



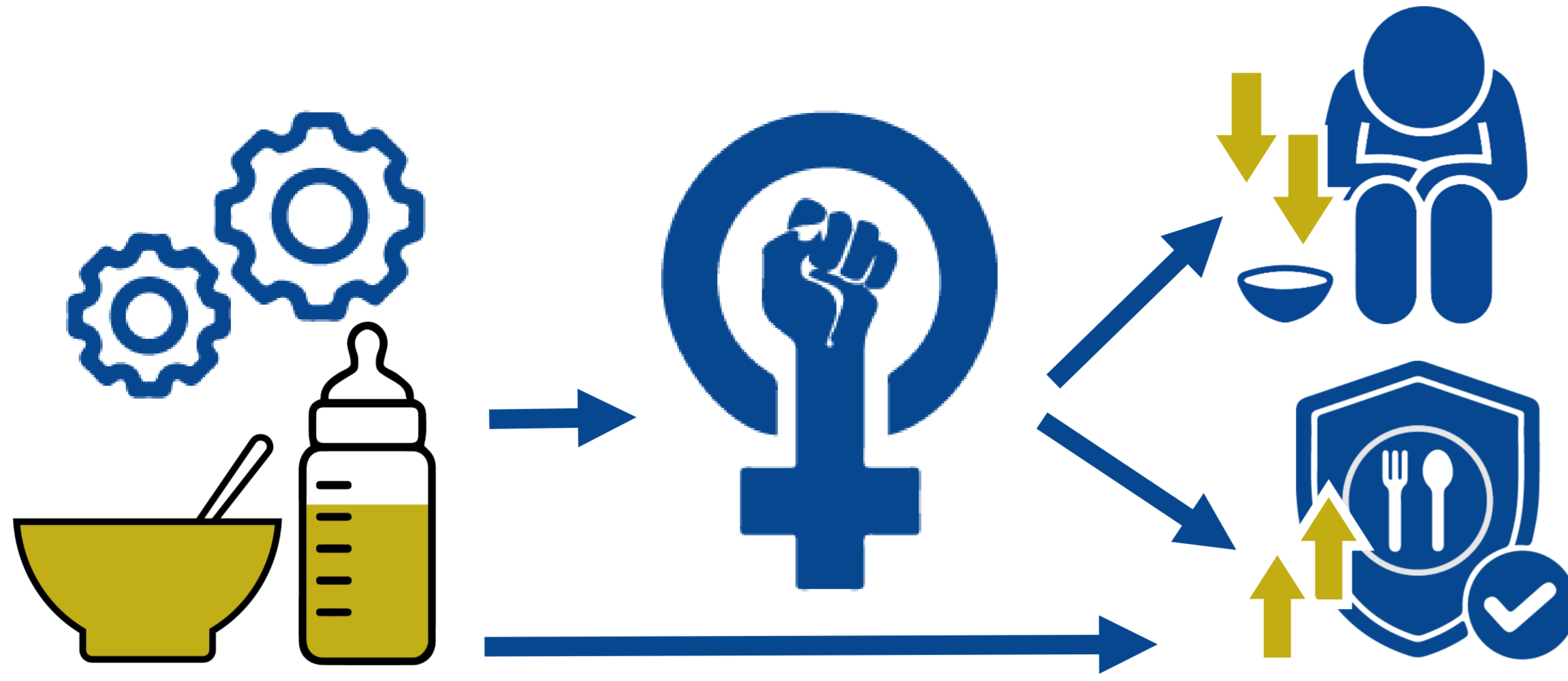
Exploring Kenyan mothers' attention and child food choice through eye tracking in a natural environment

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Background

The production of nutritious and affordable child food by local women groups leads to women empowerment and enhances food security.



Research area

- Marsabit, Kenya



Methods

4 participants were

- given KSH 1000 (± US\$ 7,60),
- equipped with eye-tracking glasses,
- asked to select and purchase one or more child food products of their choice,
- while thinking aloud.

The number of fixations, voices and choices were recorded and analysed.



