On the Run: Using Smartphones to Track Millennials Purchase Behavior

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Acknowledgements

Thank You!

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“Grab & Go” Moments Defined

“Any snacks, drinks or meals that will be consumed within one hour of purchase – no matter where they are bought.”
What do Millennials purchase?

- Measure immediate consumption behavior of Millennials (18-29)
- Mobile Surveys to log purchases “in the moment”
- Phones provided (LG Optimus Android)
- Conducted in Southern California, one month (2011)
- Recruitment through online sources (SSI, IAG, Nielsen Online)
- Primarily Banner ads or direct email
What did they do?

- Photos of purchase taken
- GPS captured at survey launch
Data Collection

Valid Response:
- Survey launched and completed within one hour
- Each section completed within 20 minutes
- 268 total participants (3559 responses)

Quantitative
• In the moment user initiated surveys

Qualitative
• 15 Interviews conducted (Directional Feedback)
Did activity decline?

Submissions per respondent (mean)

Week 1 (n= 1118) Week 2 (n= 881) Week 3 (n= 686) Week 4 (n= 774)

4.33 3.38 2.63 2.90

n = valid submissions per week
How many items per trip?

n = valid submissions per week
How long did a survey take?

<table>
<thead>
<tr>
<th>Week</th>
<th>n</th>
<th>Completion Time (mean)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>1118</td>
<td>6.19</td>
</tr>
<tr>
<td>Week 2</td>
<td>881</td>
<td>6.14</td>
</tr>
<tr>
<td>Week 3</td>
<td>686</td>
<td>5.87</td>
</tr>
<tr>
<td>Week 4</td>
<td>774</td>
<td>5.76</td>
</tr>
</tbody>
</table>

n = valid submissions per week
How long did item entry take?

<table>
<thead>
<tr>
<th>Completion Time</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Item</td>
<td>1.15</td>
<td>1.09</td>
<td>.93</td>
<td>.93</td>
</tr>
<tr>
<td>2 items</td>
<td>2.35</td>
<td>2.03</td>
<td>2.08</td>
<td>2.79</td>
</tr>
<tr>
<td>3 Items</td>
<td>3.51</td>
<td>3.20</td>
<td>3.02</td>
<td>.00</td>
</tr>
</tbody>
</table>

Minutes

On the Run
How long did item entry take? (Barcode)

Single Item (Seconds)

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>58.25</td>
<td>60.46</td>
<td>52.22</td>
<td>47.81</td>
</tr>
<tr>
<td>79.71</td>
<td>70.91</td>
<td>59.05</td>
<td>62.91</td>
</tr>
</tbody>
</table>

- Barcoded Item
- Non Barcoded item
Barcode vs. Non Barcode: Frequency

Percentage of surveys submitted

Week 1 | Week 2 | Week 3 | Week 4
---|---|---|---
Barcoded Item | 50.9% | 50.9% | 50.8% | 54.6%
Non-Barcode Item | 49.1% | 49.1% | 49.2% | 45.4%

9.2%
Where did they Complete?

Survey Submitted from Purchase Location (Self-Report)

- Week 1 (32.2%): 758
- Week 2 (30%): 617
- Week 3 (31.9%): 467
- Week 4 (31.4%): 531

31% completion at location
Key Insights

1. Not a burden: Easy to do
2. Study length was just right: task and duration
3. Changes to behavior:
   - Pressure to purchase more
   - Changes due to awareness
4. GPS was not a privacy concern: Panelists were aware
   - Concern about incorrect data
Next Steps

1. Validate item data
   - Code single item trip photos

2. Validate location data (self-report) vs. GPS data
One Respondent: 4 weeks

10/25 @ 11:43 PM, 7-11

10/27 @ 9:54 AM, C-Store

10/27 @ 2:01 PM, Other

10/27 @ 3:01 PM, C-Store

10/27 @ 9:54 AM, Other

10/27 @ 2:01 PM, Other

10/27 @ 9:54 AM, Other

10/28 @ 10:06 AM, 7-11

10/28: 12:01 PM, Other

10/28: 1:26 PM, Round Table Pizza

10/28: 12:01 PM, Other

10/28; 1:26 PM, Round Table Pizza

10/27; 10:05 AM, ampm

10/27; 1:26 PM, Round Table Pizza

10/28; 10:05 AM, ampm

10/28; 1:26 PM, Round Table Pizza

11/2; 5:28 PM, Ralph's

11/6, 9:55 AM, 7-11

11/7, 10:32 AM, ampm

11/7, 10:32 AM, ampm

11/7, 10:32 AM, ampm

11/1, 10:31 AM, 7-11
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