

The secrets to digital marketing success



TERADATA

Download report

NEWSLETTER



The latest features, views and news straight to your inbox
[Sign up now >](#)

ADD YOUR VOICE



RECENT COMMENTS

- ▶ Latest News - Tania Seary on Marketing and procurement: finding harmony with an 'unreasonable friend'
- ▶ Latest News - Tania Seary on Procurement: marketing's unreasonable friend
- ▶ How B2B marketers can make the most of social media | FRANK Media on Turning COI into ROI
- ▶ How B2B marketers can make the most of social media | FRANK Media on How B2B marketers can make the most of social media

a observe on recognition heuristics and shifting from social gathering tips to enterprise outcomes | Posts on Byron Sharp: Behavioural economics is not the biggest story in marketing

UPCOMING EVENTS

NOV 26 Wed	ADMA Engage 2014 [Syd]
	SMX Search Engine Boot Camp [Syd]
MAY 5 Tue	CeBIT – The Global Business Technology Event [Syd]

NEWS

Shoppers are most indecisive in supermarket fridge and freezer sections – study

BY MICHELLE HERBISON ON 25 NOVEMBER 2014

Recommend 1 Tweet 9 g+1 0 Share 0 Flip

Shoppers spend the most time browsing indecisively in the supermarket fridge and freezer sections, a TorchMedia and Hoop Group study has found.



The study used eye tracking software to examine 52 people during their typical weekly shop during regular shopping hours.

The results were collected over four days and over two advertising periods.

The study found customers showed a natural instinct towards matching in-store advertising fins with the advertised products.

The researchers recommended that fins showed the most potential for influencing purchase decisions in the fridge and freezer sections.

People were also more likely to be influenced by the fins when their colours and graphics were in-line with that of the product.

Hoop Group's Liz Farquharson said:

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

