



Case Study Eye Tracking: Press Point of Sale

The market research institute IFAK and the publishing company Burda conducted a study on buying decisions at the press POS. SMI HED mobile eye tracking revealed patterns of orientation and differences in consumer behavior depending on the structure and form of presentation at the POS.

BACKGROUND

While a variety of studies on readership research have been conducted, little data on buying behavior of magazines is available.

The design of such press POS studies needs to take into account that press products have certain characteristics that distinguish them from other goods sold at the POS.

On the one hand, there is a huge amount of different titles. At the same time, due to a lack of standardization, press racks at the POS differ a lot in structure and presentation.

The presented study on buying decisions at the press POS was conducted by the market research institute IFAK on behalf of the publishing company Burda.

www.burda.com
www.ifak.com

CHALLENGE

To improve the effectiveness of magazine placement at the press POS, publishing companies seek to find out more about magazine buying behavior.

The present study compared consumer behavior at structured and unstructured press racks. The challenge was to measure the unconscious facets of the buying process.

SOLUTION

The study was conducted with SMI mobile eye tracking technology in order to record eye movements and reveal patterns of orientation at the press POS.

The eye tracking data was used to evaluate differences in consumer behavior depending on the structure and form of presentation.

CONCLUSIONS

Magazine buyers mainly fixate on the heading of familiar titles for orientation. Labeling at structured racks is used by most consumers and speeds up the process of identifying a certain segment of magazines.

However, orientation at the press POS depends on more factors of presentation, especially on a stringent logical order of magazine segments and individual titles.

BENEFIT

The search patterns visualized by SMI eye tracking technology reveal the influence of different press POS structures on magazine selection.

Based on these results, recommendations for effective consumer guidance at the press POS were developed.



Jörg Thiele, Director of Sales Market Research, Burda:

“...Due to the unobtrusive design of the SMI mobile eye tracking system, we could measure unconscious factors of magazine buying behavior in the real POS environment...”

STUDY DESIGN

The study was conducted at five retail outlets in Germany. In order to compare different forms of presentation, each press POS at the five locations differed in structure and form.

The range covered completely unstructured (2), partly structured (1) and fully labeled racks (2). The press POS also differed in spacial arrangement, e.g. racks on a wall, over the corner or at opposite walls.



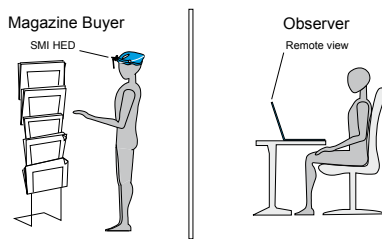
Structured press POS with labeling

35 participants, all magazine buyers, were chosen by gender, age and experience with target magazines.

Each participant was assigned two tasks: He or she had to choose a particular title the test person was familiar with and freely select a title in a given segment.

Methods used were:

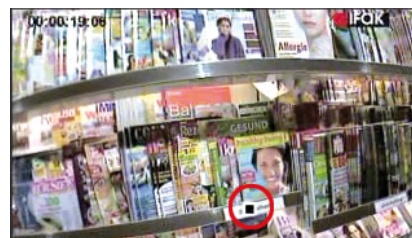
- Eye tracking
- Post-hoc interviews



Set up

For the analysis, areas of interest (AOIs) were assigned to segments of the racks. Eye movements of test persons were displayed on images of the sales area and the gaze data was analyzed for each AOI:

- How many test persons were looking at a certain point of the rack?
- How long did it take until the first contact with an AOI?
- Which was the share of search time for each AOI?



Gaze cursor on labeling

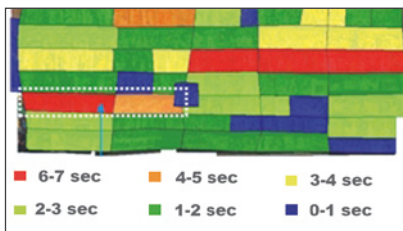
FINDINGS

1 Orientation through magazine header!



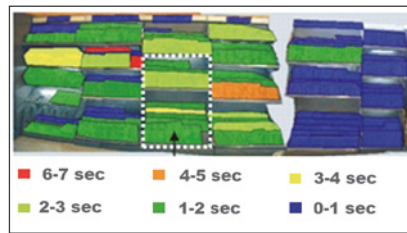
In order to identify a certain segment at the press POS, magazine buyers fixate the heading of familiar titles. This is followed by a search process to select particular magazines.

2 Larger field of search!



Search at the unstructured press POS is characterized by a systematic search of a large field which covers almost the whole rack until the target segment is identified.

3 Labeling supports search process!

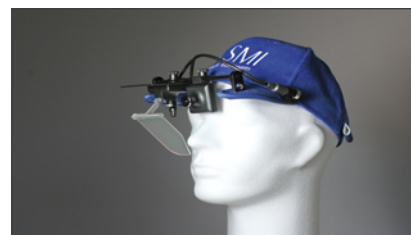


In case of labeled racks, the field of search is smaller and the target segment is identified faster. More time is dedicated to the search within a magazine segment.

SMI EYE TRACKING

The SMI mobile headmounted eye tracking device is a flexible, easy to use system which makes it easy to compare patterns of eye movements and to reveal unconscious factors of buying decisions at the POS.

With the analysis and visualization options of SMI BeGaze 2 software, gaze data can be assigned to certain segments at the POS in order to measure order and focus of consumer attention.



SMI HED

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