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BRAIN FREEZE: CUSTOMERS MOST INDECISIVE IN FREEZER AISLES



Research released by TorchMedia and Hoop Group have indicated customers instinctively match in-store advertising with the associated products – a behaviour that was most evident in the fridge and freezer sections. What's more, it was in these sections where consumers spend most of their time and decision making.

The study was investigating common behaviours of shoppers as they wandered throughout a grocery store.

Using eye-tracking software, 52 shoppers were examined during a typical weekly shop carried out during regular shopping hours.

The study was carried out across two advertising periods, taking four days to complete. 