Virtual Testing, Real Behavior: *The Future of Behavioral Science*

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What Makes VR a Great Research Tool?

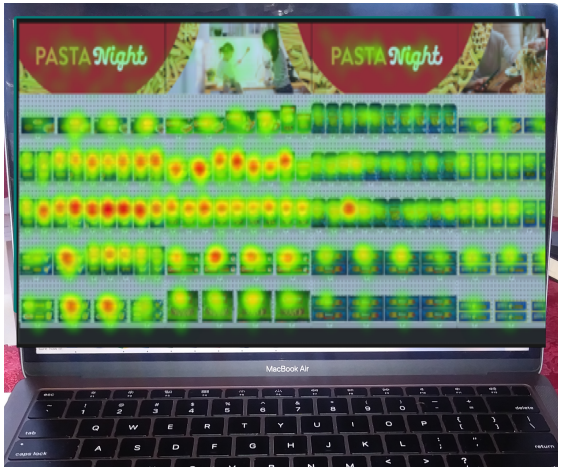
- ✓ Reality
- ✓ Versatility
- ✓ Efficiency

Research-On-Research Reveals Online Results Are Different

Behavior was similar for shopping in the Lab (actual shelves) and VR, differences for online shopping included:

- More of the shelf is viewed
- Longer time spent shopping
- More units purchased overall

Therefore, using online methods for shopper research can lead to misleading findings



Documented visual attention to the same shelf display when tested in-person (left) and online (right)

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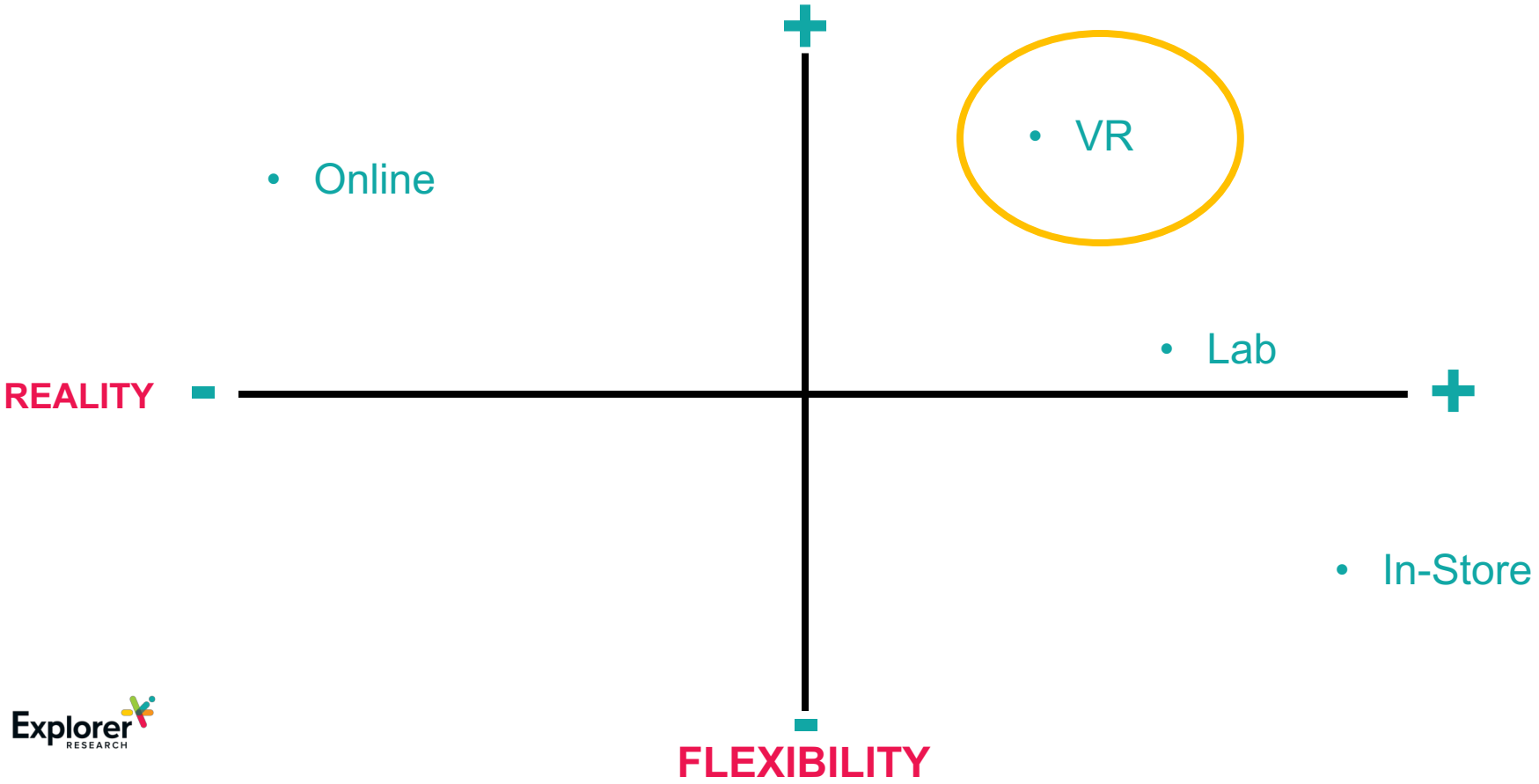
Testing Venues Trade-Offs



