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35 YEARS
SHAPING RETAIL
& SERVICES



ACRS Shopper Tracker

Wave 8: August 2015



MONASH BUSINESS SCHOOL

Overview

Background

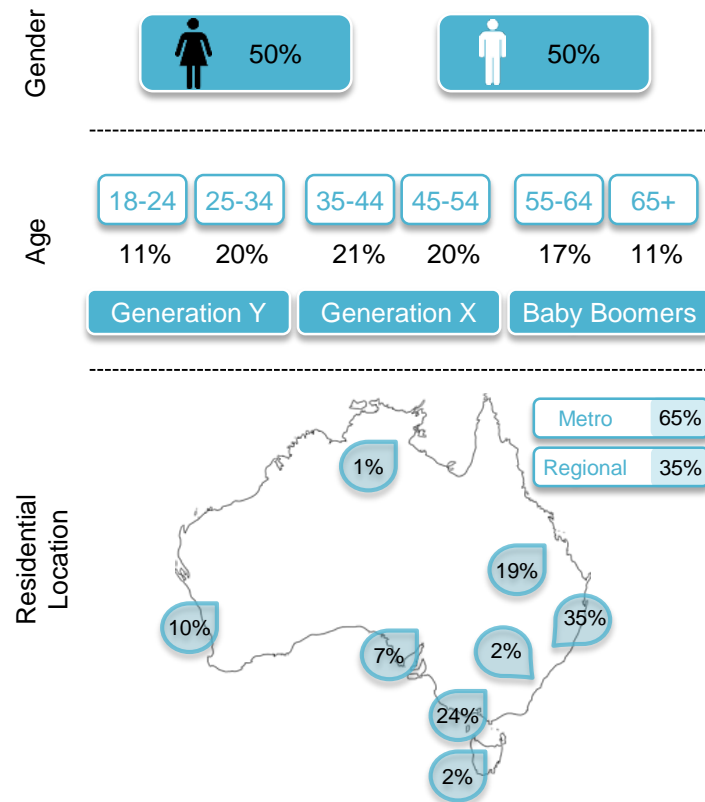
The ACRS Shopper Tracker is a quarterly tracking study based on an online survey of 500 shoppers representative of the Australian population.

In addition to partners proprietary research questions, the report also includes behavioural tracking. Shopper behaviour is tracked in terms of shopping frequency, channel usage, channel purpose and drivers of shopping behavior.

August 2015 is the ninth wave of the ACRS Shopper Tracker with results compared to May 2015.

If interested in adding questions to the ACRS Shopper Tracker ACRS, please contact ACRS at acrs@monash.edu.

Sample





BEHAVIOURAL TRACKING

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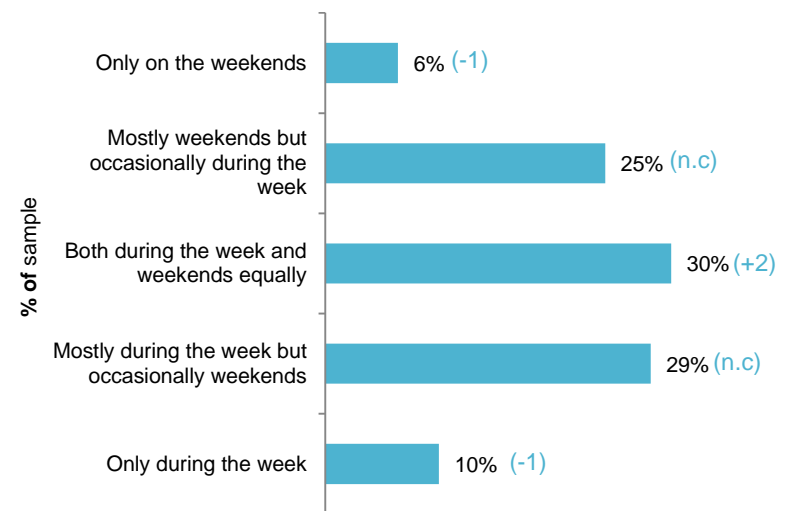
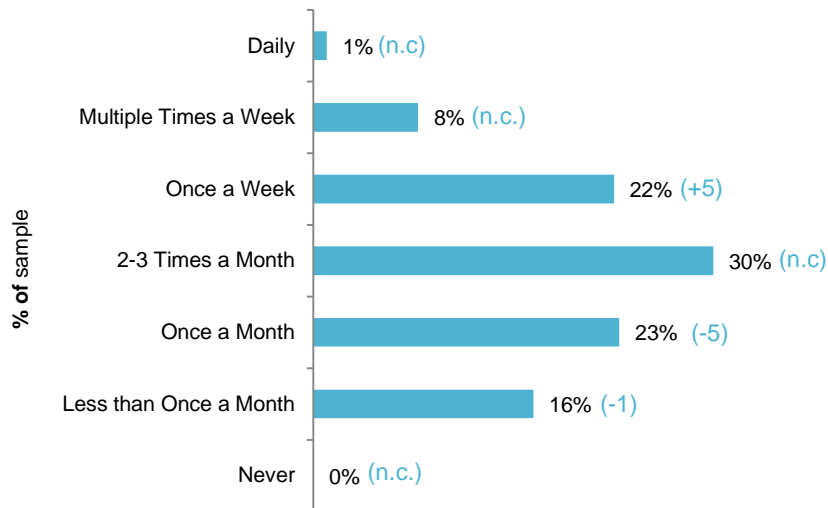
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Behavioural Tracking

Shopping frequency

Questions: On average, how often do you go shopping (non-grocery)?; Do you usually go shopping (non-grocery) during the week, on weekends, or both?.

Over the last quarter the proportion of shoppers that shop once a week increased by 5%, whilst the proportion of those shopping once a month decreased by 5%. Minimal differences were present in shoppers preferred shopping days, with the majority of respondents still opting to shop equally during the week and on weekends. With over 60% of respondents being aged between 25-54, weekday and weekend shopping trips may be more popular to accommodate work and family commitments.



