

# From Lab to In-store: Key determinants of consumers attention and choice as evidenced by eye tracking

**Svetlana Bialkova**

Utrecht University

**Klaus Grunert**

Aarhus University, MAPP Centre, Department of Management

**Jörg Königstorfer**

Technical University of Munich

**Andrea Gröppel-Klein**

Saarland University, Institute for Consumer & Behavioral Research

**Hans Trijp**

Wageningen University

## Acknowledgements:

This research was supported by the 7th EU Framework Programme Small Collaborative Project FLABEL (Contract n° 211905). The content of the paper reflects only the views of the authors; the European Commission is not liable for any use that may be made of t

## Cite as:

Bialkova Svetlana, Grunert Klaus, Königstorfer Jörg, Gröppel-Klein Andrea, Trijp Hans (2019), From Lab to In-store: Key determinants of consumers attention and choice as evidenced by eye tracking. *Proceedings of the European Marketing Academy*, 48th, (8459)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



# From Lab to In-store: Key determinants of consumers attention and choice as evidenced by eye tracking

## **Abstract**

The complexity of the modern retailing and the variety of alternatives competing for consumers attention challenge their decision making while shopping. To provide a better understanding on the key parameters determining consumers attention and choice, two experiments employing eye tracking were conducted, respectively in-lab and in-store. Participants had to select a product on their preference within the assortment context (2 brands, 4 products each) in FMCG. Parallel to consumers choice, gaze behaviour (fixation duration and number of fixations) were recorded with eye-tracking devices. The results are clear in showing that the interplay between Brand, brand Placement and Product itself modulates consumers attention and thus choice. Labels displayed front of pack further enhanced the consumers behaviour. Current outcomes could help marketers in crafting appropriate marketing strategies to better navigate the shopper towards the desired choice within the modern retail environment.

**Keywords:** *attention; eye-tracking; In-store*

**Track:** Consumer Behaviour