

**Is Unseen Really Unsold? Assessing the Effects of Memory and Visual Attention at the Point  
of Purchase with Commercial Eye-Tracking Data**

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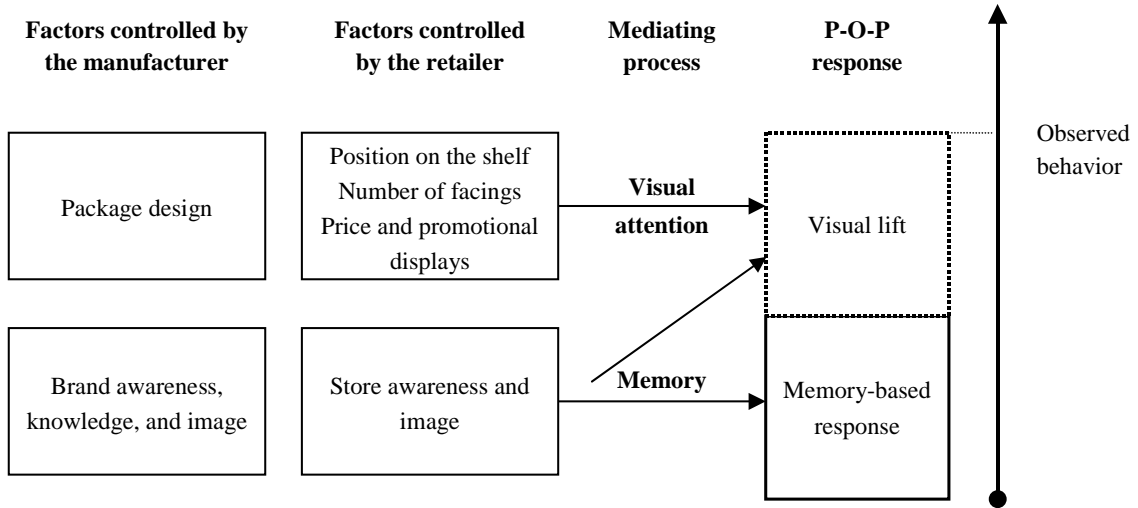
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**FIGURE 1**

**A Framework of the Effects of Visual Attention and Memory at the Point of Purchase**



**TABLE 1**  
**Descriptive Statistics for the Juices and Detergent Studies**  
**(means and standard deviations)\***

	Juices	Detergents
<i>Visual display characteristics</i>		
Visual area of brand on screen <sup>†</sup> (sq inches)	118.80 (59.42)	189.00 (94.39)
Price <sup>†</sup> (\$)	2.80 (.51)	3.88* (.66)
<i>Consumer purchase behavior</i>		
Number of brands used regularly or occasionally <sup>‡</sup>	12.29 (3.70)	6.86** (2.81)
Brand loyalty <sup>‡a</sup>	.52 (.50)	.64* (.48)
Degree of impulse purchasing <sup>‡b</sup>	.37 (.48)	.20** (.40)
<i>Visual attention and consideration</i>		
Time spent on picture <sup>‡</sup> (seconds)	25.06 (21.6)	17.99** (9.35)
Number of brands (pack or price) fixated at least once <sup>‡</sup>	10.93 (3.46)	7.09** (2.23)
Number of packs fixated at least once <sup>‡</sup>	10.54 (3.46)	6.90** (2.17)
Number of prices fixated at least once <sup>‡</sup>	4.04 (2.68)	2.52** (2.00)
Number of brands considered <sup>‡</sup>	2.57 (1.81)	2.29 (1.30)

NOTES:

<sup>†</sup> These are average values across brands (n = 16 for juices, n = 10 for detergents).

