

Cameras observe shopping patterns

A new consumer research company, Shopper Behaviour Research, a joint venture between Research Surveys and Peacock Consulting, has installed video cameras at selected retailers in Cape Town to observe the buying patterns of shoppers. The names of the retailers are being withheld so as not to affect the results of the survey. Notices warning patrons of the survey are posted outside the premises.

Source: www.iol.co.za

For more, visit: <https://www.bizcommunity.com>