

**EXAMINING CONSUMERS' SUPERMARKET SHOPPING
BEHAVIOR BY USING VERBAL ANALYSIS PROTOCOL AND
WIRELESS AUDIO-VISUAL OBSERVATION**

A. M. Saarela*

Savonia University of Applied Sciences, Faculty of Business, Tourism
and Culture, Dept of Tourism and Hospitality, Kuopio, Finland

The presentation highlights the benefits of using verbal analysis protocol combined with wireless audio-visual observation technology to collect information about consumer behavior in real-life environments. In several study designs carried out by Saarela et al., different kinds of consumers have been given tasks to select food products in different categories in supermarkets. Combining methods enabled simultaneous collection of multiple forms of qualitative and quantitative data by recording data simultaneously from different perspectives: the consumer's visual range; the wider shopping environment, to provide context; the consumer's verbalizations. The methodology developed produced both quantitative and qualitative data about the shopping behavior of consumers. For example, versatile qualitative data on extrinsic and intrinsic factors that affects decision making revealed consumers complex insights and thoughts of food selection. Also, quantitative data were delivered from several perspectives of food selection. Therefore, rich and real-time data was obtained using the combined methods. Audio-visual material was analyzed by Usability Test Software 2.0, verbal analysis data were sorted by a database program and quantitative data were processed using SPSS 17.0. The study design provided sensitive verification of the nature of consumer interaction with the real-life environment. The approach developed represents a useful technique to enable the value of consumer input to direct innovation in consumer oriented product development for companies. It also offers new perspectives to consumers and authorities and related organizations to understand shopping behavior and the role of critical factors behind the food choices at the supermarket.

Keywords: Consumer research, shopping behavior, verbal analysis protocol, observation

* Corresponding author: anna-maria.saarela@savonia.fi