



## Consumer packaging research at HAS Green Academy using eye-tracking glasses

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# Lectorate Design Methods in Food

Goal: increase impact of healthy and sustainable food innovations by measuring and altering consumer behavior.

We investigate methods that can aid companies in their innovation processes with tools that can measure true consumer behavior.

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# Consumer research on sustainable choices

HAS Green Academy participated in the SIA funded consortium Goed Verpakt. During one of the projects, for Greenco's Tommies Tomatoes, students researched consumer behavior regarding sustainable choices.

The test included;

- participation of ten customers of a regular supermarket
- 3 sets of packaging were tested with eye tracking glasses
- after the test an interview with the participants was held for further motivation of their choices

More information:

<https://www.has.nl/onderzoek/onderzoeksprojecten/goed-verpakt/>



# Method: Eye Tracking Glasses

A tool to measure the gaze of the consumer:

- **Fixation:** focus of the eye
- **Saccades:** jumps between fixations
- **Area of Interest (AOI):** area that is of interest for the research



# Brand Identity

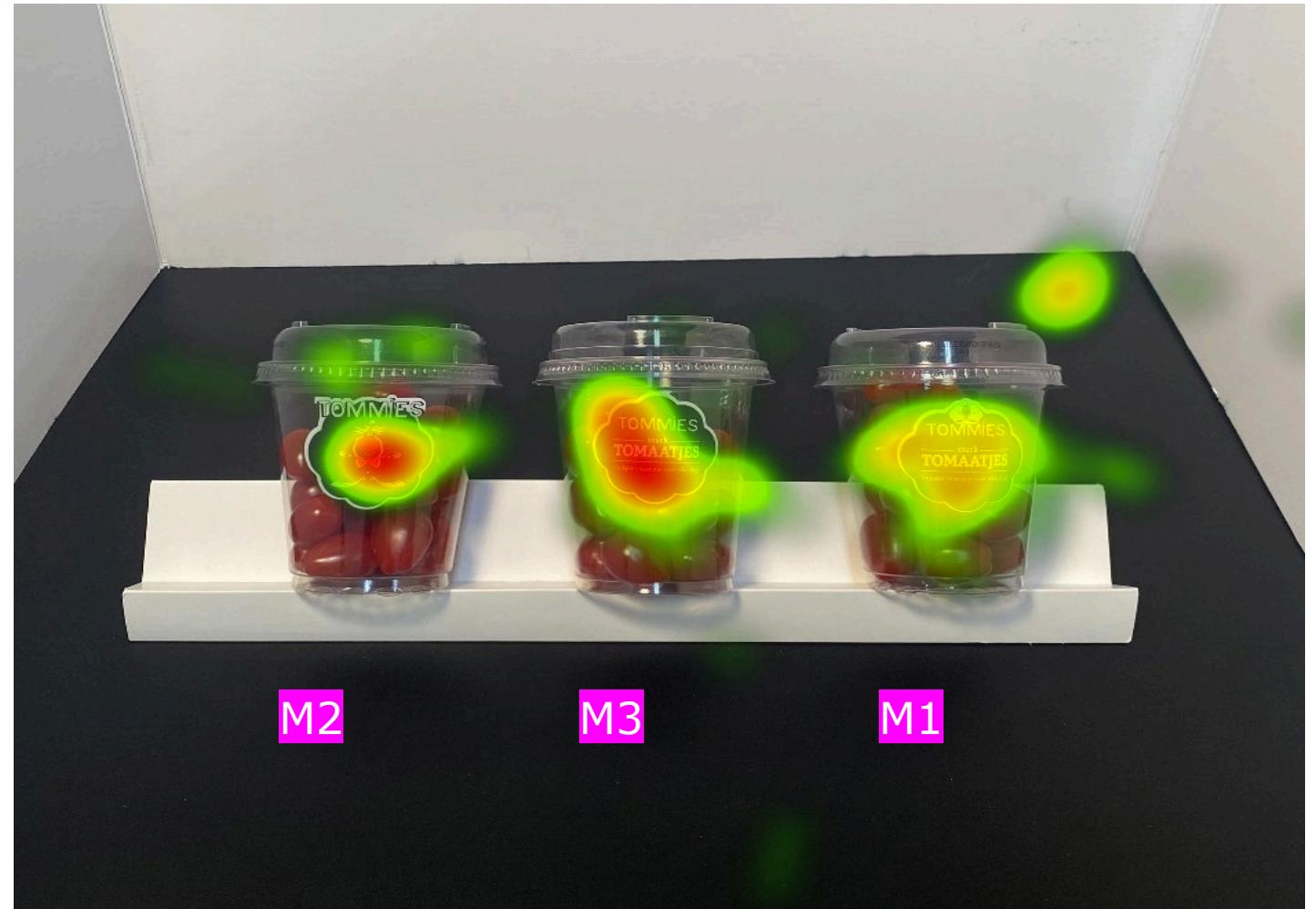
Which attributes contribute to consumer product selection?