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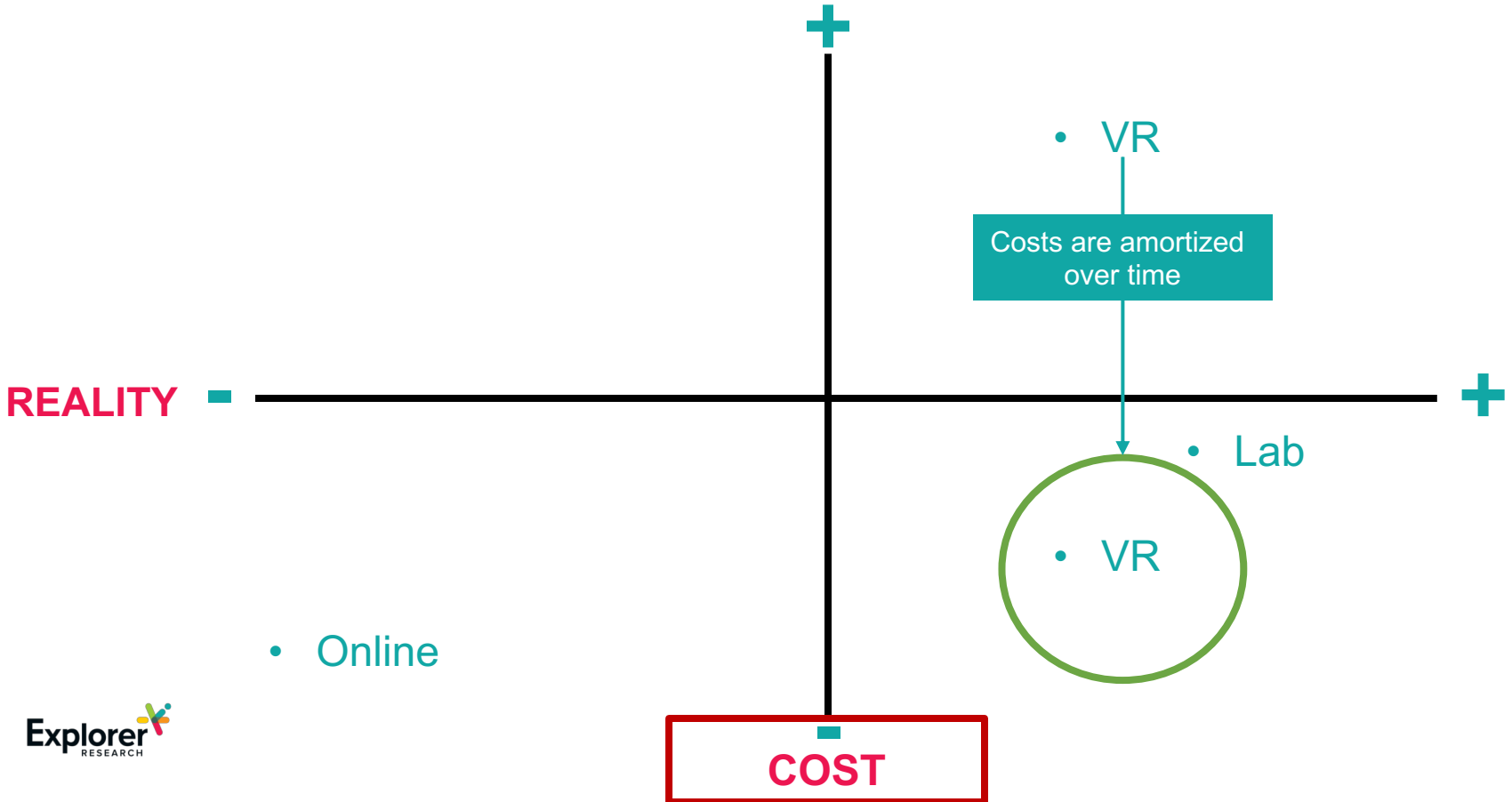

