

**PEARSON HAM GROUP**

THE PRICING SPECIALISTS



# Understanding customer preferences in pub landscape



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Customers today have endless choices in their repertoire when deciding where to dine out. Understanding what is important to customers is essential to ensure acquisition, retention and improved frequency. For the pub sector, does it hinge on providing exceptional value for money, being in a convenient location, or having an extensive range of drinks?

### **A generalised perspective - Where do they find the most value?**

A fundamental starting point to understand customer preferences in the pub sector entails asking diners from different brands, demographics and geographies what are the most important factors when selecting where to dine.



According to the recent consumer survey conducted in April 2023, valuable insights have been gained regarding the key factors influencing the average pub-goer's decision-making process in selecting a dining establishment, as well as their likelihood of returning. By comparing the findings from April 2023 to those of July 2022, several noteworthy trends emerge:

- The **top three** factors that significantly impact a pub-goer's decision remain consistent: the **quality of food, good value for money, and affordable prices**.
- Factors such as a **diverse selection of drinks, family-friendly environments, and loyalty card schemes** are perceived as **relatively less important** by pub-goers, consistently ranking towards the bottom of the list.
- **Promotions** have experienced a **positive shift** in their ranking, climbing two positions from the 10th to the 8th spot, surpassing considerations such as brand reputation and availability of car parking.

These findings underscore the importance of prioritizing food quality and delivering a positive dining experience in order to attract and retain customers within the pub industry. Although customer spending is being squeezed, there is an appetite for continuing to go out and enjoy great food. Inflationary pressures are forcing pubs to adjust prices which means delivering excellent food, service and ambiance must be a priority for pubs.



## Brand specific preferences – Budget friendly diners vs. premium diners.

While gaining insights into the preferences of the average pub-goer from an industry-wide perspective is valuable, it is even more insightful to focus on the preferences of diners at your pub.

To delve deeper into this matter, we can compare the prioritization of various key purchase criteria of groups of diners at two distinct establishments: Pub A, renowned for its affordability, and Pub B, acclaimed for its premium offerings.

- Diners at Pub B place considerably **higher importance** on **excellent service** and **convenient car parking facilities**. These factors appear to be key considerations for those seeking a top-tier dining experience.
- Conversely, the diners at Pub A, who appreciate its budget-friendly nature, exhibit a **greater emphasis** on **promotions** and a **conveniently accessible location**.

By contrasting the importance rankings of these two groups of diners, we gain valuable insights into their respective priorities. This information equips pub owners and managers with the knowledge needed to tailor their offerings to meet the unique expectations of their target clientele.



# Want to dive deeper into more insights?

Schedule a meeting with our restaurant Sector team:

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