



University of Dundee

Impact of a targeted direct marketing price promotion intervention (Buywell) on food purchasing behaviour by low income consumers

Stead, M.; MacKintosh, A. M.; Findlay, A.; Sparks, L.; Anderson, A. S.; Barton, K.

Published in:
Journal of Human Nutrition and Dietetics

DOI:
[10.1111/jhn.12441](https://doi.org/10.1111/jhn.12441)

Publication date:
2017

Document Version
Peer reviewed version

[Link to publication in Discovery Research Portal](#)

Citation for published version (APA):
Stead, M., MacKintosh, A. M., Findlay, A., Sparks, L., Anderson, A. S., Barton, K., & Eadie, D. (2017). Impact of a targeted direct marketing price promotion intervention (Buywell) on food purchasing behaviour by low income consumers: a randomised controlled trial. *Journal of Human Nutrition and Dietetics*, 30(4), 524-533.
<https://doi.org/10.1111/jhn.12441>

General rights

Copyright and moral rights for the publications made accessible in Discovery Research Portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Table 1: Number of transactions and customers

Month	Transactions n=	Intervention Customers n=	Control Customers n=	Total Customers n=	Total customers as % of original study sample	Items purchased per customer Mean
2007						
<i>Base:</i>		<i>(37,034)</i>	<i>(16,333)</i>	<i>(53,367)</i>	<i>(53,367)</i>	
March	4,908,066	36924	16232	53156	99.6%	92.33
April	4,397,790	36464	16090	52554	98.4%	83.68
May	4,511,999	35835	15783	51618	96.7%	87.41
June	4,379,735	35377	15648	51025	95.6%	85.84
July	4,255,832	35077	15532	50609	94.8%	84.09
August	4,116,864	34249	15178	49427	92.6%	83.29

Table 2: Profile of intervention customers who purchased promoted milk in intervention month

	Intervention customers n=	(a) % of all intervention customers	(b) % of all intervention customers who purchased the promoted milk in May
<i>Base:</i>		(37,034)	(12,399)
Purchased skimmed/semi-skimmed retailer brand milk in May	12,399	33%	100%
• Continuing customers – purchased before and during promotion	10,072	27%	81%
• Switched from full fat only:	464	1%	4%
- <i>bought skimmed/semi-skimmed AND full fat)</i>	367	1%	3%
- <i>bought skimmed/semi-skimmed only</i>	97	0.3%	1%
• Switched brand	262	1%	2%
• New customers (did not buy any milk from this retail group in April, i.e. pre-intervention)	1601	4%	13%

Table 3: Retention of milk switchers and new customers in the 3 months post-promotion, intervention customers

	(a) Switchers: Full fat only to skimmed/semi		(b) Switchers: Brand		(c) New customers		Total	
<i>Base:</i>	<i>(464)</i>		<i>(262)</i>		<i>(1601)</i>		<i>(2327)</i>	
Retained in:								
June	169	(36%)	136	(52%)	778	(49%)	1,083	(47%)
June and July	102	(22%)	96	(37%)	502	(31%)	700	(30%)
June, July and August	81	(17%)	61	(23%)	348	(22%)	490	(21%)
Base: intervention								