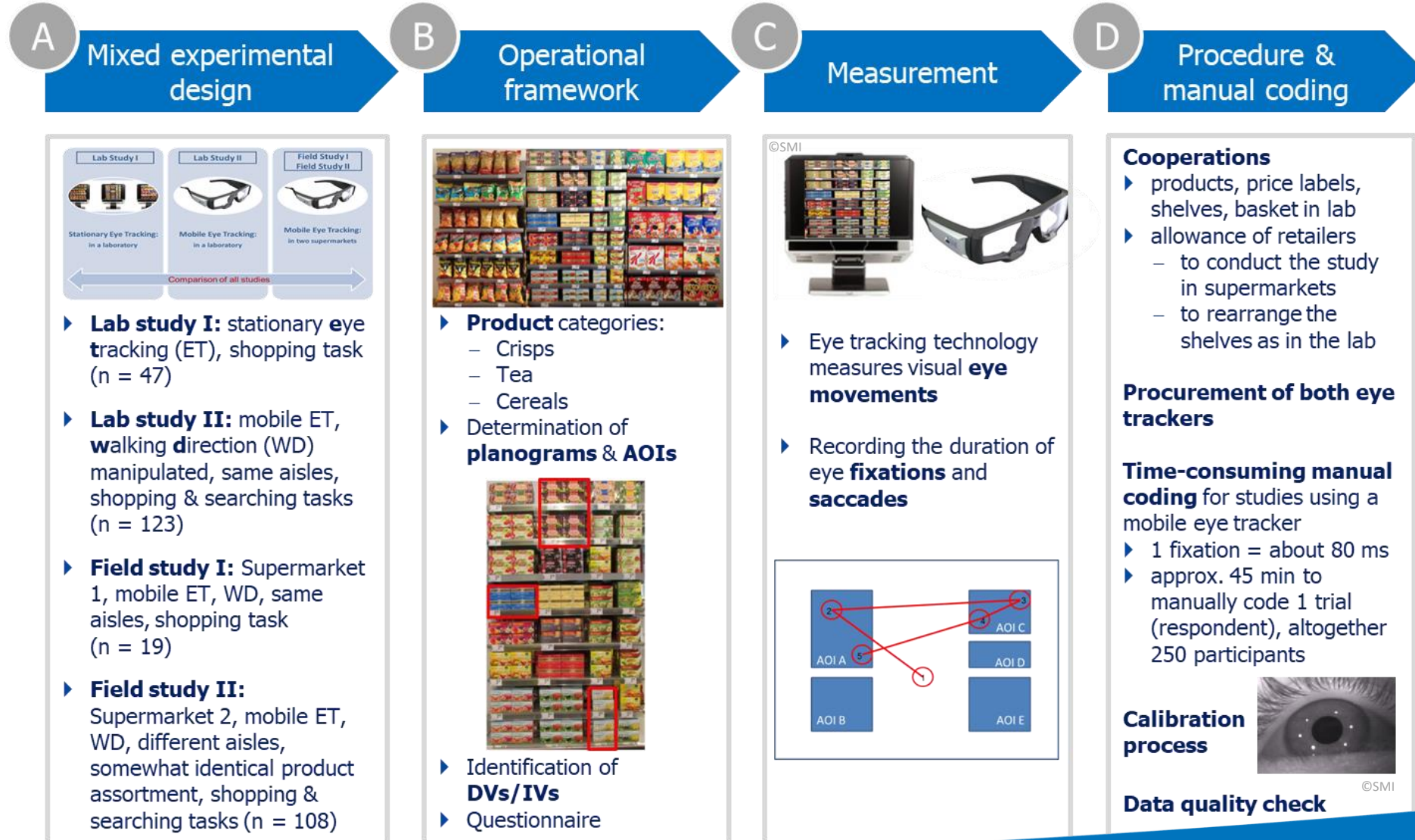
## **Aims** of the dissertation:

- to investigate the effects of shelf facings and positions on visual attention, perceptions, search behaviour and purchase intention
  - i. applying both stationary and mobile eye tracking devices
  - ii. taking walking direction into account
  - iii. in different (laboratory vs field) settings
- to reassess and partially replicate the effects of shelf facings and positions (Chandon et al., 2009)
- to achieve general conclusions concerning visual perceptions of supermarket shelves
  - i. Pilot study using disguised observation and interviews in a supermarket shows a result that contradicts the rule of thumb „eye level is buy level“

# Research Questions and Hypotheses

Shelf facings	RQ1	Does the number of shelf facings influence visual perception of shelves (attention) and, in turn, purchase intention?
	H1a	Products with a large number of facings are more likely to be perceived better (paid attention to) than products with a low number of facings and, in turn, intended to be purchased.
	H1b	Products with a large number of facings are more likely to be gazed at (paid attention to) longer than products with a low number of facings and, in turn, intended to be purchased.
	H1c	Products with a low number of facings are more likely to be ignored than products with a large number of facings.
Shelf positions	RQ2	Do the shelf positions (horizontal and vertical) influence visual perception of shelves (attention) and, in turn, purchase intention?
	H2a	Consumers are more likely to perceive (pay attention to) the horizontal center of the supermarket shelves than the left and right shelf positions and, in turn, intend to purchase products from this area.
	H2b	Consumers are more likely to perceive (pay attention to) products at the eye level of the supermarket shelves than other vertical shelf positions and, in turn, intend to purchase products from this area.
	H3	Consumers are more likely to perceive (pay attention to) products vertically rather than horizontally at the supermarket shelves.
Search behaviour	H4	Consumers are more likely to need less time to find products located on the top-left position than products on the bottom-right position.
Walking direction	RQ3	Does walking direction moderate effect (H4)?
	RQ4	Does walking direction influence visual perception and attention to supermarket shelves?

# Methodology



# Key Results

- The more **shelf facings**, the more attention and perception
- The impact of **horizontal positioning is stronger** than that of vertical positioning
- Products at **touch level** of supermarket shelves also represent the intensity of visual perceptions and attention across all studies
- **Bottom level is the worst** position
- Consumers need **less time** to find a product located in the **top-left position** – walking direction does not influence the search duration

# Relevance for ECR / ECR-Members

- ... to provide **more conclusive findings** of visual perceptions, attention, search behaviour, and purchase intention of supermarket shelves by considering dynamic **walking behaviour**
- **Comparing lab with field studies** and **stationary with mobile ETs** contributes to general knowledge and understanding of shelf perceptions, attention, & search behaviour
- ... to a deeper insight into research on consumers' visual perceptions of supermarket **shelves in the real world**
- ... to a **more efficient** shelf management → increased **consumer shopping satisfaction**
- ... to consider **walking direction** and consumers' **search behaviour** in front of shelves when designing a new store and/or planograms
- ... to a **better understanding of consumer behaviour** in the supermarket, specifically **along the aisle**

# Contact Details

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