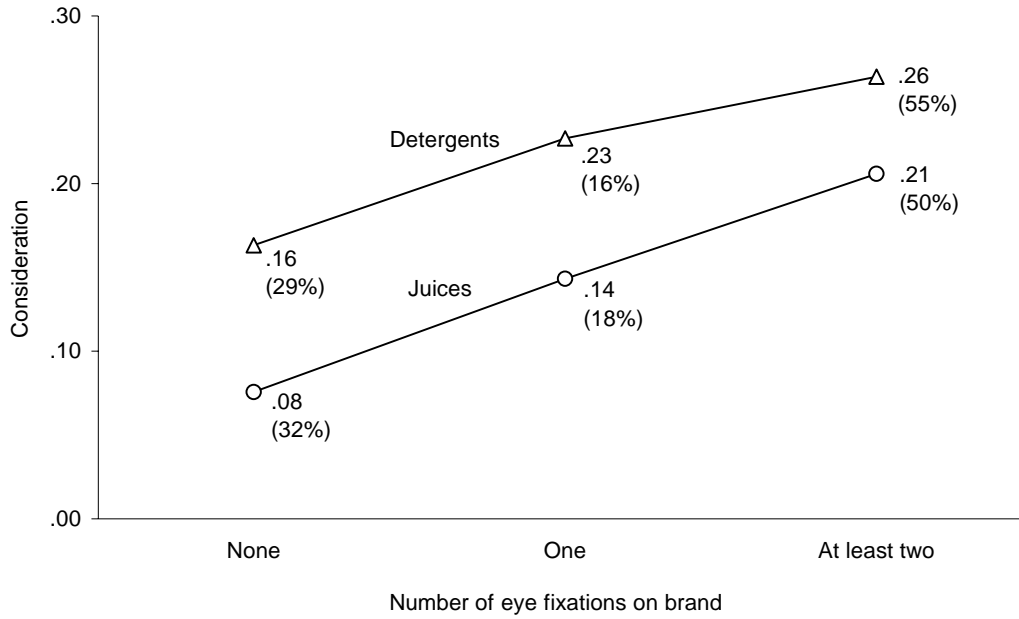
<sup>‡</sup> These are average values across consumers (n = 159 for juices, n = 150 for detergents).

<sup>a</sup> Percentage of consumers who state that they “always buy the same brand regardless of price” or “regularly buy one brand unless there is a sale,” rather than either “switch between brands” or “buy the cheapest brand.

<sup>b</sup> Percentage of consumers who state that they “usually decide whether or not to buy from the category when they are in the store,” rather than “before entering the store”.

\*\* p < .01, \* p < .05.

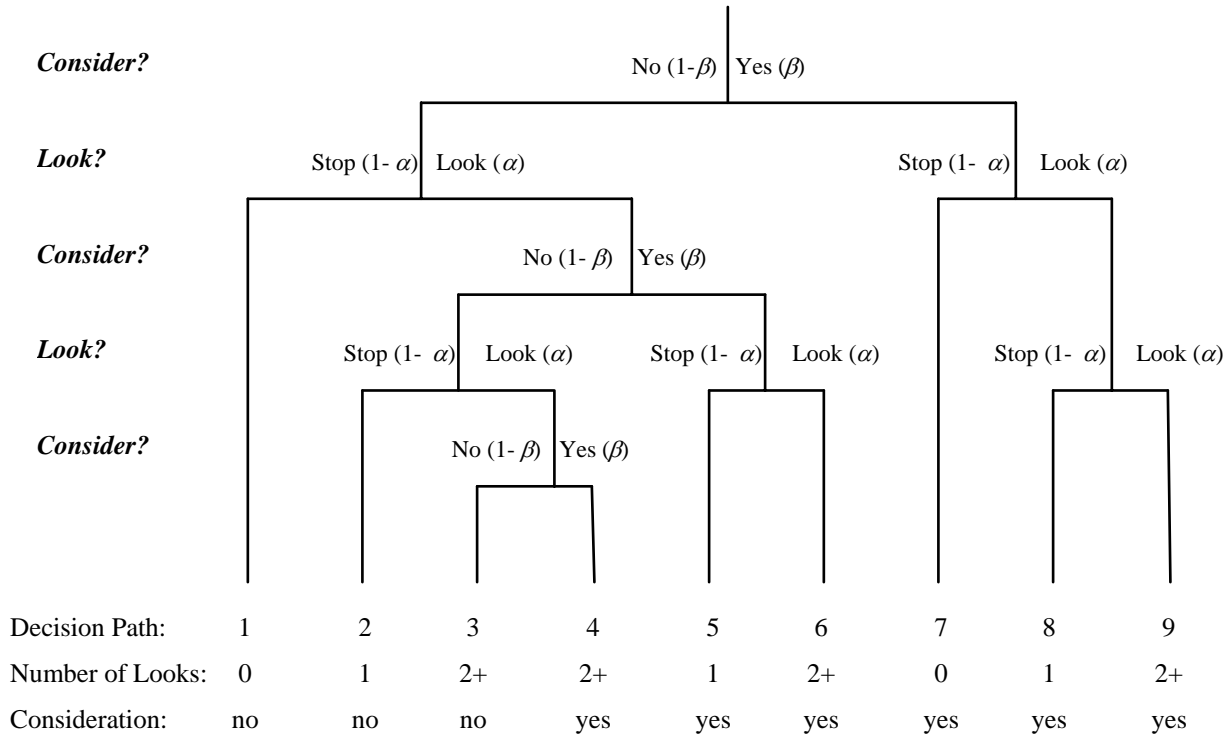
**FIGURE 4**  
**Consideration Conditional on Number of Fixations**  
**and Relative Frequency of Number of Fixations (in Parentheses)**