Notes: Figures within brackets represent the percentage change since last quarter.

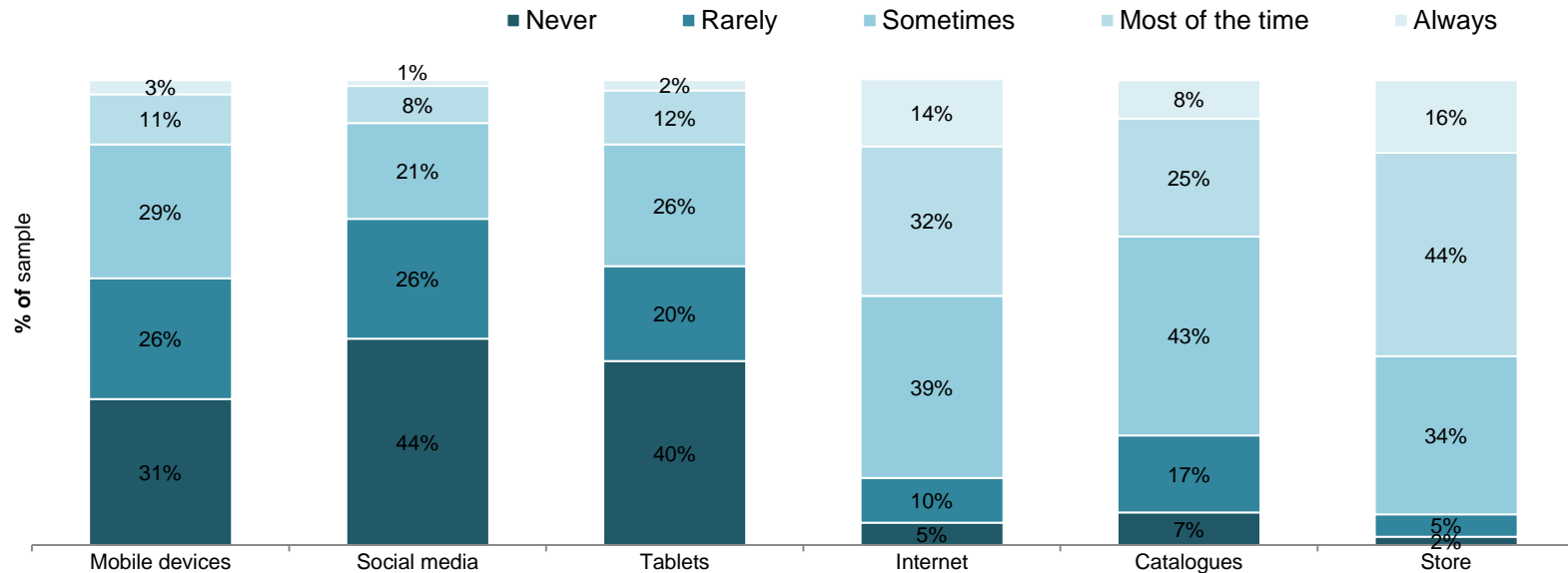
n.c. = No percentage change.

Behavioural Tracking

Channel usage

Questions: How often do you use each of the following channels for shopping (i.e. either looking for information, comparing products, making purchases, etc.?)

In-store and the Internet remained the strongest channels for shopping, followed closely by catalogues. In total, 76% of shoppers use catalogues at least sometimes, compared to 85% who use the Internet and 93% who shop in-store. In contrast, social media emerged as the least used channel for shopping.



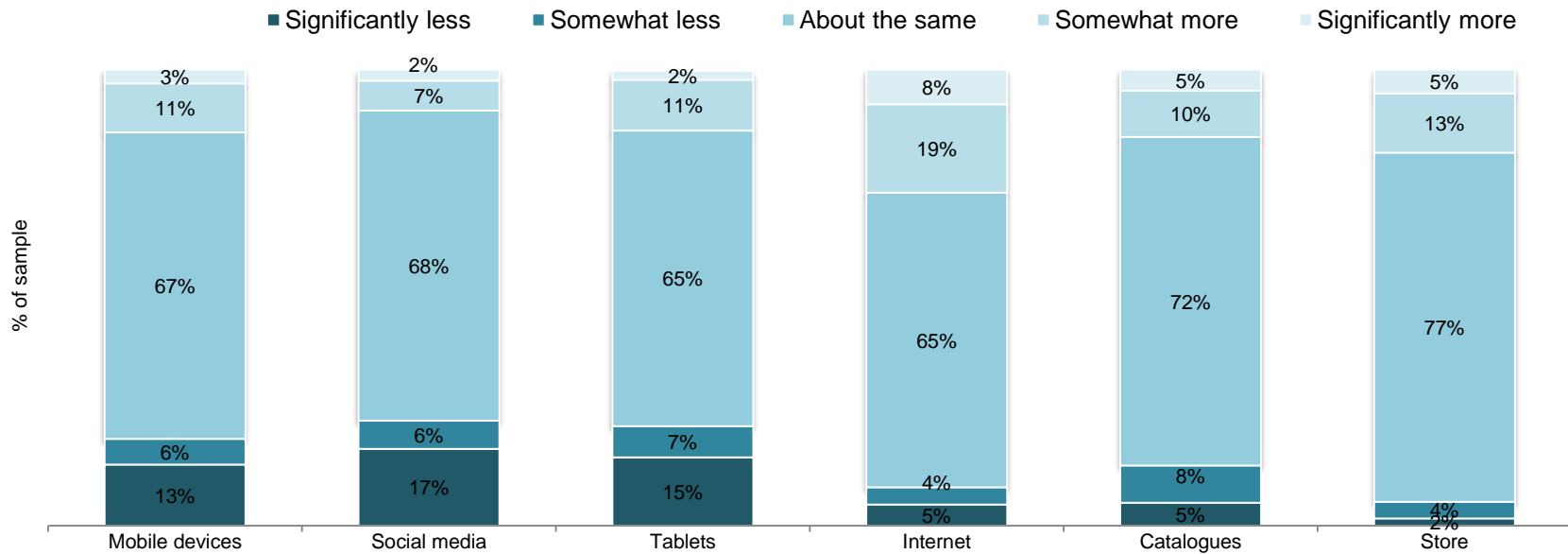
Notes: Catalogues were a new addition to the survey for this quarter.

