

7.4 UGOE, University of Goettingen, Germany

The University of Goettingen, founded in 1737, is an internationally acclaimed research university with a focus on basic and application-oriented research and research-led teaching. The chair of “Marketing for Food and Agricultural Products” at the Department of Agricultural Economics and Rural Development at the University of Goettingen focuses on consumer behavior, sustainability management, animal welfare and supply chain management in Agribusiness. The chair has the mission to empower sustainable food systems and to face the change. Consumer behaviour with real products can be measured and analysed. The infrastructure is well known for their use of innovative research methodologies, such as Eye-Tracking, fNIRS, VR, but also sensory research to analyse consumer behaviour. This allows studying consumer perception of food products, labels, innovations and various other stimuli.

Important theoretical and methodological foundational elements in approach:

Combining psychophysiological measurements with consumer choices to gain a deeper understanding of consumer behaviour in various food related settings. Specifically, studying real-world/close to real-world consumer behaviour scenarios is our great interest. Combinations with studies in our sensory lab are also possible.

Device requirements and guidelines:

All devices are mobile and therefore allow for experiments in laboratory or real-world settings.

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	Eye tracker device	Virtual Reality glasses	Functional near-infrared spectroscopy (fNIRS)	Electrodermal Activity (EDA)
Way the object of research is represented in design	Mobile Eye-Tracker allows for a variety of real-world observations	Mobile VR-glasses for various scenarios	Mobile fNIRS device allows for experiments in real-world or laboratory settings	Mobile device, can be combined with all other devices
Overall research question	<i>Influence of visual attention on consumer choices</i> (position 25)	<i>Virtual Reality as information tool at the Point-of Sale</i> (position 26)	<i>Linking consumers' neural activity with product choices</i> (position 27)	<i>Combining psychophysiological devices with consumer choices for various research questions</i> (position 28)
Key dependent outcomes	Visual attention to products and their attributes (e.g. label, brands, health claims, taste...) but also observations in real-world situations are possible (e.g. supermarket)	Virtual Reality to communicate e.g. animal welfare standards to consumers.	Neural activity in response to a variety of stimuli, e.g. products, product attributes, taste. But also measurements in real-world environments, e.g. in the supermarket are possible	
Complementary measures / self-reports	Self-reports, questionnaires, choice experiments, sensory studies	Self-reports, choice settings	Measurement of emotions, e.g. via self-reports but also combination with other devices (Eye-Tracking, EDA)	