

Materials List for:

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

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URL: <https://www.jove.com/video/55719>

DOI: [doi:10.3791/55719](https://doi.org/10.3791/55719)

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 University 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.