NOTE: These are average values across brands (defined as pack, price, and, if present, shelf talker).

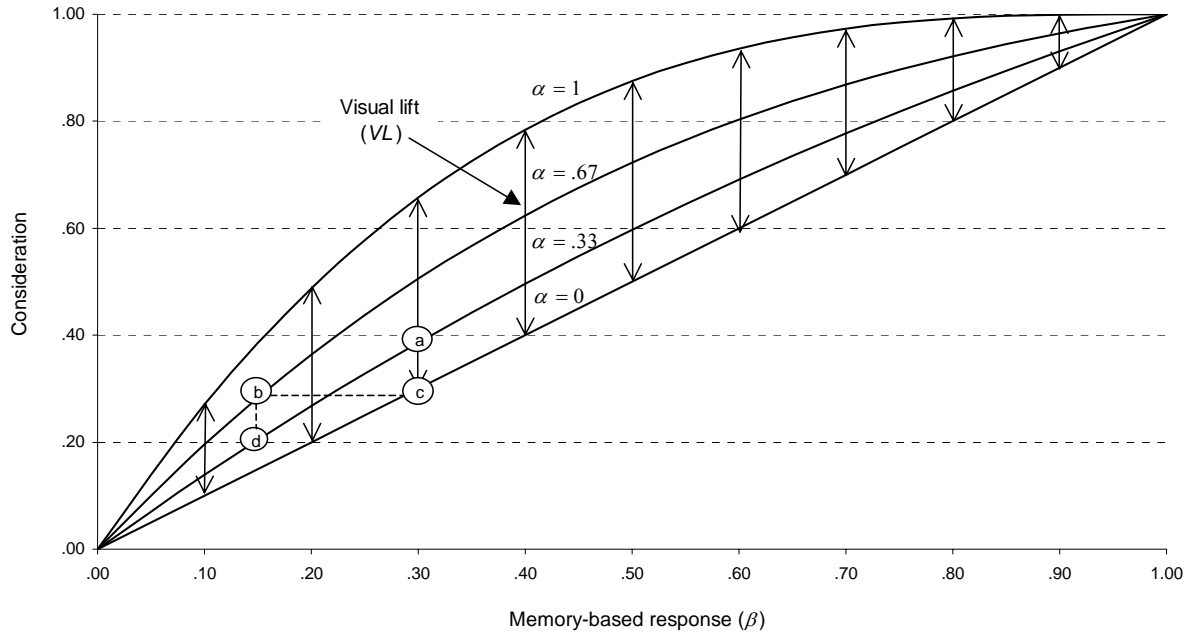
**FIGURE 5**

**A Decision-Path Model of Point-of-Purchase Decision Making**



NOTE:  $\alpha$  is the probability of an eye fixation on the brand (its visual salience) and  $\beta$  is the probability of considering the brand. In this simple version of the model,  $\beta$  is fixed for each brand and is therefore also the memory-based probability of considering the brand.