Behavioural Tracking

Channel usage

Questions: Do you intend to use these channels more or less over the next 12 months?.

The majority of shoppers noted that they intend to use the Internet the most of their shopping over the next 12 months, which remains consistent with the results from the previous quarter. Shoppers also expect to shop at least somewhat more in-store over the next 12 months. Interestingly, catalogues ranked closely behind, with 15% of shoppers intending to use them more, and 72% continuing to use the same amount of catalogues for shopping purposes.



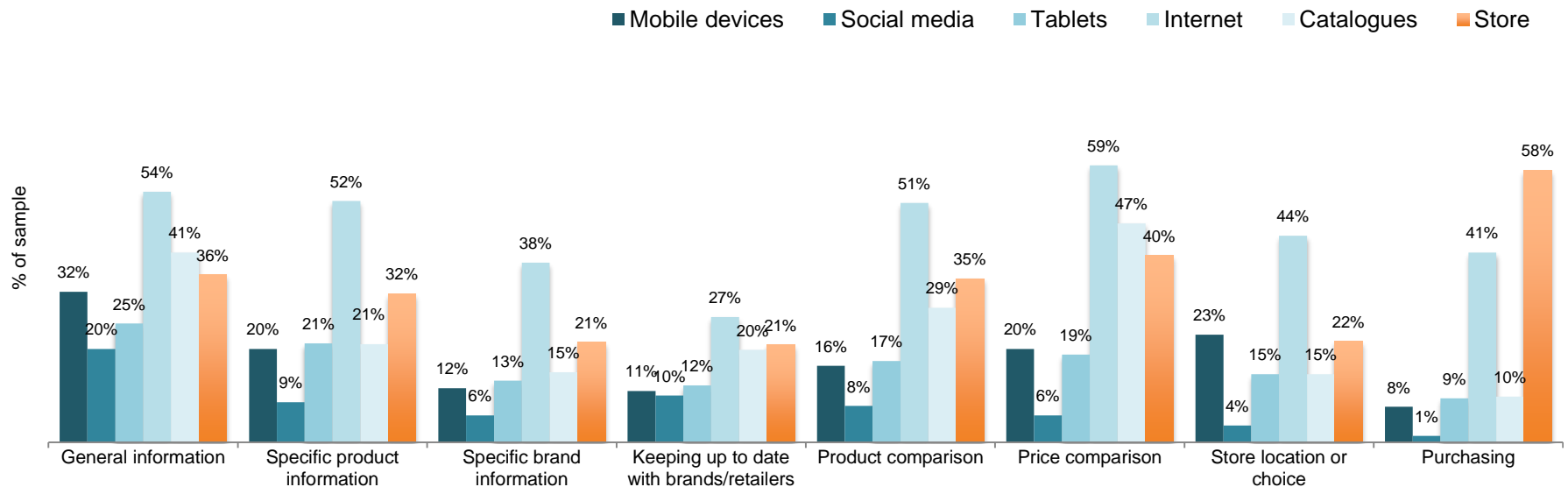
Notes: Catalogues were a new addition to the survey for this quarter.

Behavioural Tracking

Channel purpose

Question: When you do use these channels for shopping (non-grocery), what do you generally use them for?.

The Internet remained the most popular channel for seeking general information, specific product and brand information, keeping up to date with brands, product and price comparisons and store location. However, in terms of purchasing 58% of respondents prefer to shop in-store compare to 41% online. Interestingly, catalogues were more likely to be used than in-store when seeking general information and for price comparisons. Once again, social media was used least across the board as a shopping channel.



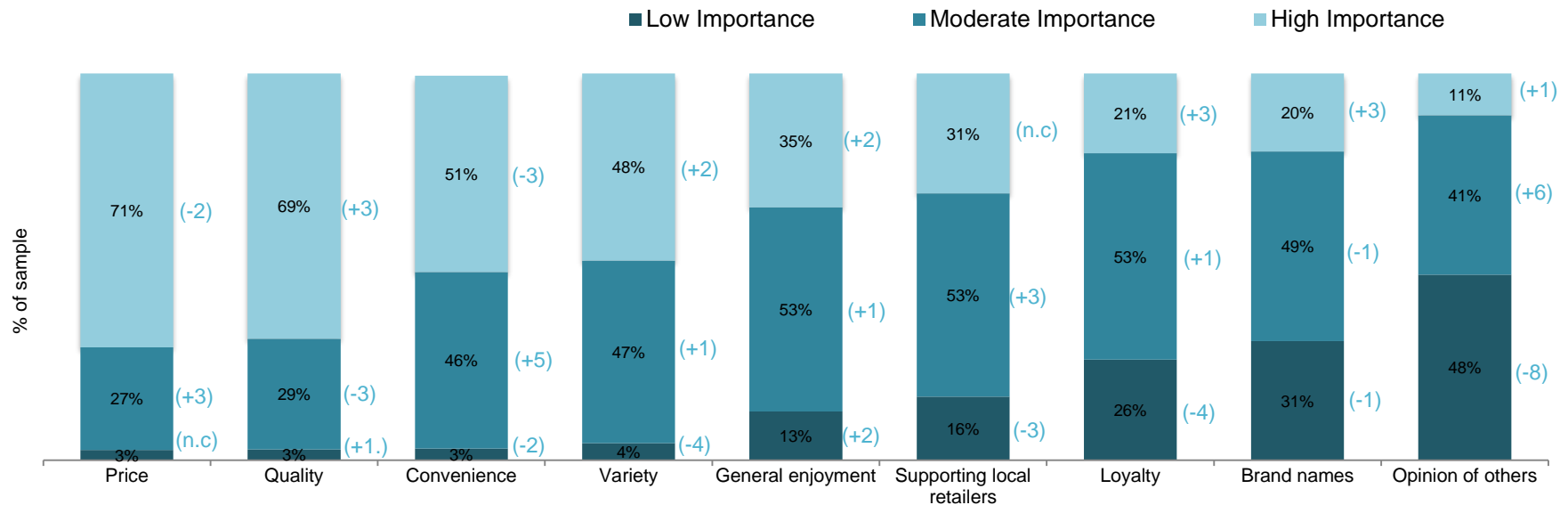
Notes: Catalogues were a new addition to the survey for this quarter.

