

## Measuring consumer behavior

### **Introduction**

Assessment of consumer behavior in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behavior. An increased understanding of consumer behavior may result in the development of improved consumer products and in more healthy dietary patterns. A growing number of techniques are available to assist researchers in measuring various aspects of consumer behavior such as tracking, product selection, meal composition, and eating/drinking. 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 larger. Questions to be answered in order to select the right combination of solutions include:

- How do I upscale techniques that have proven themselves in the laboratory to real-life test situations such as supermarkets and restaurants? In the recently constructed 'Restaurant of the Future' in Wageningen (The Netherlands), observation of everyday behavior is combined with psychological, 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, tracking, facial expressions analysis, head movement, eye-tracking – or a combination of these methods?
- Measuring consumer behavior can result in an overload of acquired data. How do I select, analyze, transport, and store these data in an effective and safe way?

This workshop 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.

### **Presentations**

- René de Wijk (Consumer Science and Intelligent Systems, *Wageningen UR, Wageningen, The Netherlands*): Measuring consumer behavior in the Restaurant of the Future.
- Oliver Amft (?): The development of a system for automatic monitoring of consumer eating and drinking behavior.
- Somebody with experience in physiological measurements in real-life situations.
- Marten den Uyl (*VicarVision bv, Amsterdam, The Netherlands*): Use of FaceReader for Measuring facial expressions in real-life situations. Nowhere else in the programme?
- Leanne Loyens (*Noldus Information Technology bv, Wageningen, The Netherlands*): Inside Consumer Experience: studying consumer behavior in the field. . Nowhere else in the programme?
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### **Audience**

This workshop aims to bring together researchers involved in consumer behavior

research, as well as developers of technology and tools for measuring consumer behavior.

Also interesting in this or other sessions:

- Ethical aspects: invite ethicist
- Automatic gesture recognition and mimicking:
- How to handle the enormous amount of data?: (e.g. Jan Top)