# Brand Identity

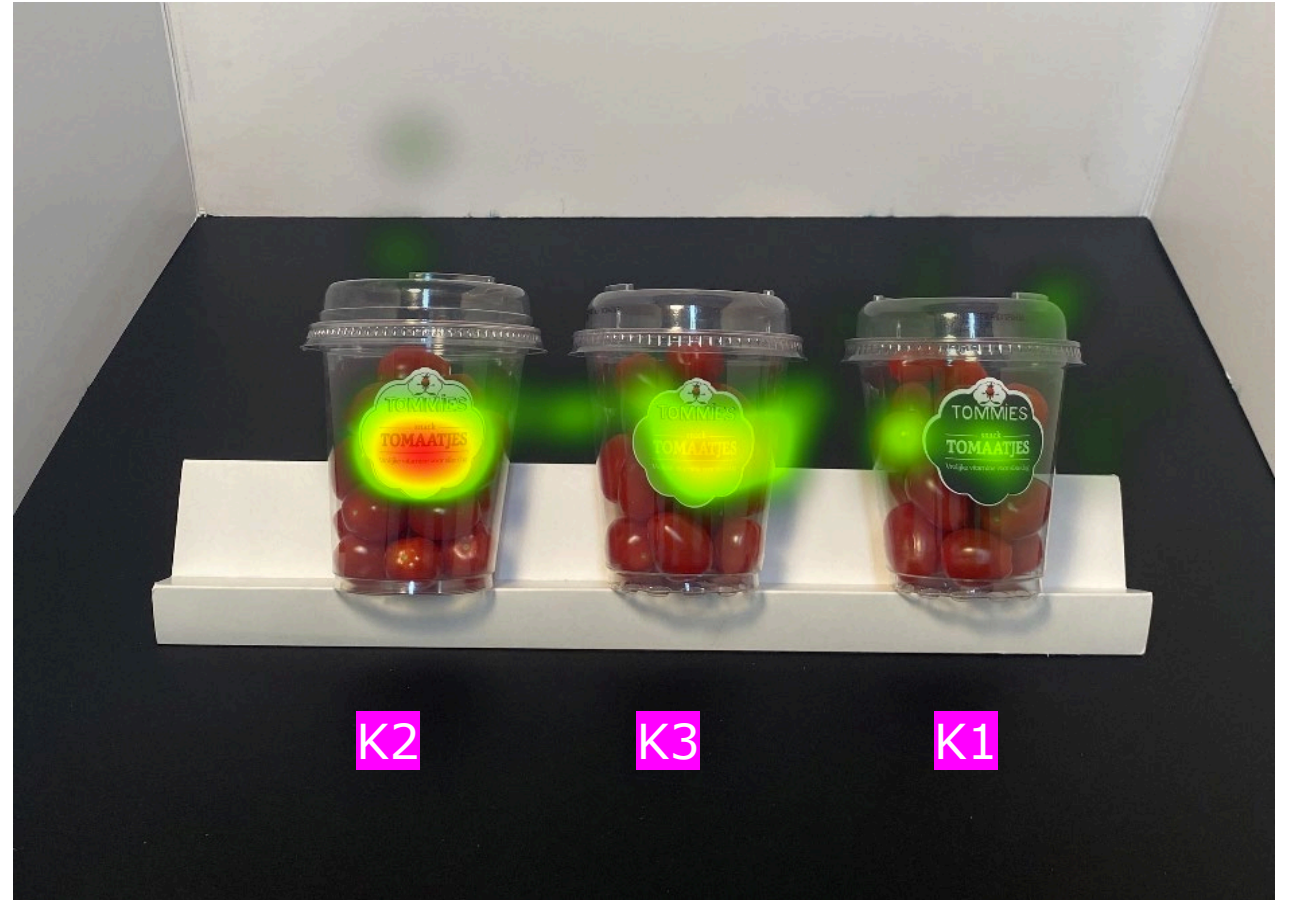
- M2 stood out the most
- Most fixations were on the labels of M2 and M3
- The longest fixation were on the label of M2



# Color



- The white label was looked at the first, followed by black and then green
- By far most fixations were on the white label
- The white label was looked at the longest