Behavioural Tracking

Shopping drivers

Question: When shopping (non-grocery) how important are the following factors to you?

Price and *Quality* remained the most important drivers of shopping decisions overall. Over the past 3 months, the importance of *brand names* and *loyalty* increased to 20% and 21%, respectively, with shoppers nominating these factors as highly important. *Opinion of others* and *variety* also became slightly more important to shoppers this quarter compared to last.



Notes: Items measured on a 7-point scale from '1=not important at all' to '7=extremely important'; 6-7='high importance', 4-5='moderate importance', 1-3='low importance'.
Figures within brackets represent percentage change since last quarter. n.c = No percentage change



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QUARTERLY TRACKER: AUGUST 2015

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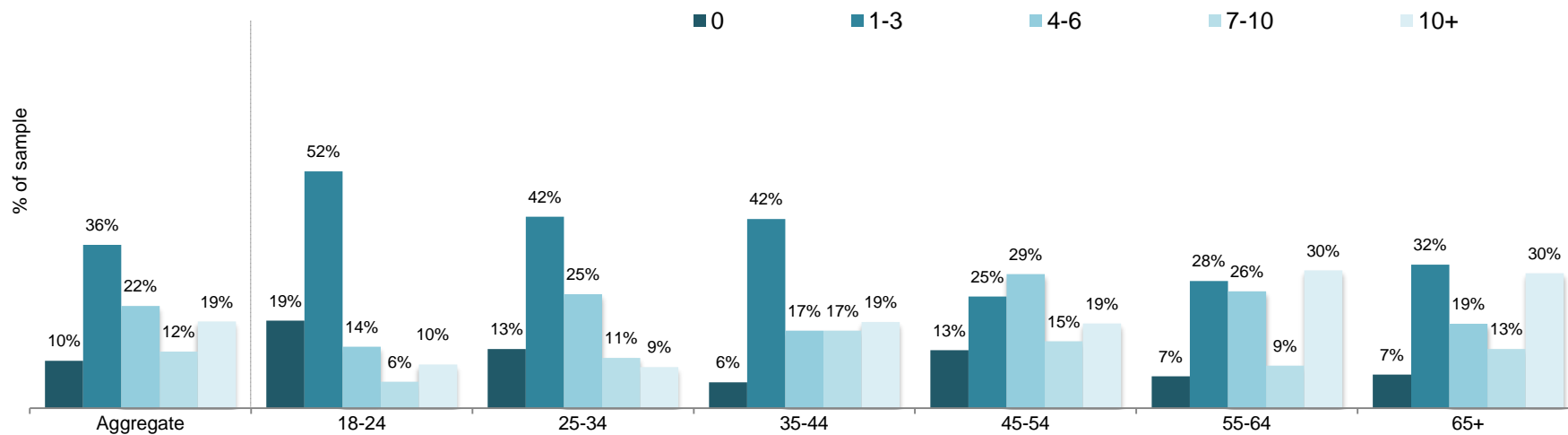
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Number of catalogues read

Question: In an average month, how many catalogues would you read?

Catalogues are popular with shoppers over 45 years of age

Overall, 89% of shoppers read at least 1 catalogue a week. Across most age demographics, the majority of shoppers read between 1 to 3 catalogues per week. In particular, 52% of shoppers aged between 18 and 24 read catalogues 1 to 3 catalogues weekly. However, respondents aged over 45 tend to read more catalogues per week, with 30% of shoppers aged between 55 to 64 reading over 10 catalogues per week.



Notes: Sample size of respondents who read catalogues= 448

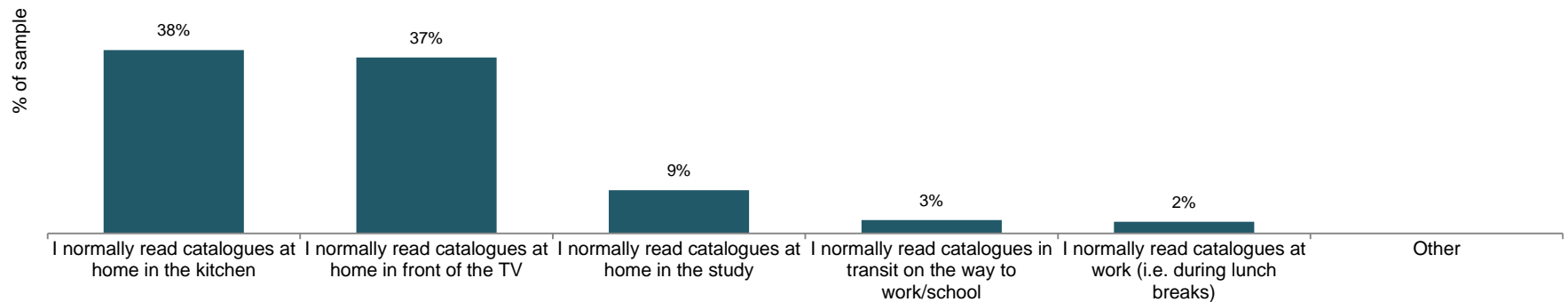
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Catalogue reading locations

Question: *Where do you normally read catalogues?*

Catalogues mostly read at home in the kitchen

The majority of shoppers indicated that they read catalogues at home in the kitchen, followed closely by reading catalogues at home in front of the television.



