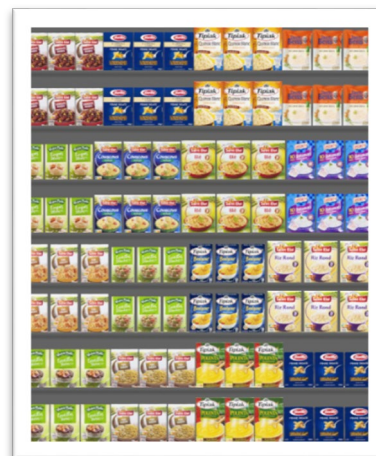


ARE PULSES GOOD “EYE-CATCHERS” IN A VIRTUAL SUPERMARKET?

Despite their numerous health and environmental benefits, the consumption of pulses (lentils, chickpeas, etc.) remains low in France (2kg per year and per person). Among the potential barriers to their consumption, CSGA (Centre for Taste and Feeding Behaviour) researchers have looked at their shelf placement in supermarkets.

Pulses can be found in different shelves in French supermarkets (canned, dried, ready-to-eat, refrigerated). To monitor the way consumers look at pulses in these different shelves, CSGA researchers equipped 108 participants with a virtual reality headset with an eye-tracking device. Thus, the participants could move around a virtual supermarket and fill their shopping carts according to different scenarios: to prepare a healthy meal, to respect the environment, to treat themselves, and so on.



Crédit photo : S Chambaron©

The results showed that pulses are not looked at in the same way depending on the shelf of the supermarket. They attracted little visual attention in the dry and canned food shelves and were looked at more in the fresh food and ready-to-eat shelves. Finally, while pulses were looked at more than other vegetables, they are still looked at less than starches or animal products.

These results open up very interesting perspectives for developing strategies to attract the attention of consumers to pulses in supermarkets more and thus encourage their consumption. This is another small step towards rebalancing our consumption of animal and vegetable proteins...

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To know more

Melendrez-Ruiz J, Goisbault I, Charrier JC, Pagnat K, Dujourdy L, Arvisenet G & Chambaron S (2021). An exploratory study combining eye-tracking and virtual reality: are pulses good “eye-catchers” in virtual supermarket shelves? *Frontiers in Virtual Reality*, 2, 68.

Keywords

Legumes; pulses; vegetal protein; food choice; virtual reality; eye-tracking; graze behavior

¹<https://www.anses.fr/fr/content/les-protéines>; ²Rio, 2017, Cahiers de Nutrition et de Diététique