

## **Consumer Behavior & In-Store Marketing**

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The presentation will show few examples of unexpected results from the in-store behavioral experimental project which aims at assessing how, and to what extent, it is possible to use consumer behavior analysis to study the effects of in-store stimuli on consumers' brand and product choices. For example, we performed an experiment to investigate the effects of fruit and vegetables placements on consumers' buying behavior. The intervention consisted of such episodes as placing bananas and cherry tomatoes at the cash register instead of traditional sugar products. To enrich the explanatory system a consumer survey and an in-store observational study was also conducted. The results from the survey showed that consumers had very positive attitudes towards fruit and vegetables consumption and intended to buy more. Despite this the results from the in-store experiment deviated substantially from the outcome of the survey, in a way that it was not successful in changing consumers buying behavior of bananas and cherry tomatoes in the stores. Another example consists of pricing experiments that have given neutral and upward sloping demand curves instead of the traditionally held decelerating curves predicted from the basis of basic economic thought.