

PROJECT TITLE

“Laboratory for experimental, behavioral and neuroscientific consumer research”



CLIENT

- Academics
- Independent researchers
- Research companies
- Research institutions
- Private companies

OBJECTIVES

The failure of traditional research methods to accurately capture true consumer preferences is nowadays more of a fact than a speculation. Experimental methods use mechanisms that provide incentives for truthful revelation of preferences and have the advantage of more accurate measurements as well as the ability to disentangle cause from effect by excluding the possibility of spurious relationships between variables of interest.

Being unique in Greece, the objective of this laboratory is to provide academics as well as private companies and research institutions/companies with a variety of solid consumer research services under the umbrella of experimental economic market research.

SOLUTION

A laboratory of 25 seats equipped with private booths, desks, chairs and computers for each participant. Each computer operates the zTree software which provides the interface for behavioral stimuli and communication between subjects (if necessary). The lab is also equipped with a smart board screen and projector and randomization devices (e.g., bingo cage).

POTENTIAL USES

- Marketing potential of new products (e.g., willingness to pay estimation and demand analysis)
- Neuromarketing (electroencephalography methods)
- Experimental economics (e.g., social preferences games, risk and or time preferences measurements)
- Behavioral economics (mood, emotions, feelings with respect to consumer behavior)

OUR TEAM

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