

## **Master thesis idea**

### **Analysis of available eye-tracking data**

The eye-tracking data is experimental data on consumer's choice of consumption products. Among others, the data includes the following:

1. Consumers' choice among four alternative products (two close substitute goods of both organic and conventional brands) to choose from in a repeated choice experiment (4 rounds).
2. Consumers are randomly allocated into 4 treatment groups (private treatment with discount; public treatment without discount; public treatment with discount; and public treatment with discount and an option to opt-out)
3. Survey on consumers socio-economic and demographic variables, preferences and attitudes regarding organic goods, and self and social image concerns

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