Notes: Sample size of respondents who read catalogues= 448

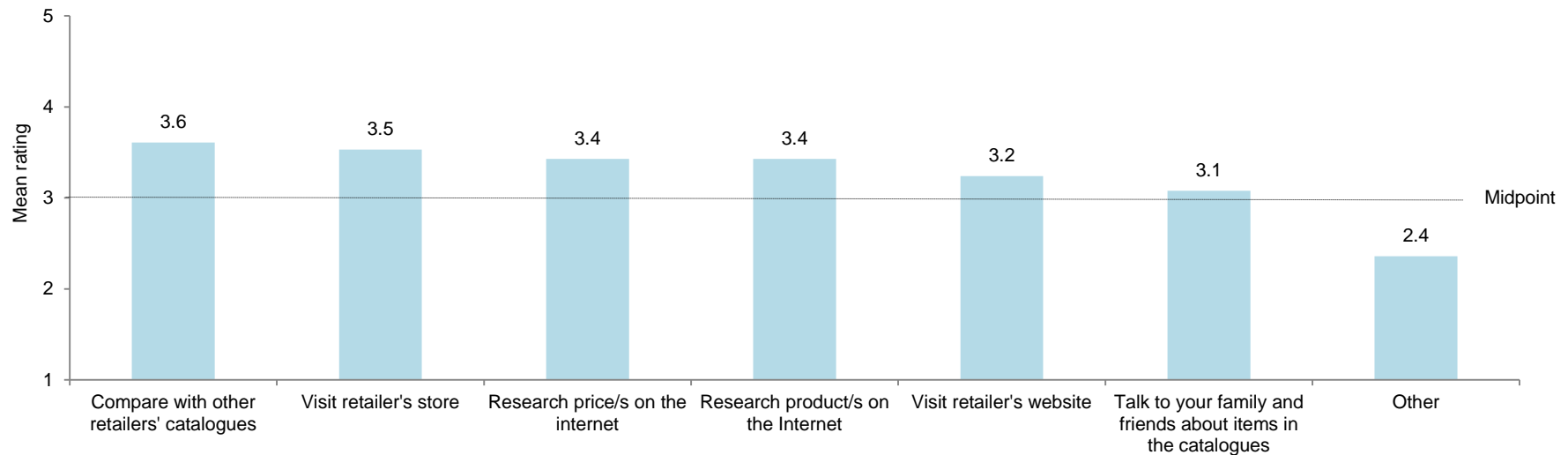
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Catalogues influence on consumer behaviour

Question: After reading a catalogue, how likely are you to participate in the following activities?

Shoppers primarily use catalogues to compare retailers

On average, after reading a catalogue most shoppers will more than likely compare it with other retailer's catalogues. In contrast, they are less likely to talk to family and friends about items in the catalogues. Other activities suggested by respondents included general browsing, checking eBay, making purchases, browsing the Internet, checking mobile apps and window shopping.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Very unlikely' to 'Very likely';.

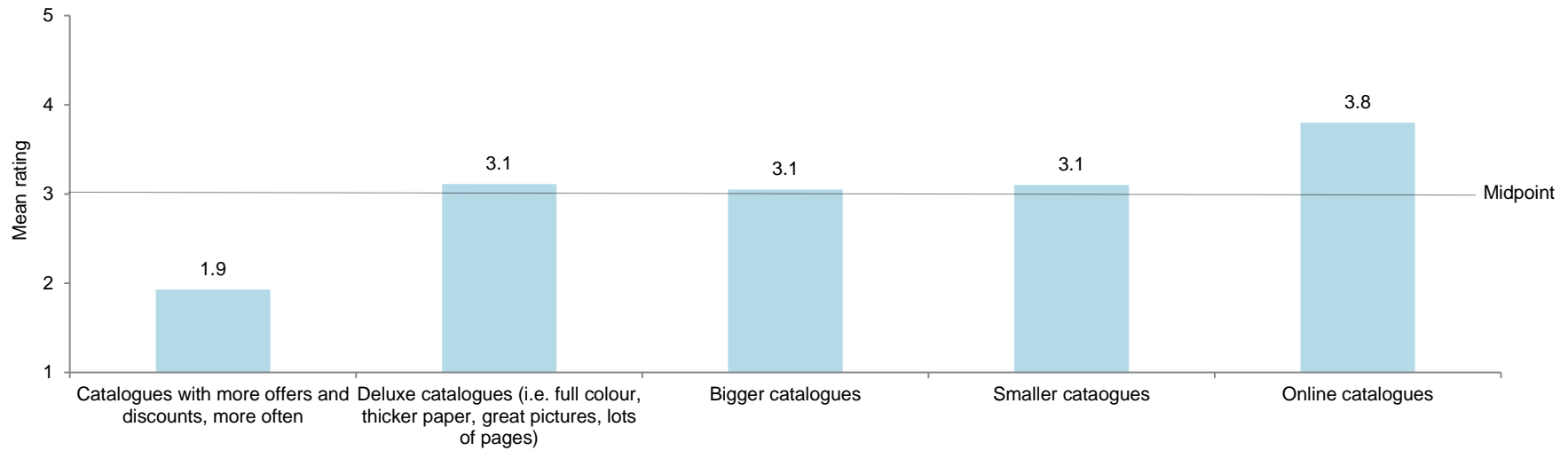
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Preferred style of catalogues

Question: When thinking about catalogues, what do you prefer reading? Please rank each factor in order of importance from 1= preferred the most to 5= least preferred

Shoppers prefer catalogues more frequently and with more discounts

Shoppers ranked catalogues with more offers and discounts, more frequently, as their most preferred style of catalogue. Deluxe catalogues, bigger and smaller catalogues all placed equal second in terms of preference. Online catalogues emerged as the least preferred format.



