Consumer decisions where to shop and what to buy: towards modelling the customer journey

Prof Harmen Oppewal
Department of Marketing &
Consumers and Retail Research Unit
An ongoing research program

- Modelling choice among complex alternatives in complex environments
  - “Conjoint models and retail planning”
- Shopping centres as multi-faceted objects
  - Perception of shopping centres?
  - Attributes?
  - Choice?
  - Repeat choice and contextual determinants?
  - Individual differences and segmentation?
  - Goal and social context
Stated Preference approaches

- Allow experimental control
- Observations for existing and ‘new’ products
- More observations per respondent
- Result in predictive models
- Based on Random Utility Theory
- To combine with ‘Revealed Preference’ choices
- Validity issues
Project themes

- Information Processing and Preference Formation
  - Choice Experiments
- Assortment Evaluation, Branding and Store Choice
  - Substitution Effects
- Route and Destination Choice
  - Sequential and Multi-faceted Choice
Major Grants

- Valuation and Use of Urban Greenspace (European Commission Framework V)
- Modelling Consumer Decision States using Information Acceleration (ARC-D)
- Effects of Experiential Retail Strategies (ARC-L)
- Modelling the Tourist Destination Choice Process (CRC)
Example study

- Parking Policy Impacts on Consumer Choice of Shopping Destination

- See also: