



Measuring the Perceptions of Retail Shelf-Displays: Scarcity and Shelf Organisation. A Case Study with Gabriel Chocolate

Curtin Business School

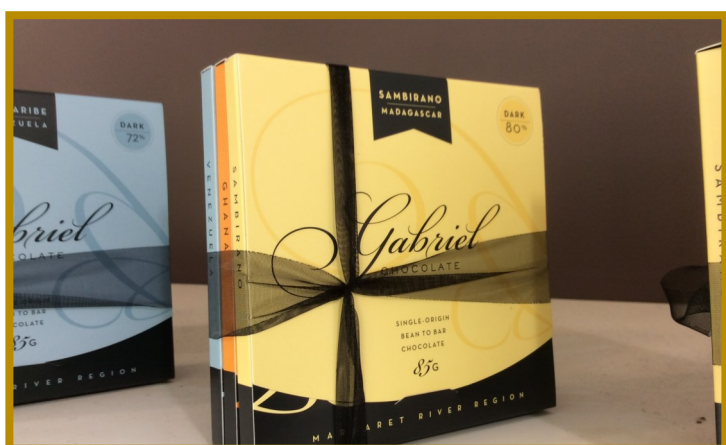
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Project undertaken on behalf of Gabriel Chocolate

Project Overview

Consumers within retail settings are more likely to infer that scarcer products are of higher quality and therefore more likely to choose them. As a result product scarcity coupled with shelf display organisation (shelf based scarcity) influence how consumers process product information; which in turns alters their preference. Using luxury branded chocolate as the stimulus, this project explores how scarcer consumer's perception of scarcity affects the degree to which they infer higher product quality.

The study makes use of innovative and world-class psycho-physiological research techniques to examine and measure consumer's response to shelf displays. This allows for measuring of facial electromyography (EMG) for implicit attitude and emotion, skin conductance for arousal and heart rate, and blood pressure for interest, engagement, and stress among others. The use of such techniques has enabled the team to collaborate with Gabriel Chocolate to design the store layouts for a new store in Fremantle, WA.



Project Overview

The collaboration with Gabriel Chocolate resulted in many unprecedented outcomes, including:

- Improved understanding of scarcity in retail environments
- Development of the Gabriel Chocolate new store layout in Fremantle, which is based on the research conducted
- Application of innovative Psycho-Physiological Techniques to the marketing field
- Greater interest amongst WA firms towards engaging in further research with Curtin University