Notes: Sample size of respondents who read catalogues= 448; Ranked from 1= 'Preferred the most' to 5='Least preferred'.

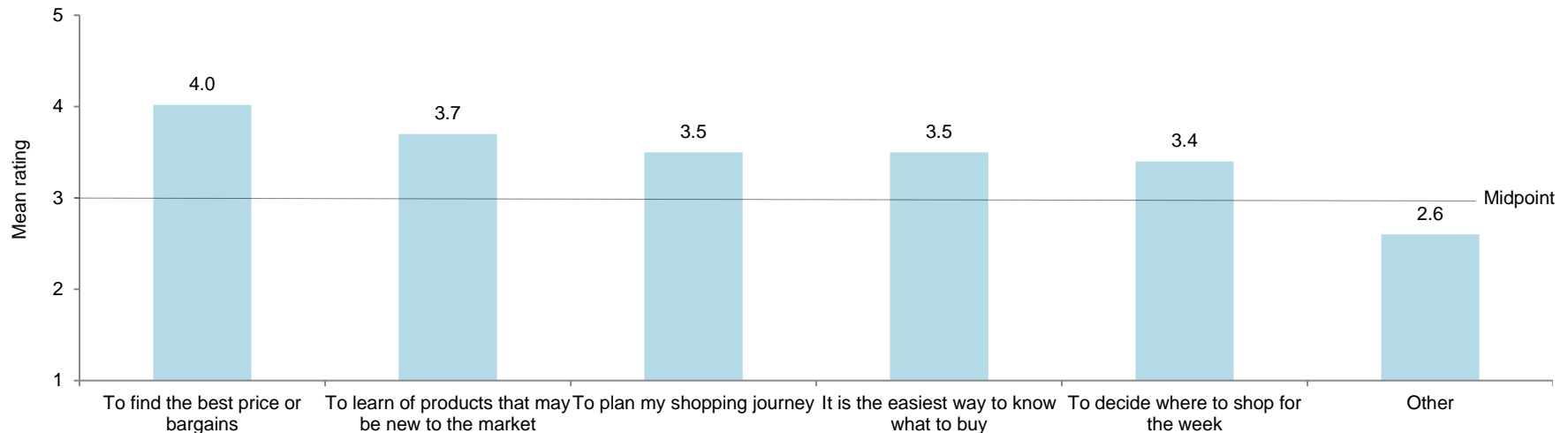
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Reasons for reading catalogues

Question: Why do you like to read catalogues? Please rate your agreement with the following statements on the scale from 1= strongly disagree to 5= strongly agree

Catalogues are mostly read to find the best price or bargains

On average, shoppers choose to read catalogues to find competitive prices and chase bargains. Other reasons for reading catalogues included to fill in time, cure boredom, for enjoyment, to help with budgeting, to see what brands are offering and to plan shopping trips.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Strongly disagree' to 'Strongly agree'.

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Influence of catalogues on brand equity

Research to date in the area of catalogue effectiveness, has predominantly explored the effect of catalogues on purchase intentions of consumers. Whilst catalogues have been shown to improve purchase intentions, little is known as to how catalogues can influence the value of a brand.

This section of the report explores the effect of catalogues on brand equity. Brand equity measures the value of a brand across four dimensions; brand awareness, brand associations, brand quality and brand loyalty. The concept behind these brand equity measures is that consumers' brand awareness and brand associations work together in developing their knowledge about a brand.

This combined with consumers' perceptions of a brand's quality and their loyalty, signals the overall value they place on the brand. Whilst the measures produce an overall brand equity score, they also can uncover how catalogues influence each of the four individual dimensions of brand equity.

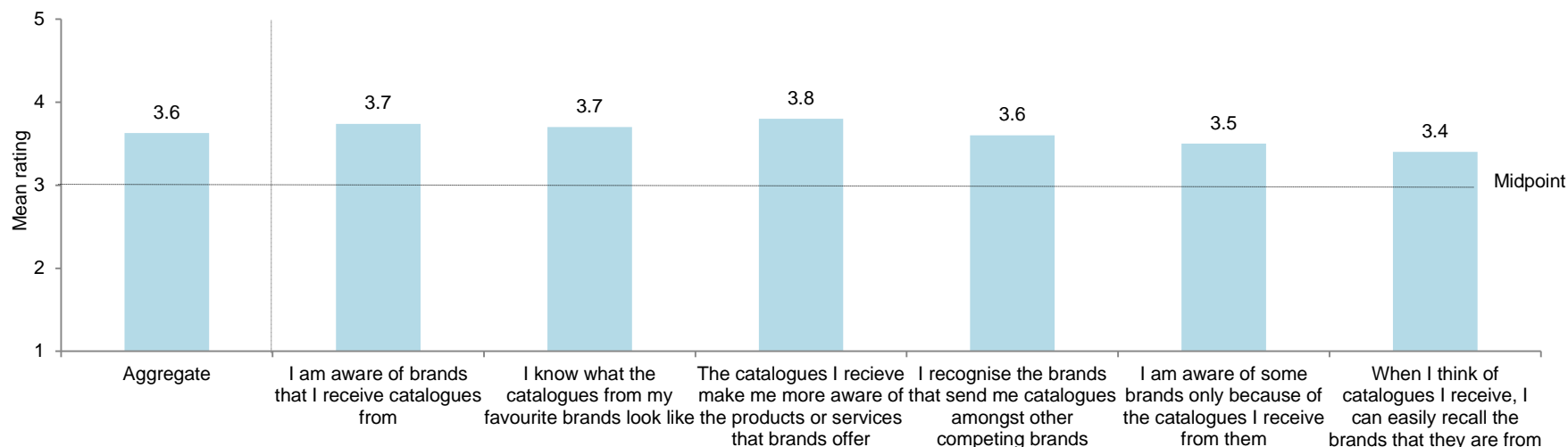
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Influence of catalogues on brand awareness

Question: Please rate your level of agreement with the following statements on the scale from 1=strongly disagree to 5= strongly agree

Catalogues have a relatively strong impact on brand awareness

Overall, the brand awareness of shoppers that receive catalogues was relatively high. Across all measures, catalogues shoppers proved to have a greater than average awareness of the brands they receive catalogues from. Specifically, shoppers' awareness of the products and services that brands offer appears to be strengthened by receiving catalogues.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Strongly disagree' to 'Strongly agree'.

