The Consumer Research Lab uses biometric methods, including mobile devices capable of tracking consumers’ cognitive, attitudinal, affective, and behavioural responses in real-time.
Unlike traditional market research, data is collected in natural situations and in real time, providing reliable and objective information about what consumers think and feel when they interact with marketing collaterals. Its versatility represents a marked move away from traditional marketing analytics. This innovative approach enables the development of products and strategies, for brands, which reflect dynamic and ever-changing consumer behaviour in real industry settings.

**OUR FACILITIES**

**EYE TRACKING DEVICE**
Enables continuous and live tracking measures of consumer’s processing level, gaze and dwell time.

**BIOMETRIC WRISTBAND**
Measures skin conductance (sweat level) and heart rate to understand consumer’s engagement and interest.

**FACIAL EXPRESSION ANALYSIS**
Provides accurate measure of consumer’s emotional states.

**BRAINWAVE HEADSET**
Measures brainwave and brain activity to understand the learning and memory processes, along with determining purchase intention.

**IMMERSIVE TECHNOLOGY**
Generates an immersive experience, which simulates a user’s presence within a physical environment.
INDUSTRY RELEVANCE

PRODUCT CONCEPT AND PACKAGING DESIGN
The lab evaluates the effectiveness of product concept and packaging design by capturing consumer’s response in real time. Product designers can assess consumer’s liking of the existing product and compare the existing design with the alternatives.

SHOPPING EXPERIENCE
The lab identifies how consumers search for and choose products. This provides insights to retailers on how to organise product placement and point-of-sale merchandising. Furthermore, the effectiveness of using different sensory cues, such as smell and taste, can be tested allowing brand managers to enhance the retail experience.

DIGITAL MARKETING
By analysing pain points and consumer engagement when browsing through social media content and websites, the lab offers insights for digital marketers to create a user-friendly and pleasant online experience.

CONSUMER BEHAVIOUR
The lab allows businesses to learn consumer’s motivation, perception, and behaviours when they are faced with decision making situation. This is useful to evaluate the importance of specific factors that guide decision and to gain better insights into consumers’ decision making process.

ADVERTISING COLLATERAL
In real time, the lab is able to analyse the effectiveness of advertising collaterals based on second-by-second consumer’s emotional reactions and comprehension. Such results are useful for advertiser to pre-test their marketing campaign effectiveness.