M1nd-set Generation rolls out 'unprecedented' Big Data project

# M1nd-set Generation will roll out a key pillar of its 'Big data' research programme: continuous tracking of consumer attitudes/behaviour through airport interviews globally.

The project is claimed to be the first ongoing behavioural research for the industry; it will also look into online trends; and subscribers will get the first data as early as Q2 2016.

The research from the **newly-formed duty free and travel retail research entity**, will take place at 20 major airports around the world over consecutive two-year periods and will involve airside face-to-face passenger interviews on shopping behaviour.

## **20,000 ANNUAL INTERVIEWS**

The programme will analyse consumer travel and shopping behaviour from a total of 40,000 customer interviews (20,000/year), 2,000 at each airport for each two-year period with a split as shown in the main image below. M1nd-set Generation says: "This assures a representative sample of the airport traffic while covering all the main nationalities."



The weight of interviews by region

In a statement the entity adds: "The tracking programme will aim to find out the evolving trends in consumer shopping behaviour such as reasons to (and not to) purchase in all categories and sub-categories, destination of purchase in all categories and sub-categories, shopping basket size and contents, touch points, needs, paths to purchase, demographics and segmentation. It will also provide reasons for travelling and provide insights to travel trends such as the rise in popularity of weekend city breaks."

The airport interviews will be conducted on a continuous monthly basis, and airports will be alternated every year. This will provide a global long-term picture and pattern, which is unprecedented in DF&TR consumer research today, claims M1nd-set Generation.



Mind-set Generation owners: L-R: Lindh, Mohn and Perroud M1nd-set Generation rolls out 'unprecedented' Big Data project

LAYERING IN GENERATION SALES DATA



Peter Mohn, joint-CEO and Co-owner of M1nd-set – which works for almost 50 companies in the travel sector – comments: "By conducting the research over several years, we will not only be able to illustrate the evolving shopping trends in all significant markets; we'll be able to do a great deal more.

Mohn: we will be able to explain the reasons for changes in sales "As this data will be analysed alongside Generation sales data [*developed over 30 years*] – two other key pillars of the Big Data project – we will be able to explain the reasons for changes in sales across the various categories and sub-categories in all regions of the world.

### **ONLINE INSIGHTS**

"It will also enable us to forecast future travel shopping trends and understand competing channels such as online shopping, which has never yet been done in travel retail industry research. Additionally, subscribers will have permanent access to the data from Q2, 2016, and then continuously, since the database will grow every month due to the unremitting fieldwork."

M1nd-set's frequently-used DF&TR shopper segmentation, which was developed in partnership with trade associations TFWA and APTRA plus several category leaders, will be quantified at an airport level, and for all key nationalities through this behavioural tracking research at airports.

## QUANTIFYING KEY METRICS OVER TIME

David Perroud, M1nd-set joint-CEO and Co-owner adds: "By providing a long-term view we will bring continuity in the data as well as addressing seasonal variations. Subscribers will be able to track the evolution over time.

"That is a vital element for the marketing intelligence departments at many of our travel retail clients. Airports, retailers and suppliers need to quantify the essential metrics over time and across the seasons, rather than have a spotlight on just one time period.

"Companies that subscribe to the Big Data research from m1nd-set Generation, will have access to a user-friendly web-tool where sales data will be consolidated with the behavioural data. This will enable subscribers to access the sales data and understand the reasons behind the trends and changes in one user interface, enriched with macro-economic insights to provide further qualitative context to the data."



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#### **'A NEW LEVEL OF BUSINESS INTELLIGENCE'**

Fredrik Lindh, CEO of Generation adds: "Not only can our clients benchmark their own sales performance against our sales data, but now also their own consumer behaviour data against this ongoing insights programme.

"By rolling out this key pillar we are achieving a major step towards a new level of business intelligence in Travel Retail. The ultimate goal of course is to continuously help the industry convert more travellers into shoppers."

Suppliers, retailers and airports interested in participating in this behavioural research can contact info@m1nd-set.com or contact@generation.se for further details.

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