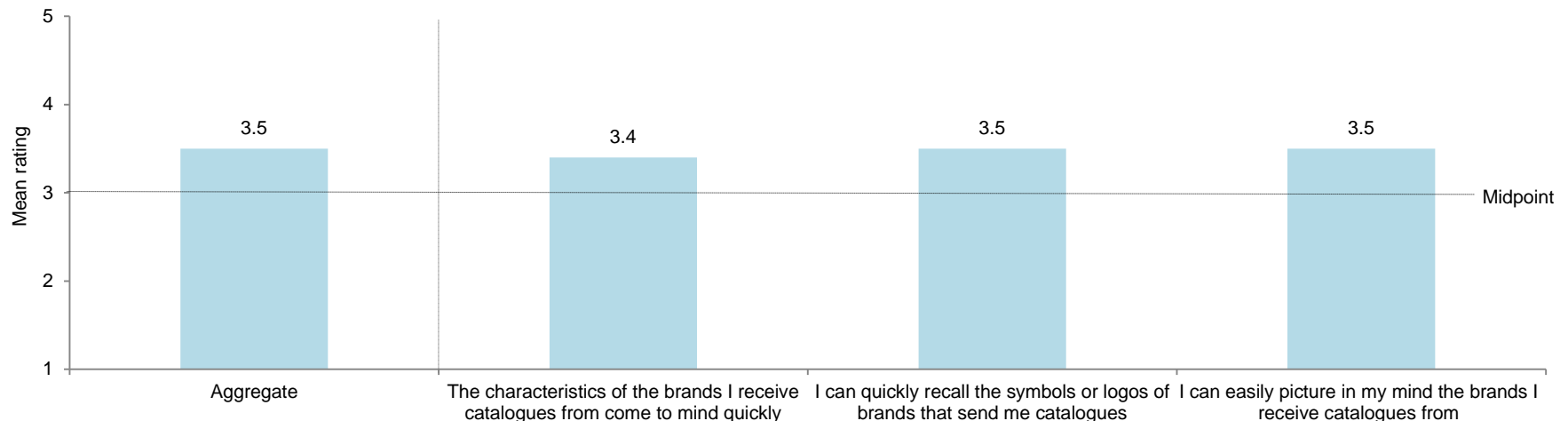
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Influence of catalogues on brand associations

Question: Please rate your level of agreement with the following statements on the scale from 1=strongly disagree to 5= strongly agree

Catalogues help shoppers form brand associations.

Brand associations relate to brand related information shoppers store in their memory; providing meaning about a brand. Overall, brand associations scored relatively high across all measures and did show promising potential in shoppers ability to recognise the brand amongst competitors through receiving catalogues.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Strongly disagree' to 'Strongly agree'.

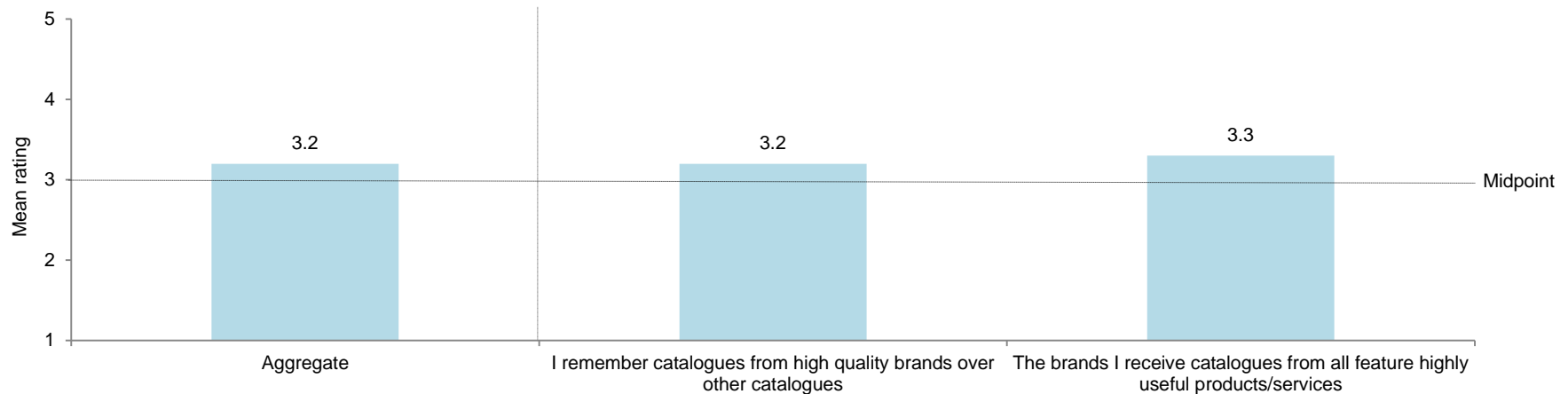
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Influence of catalogues on brand quality

Question: Please rate your level of agreement with the following statements on the scale from 1=strongly disagree to 5= strongly agree

Shoppers rate their perceived quality of the brands they receive catalogues from as above average

The perceived quality of brands who shoppers receive catalogues from was scored as greater than neutral.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Strongly disagree' to 'Strongly agree'.

