

Research Gap

Understanding

The studies on regional variation and out-of-home food choices were limited and inconclusive

• Food environment is becoming more diverse and fragmented

Online food delivery platforms and convenience stores

• Wide choice among a variety of formats

• Out-of-home preferences tend to be more situational and dynamic

o Consumers are unlikely to produce a shopping list

Low over financial risk but greater urgency to ensure flexibility

Selection depends on the product category that they seek, and their situation and retail provisions

Unit analysis: Lack of robust data and methods for analysing large-scale activity patterns

condition patterns is difficult...



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**Beyond fast-food restaurants and food
environment around residential address**



Complex-product-channel relationships

out-of-home

Research Gap

Understanding out-of-home consumption patterns is difficult...

The studies on regional variation and out-of-home food/outlet choices were limited and inconclusive.

- Food environment is becoming more diverse and fragmented
 - Online food delivery platforms and convenience stores
 - Wide choice among a variety of formats

—————→ **Beyond fast-food restaurants and food environment around residential address**
- Out-of-home preferences tends to be more situational and dynamics
 - Consumers are unlikely to produce a shopping list
 - Lower financial risk but greater urgency to consumers, thus more flexibility
 - Selection of outlets depends on the **product category** that they seek, and their situational retail provisions

—————→ **Complex product-channel relationships**
- Unit of analysis: Lack of robust data and methods for analysing large-scale activity patterns

Research Aim

1. Exploring the use of **large-scale consumer panel** to extract **consumption patterns**
2. Identifying the consumption patterns that **differentiate** regional and geodemographics groups

Hypothesis/Assumption:

Geodemographics -> "birds of a feather flock together"

- Similar sociodemographic compositions
- Similar shopping needs and habits
- (Dis)similar responses to marketing stimuli and local food environment



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