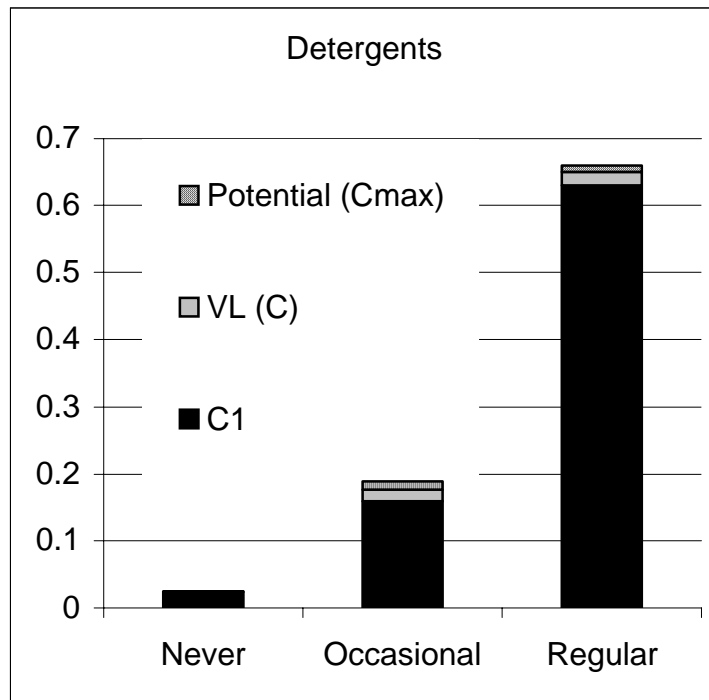
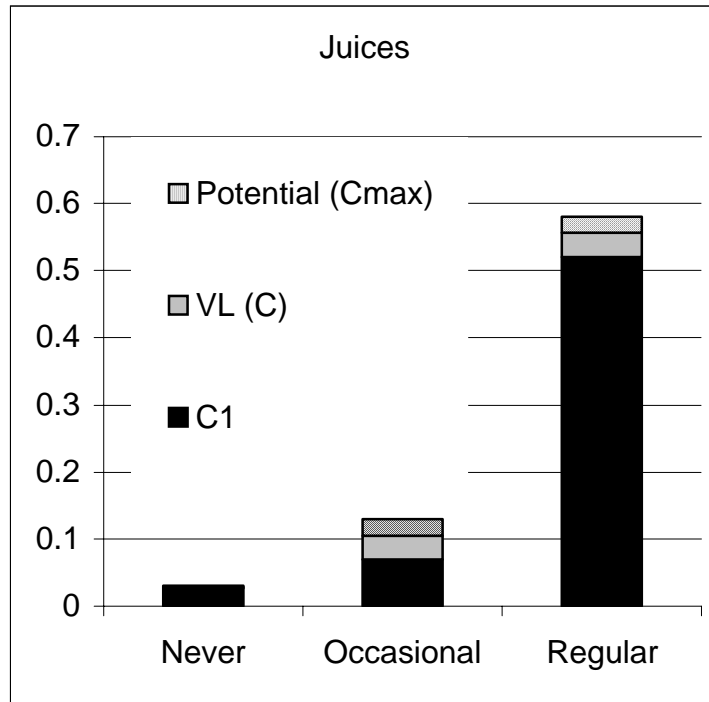
**FIGURE 6**  
**Consideration and Visual Lift as a**  
**Function of Visual Salience ( $\alpha$ ) and Memory-based Response ( $\beta$ )**