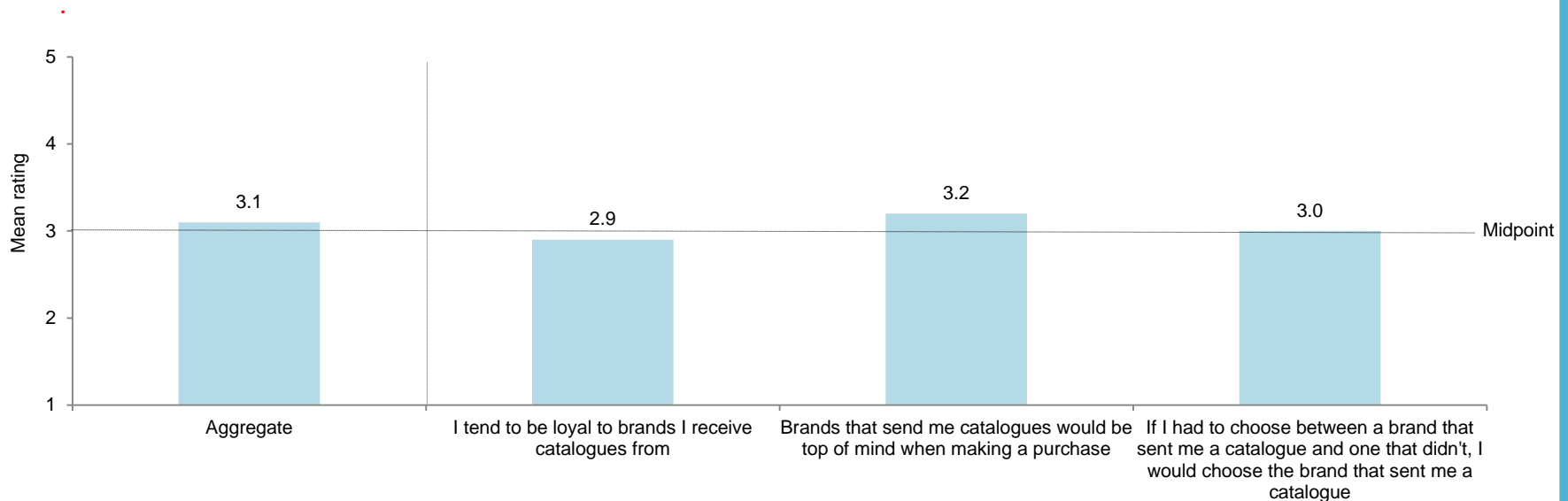
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Influence of catalogues on brand loyalty

Question: Please rate your level of agreement with the following statements on the scale from 1=strongly disagree to 5= strongly agree

Brand loyalty towards brands shoppers receive catalogues from is average

Overall, shoppers have average brand loyalty to the brands they receive catalogues from, potentially given the extent of catalogues they receive. Shoppers have no qualms in changing brands, however brands that send catalogues are more top of mind when making a purchase.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Strongly disagree' to 'Strongly agree'.

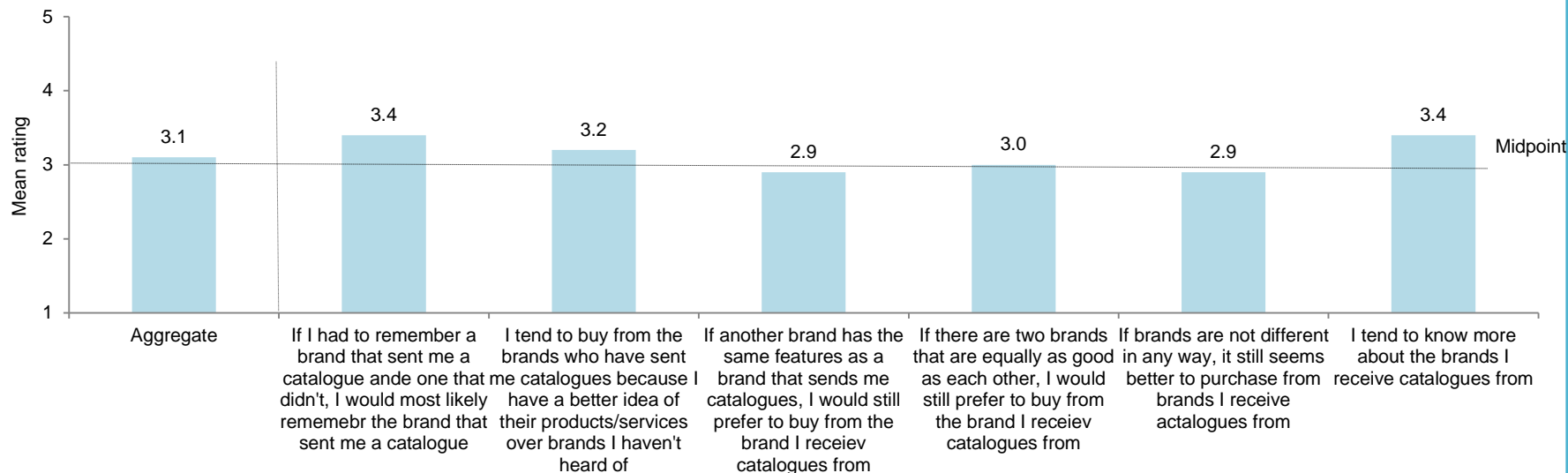
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Influence of catalogues on overall brand equity

Question: Please rate your level of agreement with the following statements on the scale from 1=strongly disagree to 5= strongly agree

Brands who send catalogues have better than average overall brand equity

Overall, brands that send catalogues have a higher than neutral rating for brand equity. Catalogues particularly appear to enhance a shoppers ability to remember a brand and purchase intentions towards the brand compared to their competitors. Shoppers also score highly on knowing more about the brands they receive catalogues from.



Notes: Sample size of respondents who read catalogues= 448; Measured on an 5-point scale from 'Strongly disagree' to 'Strongly agree'.

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