



UEA
University of East Anglia

Experts model buyer behaviour

Challenge

Assessing the rich and varied influences on consumer behaviour with highly competitive markets can be challenging.

Many organisations feel compelled to commit significant marketing budget in order to capture buyer opinion in an effort to discover exactly what it is that motivates their customers to make buying decisions.

When you are in the business of printing newspapers, accurate forecasting can be the difference between inadequate stock levels and over-production, or producing the right number of papers and therefore preventing excessive waste. Yet it is the vagaries of the newspaper-reading public - their purchasing trends, editorial preferences, habits and inconsistencies - that makes accurate forecasting such a complex process.

Solution

University of East Anglia worked with Archant – the UK’s largest independently-owned regional media business – on a project which saw academics from the School of Economics model purchasing behaviour for the Eastern Daily Press and Eastern Evening News.

The economists looked at how customer behaviour was influenced by a number of variables including price, promotional activity, economic factors, the weather and even the fortunes of Norwich City Football Club. Phillip Preston, Director of Marketing at Archant, said: “the University’s research and analysis of data provided some interesting conclusions which will help us with sales planning over the next year. We were very pleased to work with them.”

Peter Moffatt, a specialist in Applied Micro-econometrics in the School of Economics, added: “Applying econometric theory to daily sales of local newspapers has produced noteworthy results and is an excellent example of theoretical techniques having value beyond the classroom.”