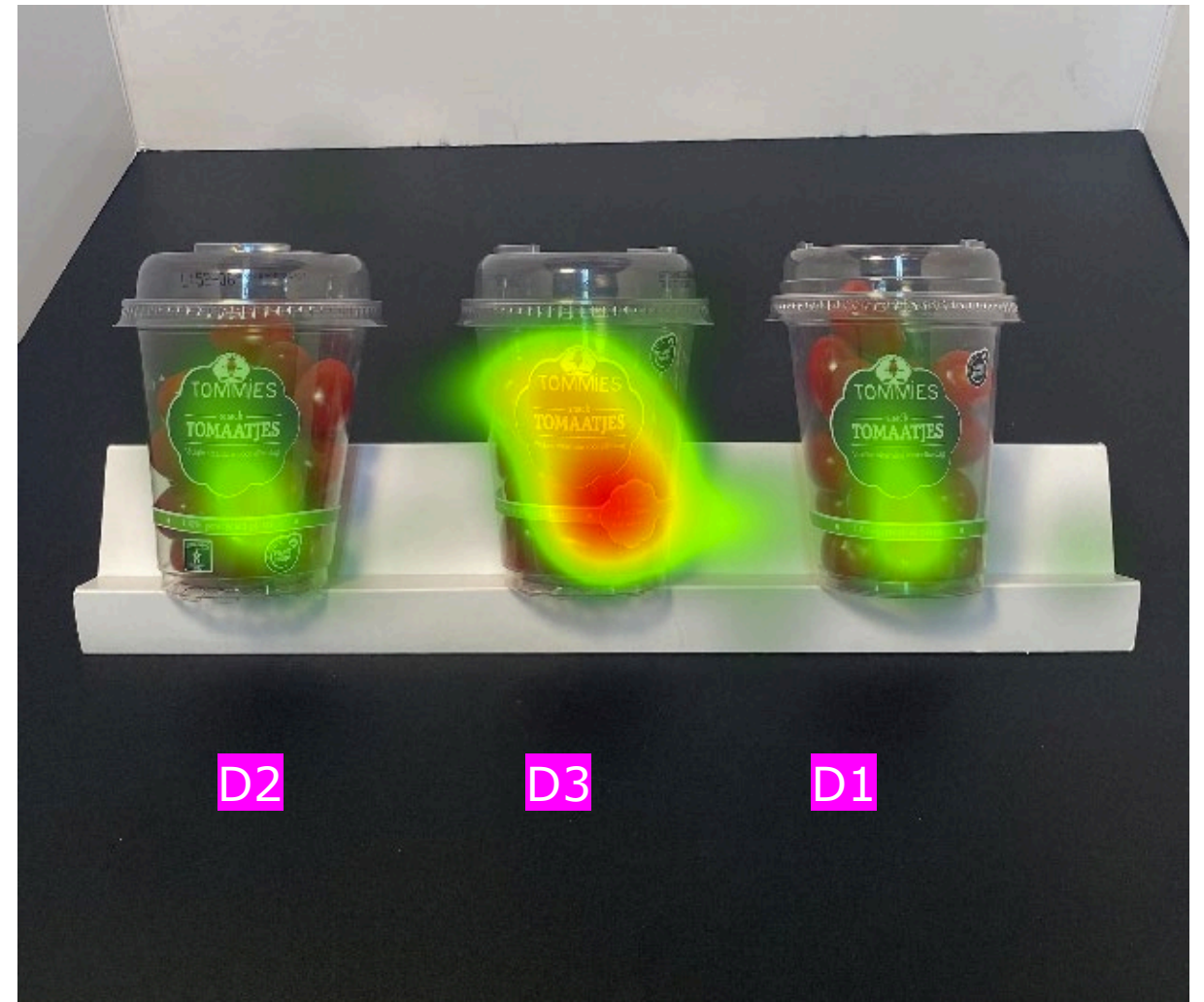




# Sustainability claims



- Of the sustainability claims only the claim on label D3 drew significant attention
- The branding on D3 got the most attention



# Recommendations for designs to stimulate sustainable purchase

## - **Effective brand identity**

- Esthetically appealing
- Simple designs
- Large graphical elements
- Cartoons can work but is not for everybody

## - **Color**

- Suitable contrast between product and packaging

## - **Sustainability claims**

- Clear language combined with obvious graphical elements



## Next steps

Beginning of this week, another student project starts where two food cases will be tested to see how this tool and the expertise can be used as a service for food companies to help them in their future innovation projects.

# Questions?

- what kind of packaging research or applications would you use the eye-tracking glasses for?
- at what moment in the innovation process would this be an interesting tool?

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