**BACKGROUND**

Spak is a Czech producer of ketchup, dressings, sauces and mayonnaise. Customers generally buy these products when undertaking their routine shopping trips.

The final selection of a brand is usually determined at the point of sale. Therefore, presentation in the store is decisive for a brand’s success.

The present study focused on the ketchup category and was designed to optimize product/package design and shelf placement of the Spak ketchup products in the store.

The project was conducted as a pilot study. The obtained findings are examples and an indication of a trend that should be checked on a representative sample of respondents.

**CHALLENGE**

The primary goal of the project was to reveal consumers' general shopping behavior within the ketchup section in the Tesco Eden store in Prague.

Main questions were: What do the consumers register and what do they overlook? How do they orientate themselves in the store? Which factors influence their buying decisions?

**SOLUTION**

With SMI Eye Tracking Glasses 2.0 and the mobile smartphone recorder Constat analyzed an undisturbed, realistic shopping experience. The eye tracker registered the gaze trails of consumers and a scene video recorded the general shopping paths in the store.

Pattern of visual behavior were revealed by mapping eye tracking data of several respondents on the target shelf in the ketchup section.

Jakub Caspar, Constat Research:

„The automatic parallax compensation and easy calibration of SMI Eye Tracking Glasses 2.0 generates a big efficiency improvement in shopper research compared with other solutions we have used.”

**CONCLUSIONS**

Respondents did not look at the ketchup's ingredients but decided based on brand recognition and shopping habits. They devoted most attention to brands placed on the left side in the 4th and 5th shelf from the bottom.

The conclusion of the pilot study is to change the display of Spak products to a higher level of the shelf. The best placement is close to the HEINZ products, the favorite, most most purchased brand.

**BENEFIT**

Mobile eye tracking accurately revealed consumers’ attention pattern and the specific information that was perceived or ignored.

Based on the results of this study, Constat developed concepts to optimize the design and placement of the Spak ketchup products. The goal is to test these concepts in future research.
**STUDY DESIGN**

Eight respondents aged 20-40 years were asked to shop independently in the store so that their behavior reflected a natural shopping experience. Respondents were asked to buy the following items: a chocolate bar or a box of chocolates, a soft drink and a bottle of ketchup. Each session lasted around 45 min. The study took place in Tesco Eden supermarket in Prague, CZ.

Brand preferences were collected, then SMI Eye Tracking Glasses 2.0 (ETG 2.0) recorded visual behavior of respondents while shopping. Post-study interviews asked for spontaneous recall, subjective feelings/observations and general shopping habits. Methods used:

- Pre-study interview
- Natural shopping + eye tracking
- Post-study interview

**FINDINGS**

1. Left shelves received more attention!

   In the first phase, the respondents scanned the whole shelf and made the initial selection of brands. The left part of the shelves received about 20% more attention (dwell time). Of key influence:
   - Most purchased ketchup brand (HEINZ) was placed on the left.
   - Customers tended to approach the shelf from this side.

2. Visual focus 10-20° below eye level!

   Respondents devoted most attention to products on the 4th and 5th shelf from the bottom, probably because these shelves are placed at a height of 10-20 degrees below eye level. The level of attention declined with the level of the shelf. The ketchups placed in the lower and the upper right areas of the shelves received little attention.

3. Three brands received most attention!

   Respondents devoted most attention to the brands HEINZ, OTMA and HELLMANNS. Most chose the so-called “golden mean”. They eliminated the most expensive and the cheapest product at first glance. They did not look at the ketchup’s ingredients but decided based on brand recognition, shopping habits, packaging and price.

**SMI EYE TRACKING**

In this study, SMI Eye Tracking Glasses 2.0 with 60Hz eye tracking sampling rate and a mobile smartphone recorder were used to register the eye movements and to record the scene view of the respondents.

SMI BeGaze analysis software and SMI Semantic Gaze Mapping technology were used to map visual behavior of multiple respondents on the target shelves. This revealed general pattern of attention and brand preferences.

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