

Concussion

One of the first large scale regional studies on out-of-home consumption

Spatial variability with store and product preferences

Capturing assumptions that are goal-directed and situational

2 Flexible methods: Mean with any pre-determined aggregation and different levels of product/stage/organisation

data natters!

Requires representative data, and large sample size

'Real' differences? individual preferences vs geographical preferences

o In particular, areas with very few panelist...

o Determining thresholds are difficult

What next?

o Local retail provisions and retail vibrancy...

basics (dis)similarity and identify shop pinning mis at trans action levels.

An ESRC Data Investment

KANTAR WORLD PANEL



Consumer
Data
Research
Centre

Conclusion

- **One of the first large scale regional studies on out-of-home consumption**
 - Spatial variability with store and product preferences: beyond specific product or store groups
 - Capturing consumption preferences that are more goal-directed and situational
 - Flexible methods: We can work with any pre-determined aggregation and different levels of product/store categorisation
- **Data matters!**
 - Requires representative data, and large sample size
 - “Real” differences?! individual preferences vs geographical preferences
 - In particular, areas with very few panelist...
 - Determining thresholds are difficult
- **What next?**
 - Local retail provisions and retail vibrancy...
 - baskets (dis)similarity and identify shopping missions at transaction levels...