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Case Studies

Free-Standing Display

Background
A major food & beverage manufacturer wanted to optimize both the placement and execution of one of their free-standing displays.

Importantly, they needed to understand performance in different channels, store formats and for different types of shopping trips.

Insights were gathered for visibility and conversion for several alternatives.

Outcome

- Research identified the recommended display unit based on breakthrough, purchases from the unit, and appeal of display.
- As results varied by channel and store format, the insights were used to develop comprehensive merchandising guidelines by channel, leading to a highly successfully new program.

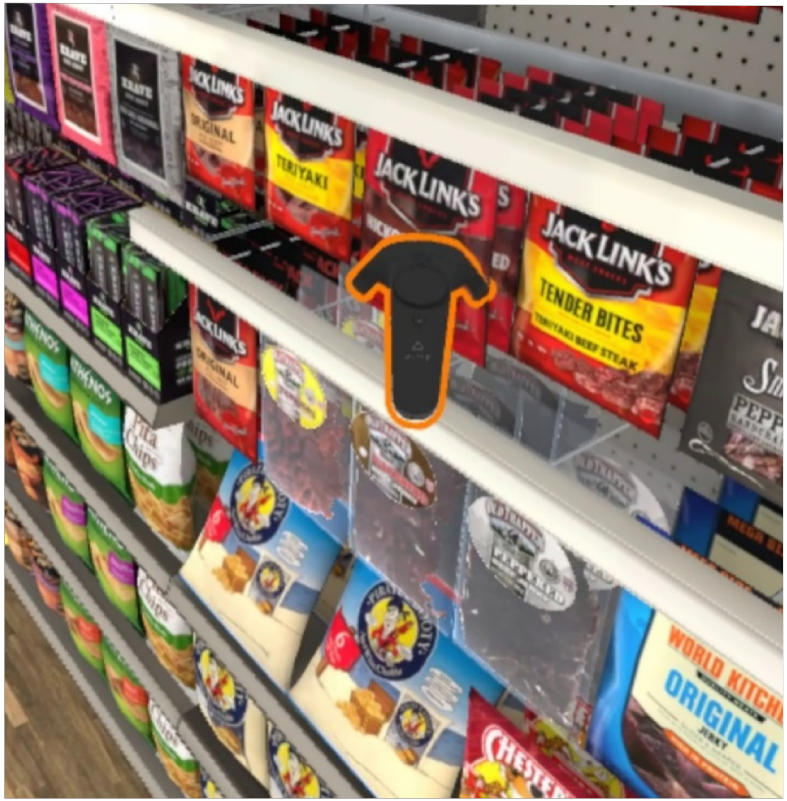
Planogram

Background
A major food manufacturer wanted to optimize the snacking aisle by enhancing shop-ability of the section.

They wanted to develop principles that could be used across retailers which would include planogram flow, adjacencies, new product location and space allocation by section.

A total of 16 different shelf set configurations were evaluated.

Outcome
- Based on total basket purchases, the research informed principles for section size and configuration.
- In addition, find times revealed optimal placement of new products.
- This research approach is being adopted by client as the gold standard planogram testing approach.
- One retail partner has successfully launched the new aisle configuration, with others planning to do so soon.



FREE!
One VR category set up
for the first 3 RFPs to:
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