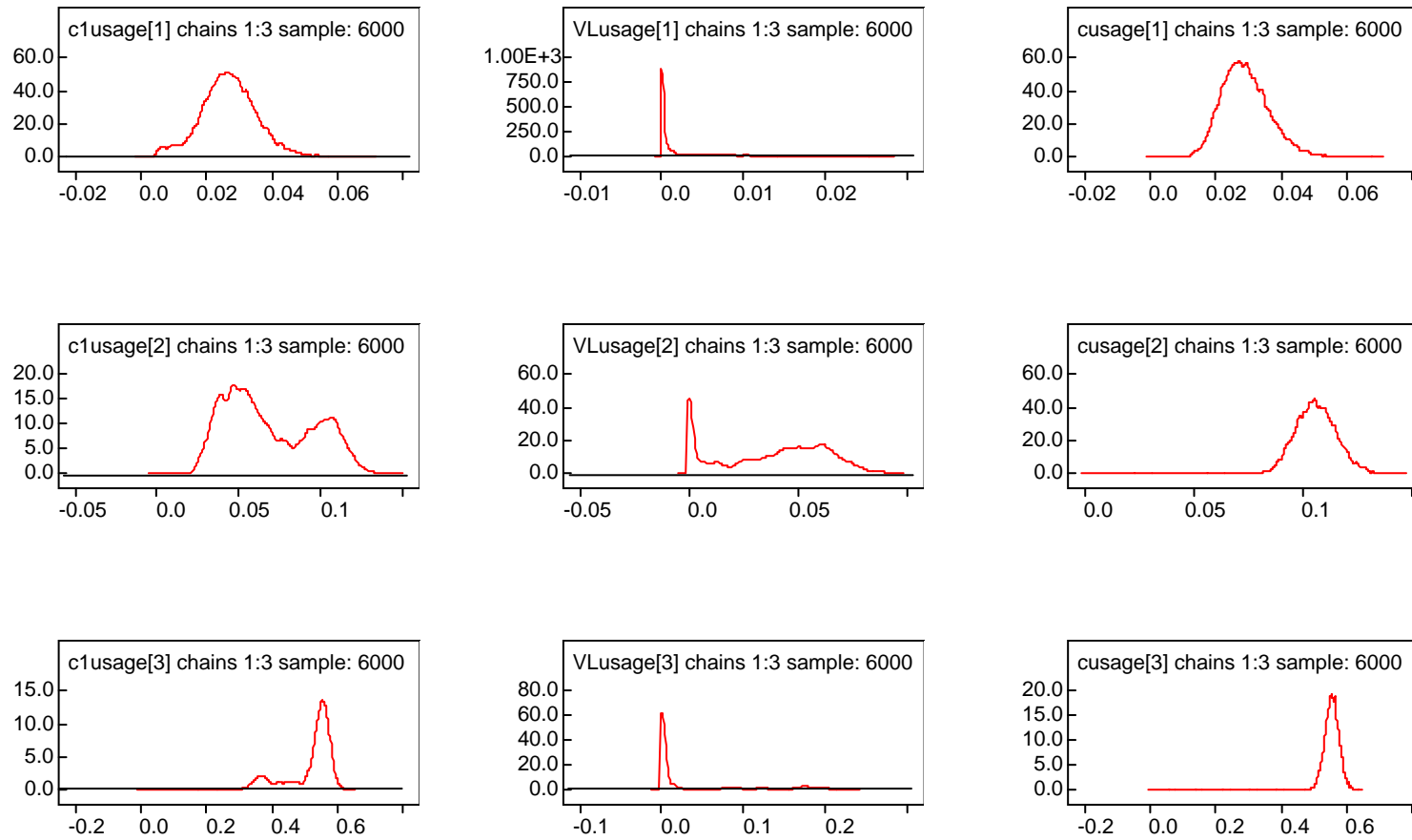
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**FIGURE 7**

**Model Estimation Results Using Hierarchical Bayes Method: Means**



**FIGURE 8**  
**Model Estimation Results Using Hierarchical Bayes Method: Posterior Distributions**  
**Juices**



## Detergents

