Virtual Supermarkets, a review of academic papers

NHTV Breda University of Applied Sciences

Academy for Digital Entertainment, MediaLab

Publications:

Hühn, A.E., Khan, V.J., Lucero, A., Ketelaar, P. (2012). On the Use of Virtual Environments for the Evaluation of Location-Based Applications. Proc. of ACM SIGCHI Conference on Human Factors in Computing Systems (CHI2012), pp. 2569-2578.

Hühn, A.E., Khan, V.J., Ketelaar, P., Nuijten, K., Gisbergen van, M. (2011). The Effect of Location on Perceived Intrusiveness of Mobile Ads. Proceedings Chi-Sparks 2011.

Link:

http://made.nhtv.nl/medialab/

VU.nl

Faculty of Earth and Life Sciences, Department of Health Sciences

Publication:

Waterlander W.E., Scarpa M., Lentz D. and Steenhuis I.H.M. The virtual supermarket: An innovative research tool to study consumer food purchasing behavior. BMC Public Health 2011, 11:589 [http://www.biomedcentral.com/1471-2458/11/589]

Note:

The supermarket will now be used at The University of Auckland in New Zealand: http://www.foodandhealth.auckland.ac.nz/uoa/home/about/featured-research/the-new-zealand-virtual-supermarket

Bielefeld University

Faculty of Technology, Artificial Intelligence Group

Publication:

P. Renner, T. Dankert, D. Schneider, N. Mattar and T. Pfeiffer, "Navigating and Selecting in theVirtual Supermarket: Review and Update of ClassicInteraction Techniques". In Virtuelle und ErweiterteRealität: 7. Workshop der GI-Fachgruppe VR/AR, 71-82. Aachen, Germany: Shaker Verlag, 2010.

Links:
http://www.techfak.de/~tpfeiffe/index.en.html
http://www.techfak.uni-bielefeld.de/ags/wbski/demos/

University of Haifa

Department of Occupational Therapy

Publications:
Josman N, Hof E, Klinger E, Marie RM, Goldenberg K, Weiss PL and Kizony, R. Performance within a virtual supermarket and its relationship to executive functions in post- stroke patients. Proc. Int. Workshop Virtual Rehabil, New York, 2006, pp 106–109

Rand D, Weiss PL, Katz N. Training multitasking in a virtual supermarket: A novel intervention after stroke. AJOT. 2009;63:535–542.

Link:
http://www.virtual-reality-rehabilitation.com/download

Maastricht University

Faculty of Psychology and Neuroscience, Department of Clinical Psychological Science

Nederkoorn, C., Guerrieri, R., Havermans, R. C., Roefs, A., & Jansen, A. (2009). The interactive effect of hunger and impulsivity on food intake and purchase in a virtual supermarket. International Journal of Obesity and Related Metabolic Disorders, 33, 905–912.

University of North Texas

Department of Psychology

Publications:
Parsons, T.D., Rizzo, A.A., Brennan, J., & Zelinski, E.A. (2008). Assessment of Executive Functioning Using Virtual Reality: Virtual Environment Grocery Store. Proceedings of the 6th Conference of the International Society for Gerontechnology, Pisa Italy, June 4-7, 2008.

Parsons, T.D., McPherson, S., & Interrante, V. (2013). Enhancing Neurocognitive Assessment Using Immersive Virtual Reality. Proceedings of the 17th IEEE Virtual Reality Conference: Workshop on Virtual and Augmented Assistive Technology (VAAT). 1-7.

Link:
http://psychology.unt.edu/cns-lab-parsons/simulations-virtual-worldsenvironments/virtual-environment-grocery-store-vegs

Drexel University

Department of Psychology

Publication:
Spiers MV, Sakamoto M, Elliott RJ, Baumann S. Sex differences in spatial object-location memory in a virtual grocery store. Cyberpsychol Behav. 2008;11(Suppl 4):471–473.

Indiana University

School of Business

Burke, Raymond R. (2002), "Technology and the Customer Interface: What Consumers Want in the Physical and Virtual Store," Journal of the Academy of Marketing Science, Vol. 30, No. 4, pp. 411-432.

Link:
http://kelley.iu.edu/Marketing/Faculty/page10754.cfm?ID=8805

Flinders University, Australia
Department of Rehabilitation and Aged Care

Publication:
Laver, K., Lim, F., Reynolds, K., George, S., Ratcliffe, J., Sim, S., Crotty, M. Virtual Reality Grocery Shopping Simulator: Development and Usability in Neurological Rehabilitation. Presence Vol. 21, No. 2, Pages 183-191. MIT Press.

Link:
http://www.mitpressjournals.org/doi/abs/10.1162/PRES_a_00098

Clemson University

School of Computing

Publications:
Tonkin, C., Ouzts, A. D. and Duchowski, A. T., Eye Tracking Within the Packaging Design Workflow: Interaction with Physical and Virtual Shelves, in Proceedings of Novel Gaze-Controlled Applications, May 26-27, 2011, Karlskrona, Sweden.

Tonkin, C., Duchowski, A. T., Kahue, J., Schiffgens, P., and Rischner, F., Eye Tracking Over Small and Large Shopping Displays (Short Paper), in Proceedings of the First International Workshop on Pervasive Eye Tracking and Mobile Eye-Based Interaction (PETMEI), September 18, 2011, Beijing, China, in conjunction with the 13th ACM International Conference on Ubiquitous Computing (Ubicomp), September 17-21, 2011.

Tonkin, Charles (PhD), CUshop: A Simulated Shopping Environment Fostering Consumer-Centric Packaging Design & Testing, August 2011.

Link:
http://cushop.sonocoinstitute.com/

Commercial

IDG and DCI Marketing have partnered to offer the only TRUE 3D and FULL Virtual-shopping Environment with Mobile Eye-Tracking. Go to http://www.idg-consulting.com for more information. Link: http://youtu.be/JDpJVn88UeE

Very interesting commercial use of Duke university: "*Duke charges $225 an hour for nonprofits and a higher rate for corporations such as FullCon.*" http://ispr.info/2010/02/04/duke-universitys-immersive-virtual-environment/

"*JDA 3D is an integrated category optimization and virtualization solution that creates interactive retailer-supplier collaboration. This solution leverages shopper insights to optimize space productivity and merchandising decisions — delivering actionable execution while integrating data and visuals in an interactive virtual world.*" http://www.jda.com/solutions/jda-3d/