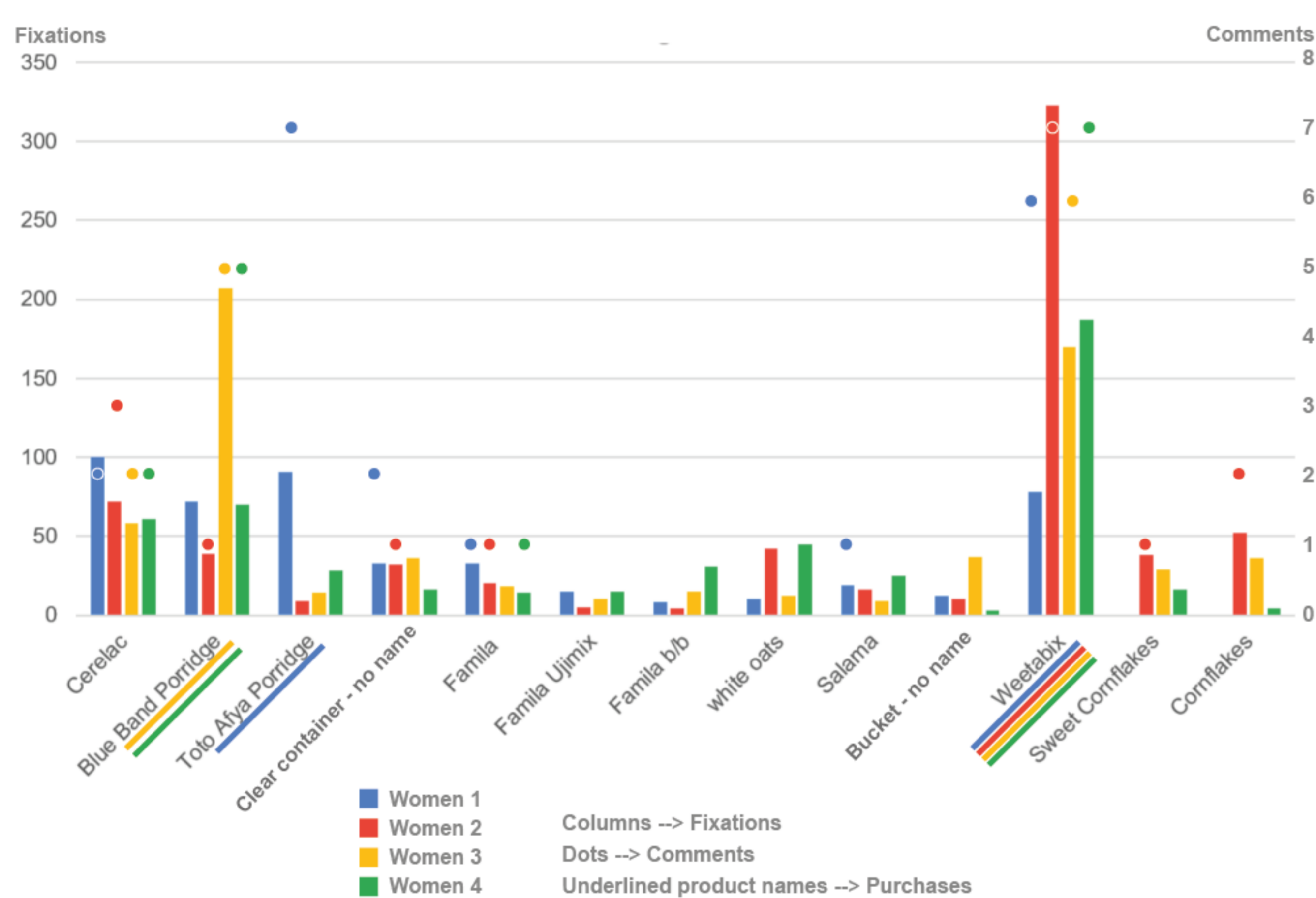
Research question

Which key parameters are driving attention and choice of consumers in a real supermarket?



Results

Table 1 Fixations, comments and purchases of the four participants



Three categories of products could be identified:



Almost ignored products: Briefly viewed, not commented on and not purchased.



Interesting products: Viewed for longer and commented on, but not purchased.



Purchased products: Viewed the longest, commented on most frequently and purchased.



Comments re purchases

The analysed voice comments indicate that **only products that were known** to the study participants, that they **considered to be good** and that were **within their price range** were purchased.

Conclusion



In a supermarket setting, it is not easy for new products in this segment to compete with products that are already known and recognised as good.

To stand a chance against established products, they need to be eye-catching, visually appealing to their target customers and especially reasonably priced.

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