

Materials List for:

Spotlighting Customers' Visual Attention at the Stock, Shelf and Store Levels with the 3S Model

Tobias Otterbring^{1,2}, Erik Wästlund², Poja Shams³

¹Department of Management/MAPP, Aarhus University

²Department of Psychology & CTF, Service Research Center, Karlstad University

³Department of Business Administration & CTF, Karlstad University

Correspondence to: Tobias Otterbring at toot@mgmt.au.dk

URL: <https://www.jove.com/video/58846>

DOI: [doi:10.3791/58846](https://doi.org/10.3791/58846)

Materials

Name	Company	Catalog Number	Comments
Eye tracker	Tobii Technology	Tobii X120 Eye Tracker	Stationary eye-tracking system
Eye tracker	Tobii Technology	Tobii Glasses	Head-mounted eye-tracking system