

The eyes have it

by Inside Shopper on November 24, 2014

A study by shopper marketing company, TorchMedia, and media researcher, Hoop Group, has revealed new insights into shopper behaviours.

The objective of the study was to better understand how people view, engage, and respond to instore advertising formats throughout their shopping experience.

Using tracking software over two advertising periods, 52 people were examined by Hoop Group researchers during their typical grocery shop. The study was carried out during regular shopping hours over a four day period.



This kind of research enables a greater level of analytical feedback from agency to client, and offers new substantive benefits to the advertising industry.

Kirsty Dollisson, GM at TorchMedia, emphasised the importance of understanding customer psychology.

"The ability to quantify things like views, sign posting, and customer instinct is an invaluable asset for shopper marketers," Dollisson said.

"In our industry, the more specific we can be in expressing these things to our clients, and connecting trends to sales, the more successful we will be."

Using the eye tracking software, Liz Farquharson of Hoop Group observed that customers show a natural instinct towards matching fins with the advertised product.

Colours and graphics in line with that of the product were the most successful. This was especially evident in the fridge/freezer sections, where customers spent the most time browsing, and seemed the least decisive, highlighting the potential for advertising to influence a purchasing decision in this area.



The learning is for advertisers is to ensure that there is a synergy between their creative and the product being promoted.

"We noted that all fins enjoyed a similar number of average views; however people tended to spend more time exploring their options in the fridge and freezer sections," Farquharson said.

"This allows more time for the creative to have an effect on the customer, and ultimately convert advertising into sales."