

Materials List for:

Using a Virtual Store As a Research Tool to Investigate Consumer In-store Behavior

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Materials

| Name | Company | Catalog Number | Comments |
|--|------------------------------------|---|--|
| Virtual Supermarket Software | GreenDino BV | http://www.greendino.nl/virtual-labs.html | This software consists of editor, product library and consumer interface. |
| Data Management Software: Observer XT | Noldus Information Technology | http://www.noldus.com/human-behavior-research/products/the-observer-xt | This software records observational data and facilitates the exportation of researcher-specified data sets using filters |
| 3D SpaceNavigator | 3Dconnexion | http://www.3dconnexion.eu/index.php?id=26&redirect2=www.3dconnexion.eu | A 3D SpaceNavigator allows participants to walk and make turns in the virtual store. In addition, it can be used by participants to adjust their eye-level during a shopping trip. |
| 3D modeling software (e.g. Blender or 3DS Max) | Blender Foundation / Autodesk | https://www.blender.org/ http://www.autodesk.nl/products/3ds-max/overview | In case 3D models need to be made or adjusted 3D modeling software is needed. Many objects can be found online under different licencing agreements. |
| Contract Research | Wageningen Univeristy and Research | http://www.wur.nl/en/Expertise-Services/Research-Institutes/Economic-Research.htm | The socio-economic research institute (Wageningen Economic Research) with experience in conducting the consumer research with the virtual store. |