

ECR Academic Student Award 2017

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Kategorie der Arbeit: Masterarbeit

Betreuerin der Arbeit: Dr. Eva Lienbacher

Thesis Title

Visual Attention to Banner Advertisements During Online Shopping Trips
for Soft Drinks – An Eye Tracking Study

Aims and Research Questions

Aims

- ❖ To shed light on the new, yet relatively unnoticed trend of placing banner advertisements not only on traditional publishers' webpages, but also on e-commerce pages/within online shops
- ❖ To explore the effect of shopping motivations of varying concreteness levels (rather abstract vs. very specific shopping goals) on visual attention to banner advertisements

Focusing on the market for non-alcoholic beverages

RQ1: Does shopping goal concreteness influence visual attention to banner advertisements during online shopping journeys for non-alcoholic beverages?

RQ2: Which additional consumer behavior patterns can be observed regarding visual attention to banner advertisements within online grocery shops?

Methodology

Data collection method	Eye tracking study and supplementing online survey
Study design	Between subjects manipulation, two experimental groups
Population	Soft drink buyers of different age groups, educational backgrounds and occupations, living in/around Vienna
Sampling method	Convenience sampling
Eye tracking technology used	Remote eye tracker SMI Experiment Suite 3.7 Sampling Rate: 250 Hz
Software used for data analysis	Microsoft Excel 2016 IBM SPSS Statistics 24 SMI Experiment Suite 3.7 (SMI BeGaze)
Sample Size	n=119 (Pretest: n=6)
Data collection period	February 13 to March 22, 2017

Results

- ❖ Shopping motivation concreteness significantly influences **online store search mode**:
 - Participants with a concrete shopping goal decided significantly more often to type in a search term into the **search bar**.
 - Respondents with a rather abstract motivation preferred to use the **product taxonomy**.
- ❖ Banner advertisements received the **most visual attention** from participants with a **concrete shopping goal** on the online shop's **search page**.
- ❖ **Horizontal banner advertisements** were noticed more often by **shoppers with specific goals** while consumers with **open motives** could be targeted more easily with **vertical advertisements**.
- ❖ Compared to banner advertisements, **product recommendations** before the checkout attracted **significantly more visual attention**.

Implications for ECR and ECR Members

- ❖ Knowledge about consumers' shopping goals facilitates the design of marketing activities aimed at shoppers (Sarantopoulos et al. 2016)
- ❖ Various new consumer demands and market threats in the soft drink market (Euromonitor International 2017)



High need for detailed consumer insights

- ❖ Contribution to research about the shopping and consumer journey
 - Definition: constant circle consisting of the following stages: consumption, being influenced, creating a shopping mission, making a channel choice, purchasing und evaluating the decision (ECR Austria 2017)
- ❖ Detailed managerial implications regarding banner advertisement placements within online stores
 - Suggestion of an online store subpage with the highest viewing potential for banner ads
 - Evaluation of different banner ad formats (horizontal/vertical) and locations (on top of a subpage/on the left side of a subpage)
 - Comparison of the effectiveness of banner advertisements to another shopper marketing measure: product recommendations

Kontakt Daten



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