Measuring consumer behavior Special Interest Group

Hans Theuws

Noldus Information Technology bv, Wageningen, The Netherlands, H.Theuws@noldus.nl

Introduction

Observation of consumers in specific situations is becoming increasingly important in predicting the success of new products. Observing consumer behavior and the reactions triggered by such behavior provides new possibilities and opportunities for improving consumer products. Researchers are more and more aware of the many advantages new technology has to offer for measuring consumer behavior. A growing number of techniques are available to assist them during observation and measurement of purchasing, selection and consumption behavior. Due to advances in digital video, sensor technology and computer speed, complex measurements of behavior and physiology are now possible. Integration of these techniques allows multimodal measurements. With the growing number of techniques, the challenge for the researcher to choose the right solution becomes bigger. Questions to be answered in order to select the right combination of solutions include:

How do I create the optimal test environment? In what context do I measure consumer behavior? In the recently constructed 'Restaurant of the Future' in Wageningen (The Netherlands), observation of everyday behavior can be combined with physiological and sensory measurements. Other research requires observation of consumers in other situations, for examples a hospital, supermarket, school canteen, etc.

Which tools do I use for observation: video, physiological measurements, facial expressions analysis, head movement, eye-tracking – or a combination of these modalities?

Measuring consumer behavior can result in an overload of acquired data. How do I select and analyze these data in an effective way?

This SIG meeting intends to bring together users and developers of measurement tools for consumer behavior, to discuss the state of the art, advancements, experiences, expectations and bottlenecks. As such it will provide a platform for exchanging information about the opportunities, challenges and needs in the fast developing area of consumer behavior research. It will be organized as a series of presentations, followed by group discussion.

Audience

This SIG aims to bring together researchers involved in consumer behavior research, as well as developers of technology and tools for measuring consumer behavior.

Special Interest Group Contents

Innovative Consumer Studies at the Restaurant of the Future
H.E. Schepers, R. de Wijk, J. Mojet, and A.C. Koster

The influence of lighting in the build environment: a study to analyse human behaviour and perception as measured by mood and observation
K. Quartier and K. Van Cleempoel

ConsuNautTM: Consumer analysis in place and time
P. Vasara, H. Lehtinen, and P. Kotro

Advances in face and gesture analysis
H. van Kuilenburg, M.J. den Uyl, M.L. Israël, and P. Ivan

Inside Consumer Experience: Mobile Laboratory to Study Consumer Behavior in the Field
Leanne Loijens