

# Table of Content

<b>1. Introduction &amp; literature review.</b>	<b>1</b>
1.1. History of price scanners . . . . .	1
1.2. Supermarkets in Chile . . . . .	2
1.3. Literature review . . . . .	4
<b>2. A costumer-based evaluation of price inaccuracies in the supermarket industry</b>	<b>9</b>
2.1. Data collection . . . . .	9
2.2. Analysis . . . . .	11
2.2.1. Discrepancy levels and directions . . . . .	11
2.2.2. Classification by types . . . . .	12
2.2.2.1. Accuracy by category . . . . .	15
2.2.2.2. Accuracy by day of the week . . . . .	15
2.2.2.3. Accuracy by chain & supermarket . . . . .	17
2.2.2.4. Accuracy by geographical area . . . . .	19
2.2.2.5. Effect of promotions . . . . .	20
2.2.2.6. Accuracy by price segment . . . . .	22
2.3. Overview of price accuracy in the Chilean supermarket industry . . . . .	24
<b>3. Underlying mechanism for price inaccuracies</b>	<b>25</b>
3.1. Motivation . . . . .	25
3.2. Data collection . . . . .	26
3.3. Results . . . . .	26
3.3.1. Accuracy by section . . . . .	27
3.3.2. Accuracy by day . . . . .	29
3.3.3. Effect of promotions . . . . .	30
3.3.4. Accuracy by price levels . . . . .	32
3.3.5. Overview of the results . . . . .	33
3.4. Duration of discrepancies . . . . .	34
3.4.1. Hypothesis . . . . .	34
3.4.2. Linear regression approach . . . . .	36
3.4.3. Discrete time duration models . . . . .	38
3.4.3.1. Shifted geometric model . . . . .	38
3.4.3.2. Beta-Geometric model . . . . .	38
3.4.3.3. Geometric and Beta-Geometric Regression . . . . .	39
3.5. Impact of "short-term" promotions on inaccuracies . . . . .	43

<b>Conclusion and Discussion</b>	<b>50</b>
<b>Appendix</b>	<b>53</b>
<b>Bibliography</b>	<b>62</b>