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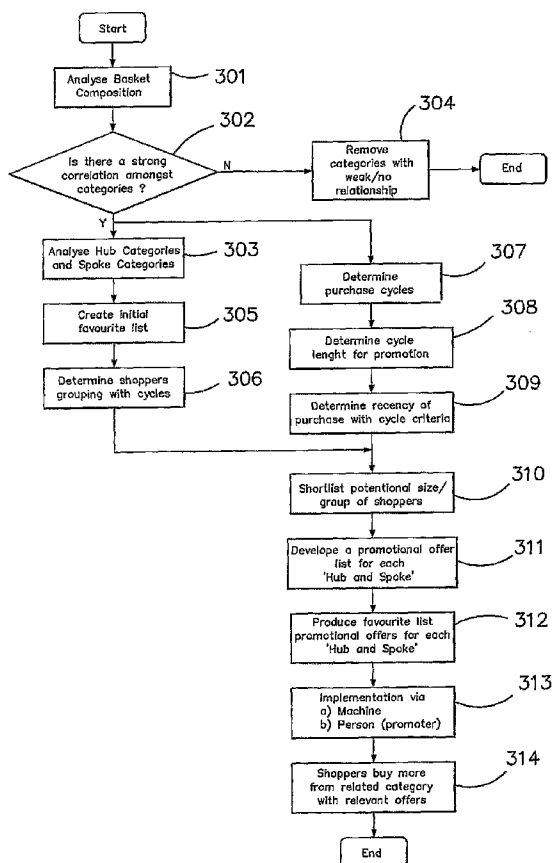
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(54) Title: A SHOPPING METHOD AND SYSTEM



(57) Abstract: A shopping method and system is disclosed which provides inducement to shoppers with a view to increasing the value of a shopping basket to a shopper and the size of a shopping basket containing marketer's products. Data relating to purchases made by individual shoppers is collected and is analysed to determine core products and related products which show some correlation with the purchase of the core products. Promotional lists are created based on promotions which are desired by marketers to induce people to purchase related products to a particular core product. The purchase cycle for particular products is determined so that the cycle length of a promotion for a particular product can be determined and also the size of the pool of people who are likely to fall within that promotion cycle is considered to determine whether a promotion is worthwhile and the nature of the promotion.



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