

# Hypotheses

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## 1. Top 3 Best-Selling Products:

- Dorito Corn Chip Supreme 380g
- Smiths Crinkle Chip Original Big Bag 380g
- Smiths Crinkle Chips Salt & Vinegar 330g

## 2. Characteristics of Loyal Customers (Top 25% by Spend):

- LIFESTAGE: Predominantly Older Families (24%) and Young Families (21%).
- PREMIUM\_CUSTOMER Segment: Majority are Budget (37%) and Mainstream (37%) customers.

## Hypotheses:

- Family Size Preference:  
Loyal customers are mostly families who prefer larger pack sizes suitable for sharing.
- Value-Oriented Purchasing:  
Being in the Budget and Mainstream segments, they seek better value for money, favoring products that offer more quantity at a reasonable price.
- Preference for Familiar Brands and Flavors:  
They trust established brands (Doritos, Smiths) and prefer popular, classic flavors that appeal to all family members.

## Implications for Marketing:

- Focus on promoting large packs and highlighting their value for family consumption.
- Tailor marketing messages to emphasize family enjoyment and cost-effectiveness.
- Ensure wide availability of top-selling products to meet the demand of these loyal family-oriented customers.