ACRS Shopper Tracker

Wave 10: November 2015

ACRS | 35 YEARS SHAPING RETAIL & SERVICES

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.
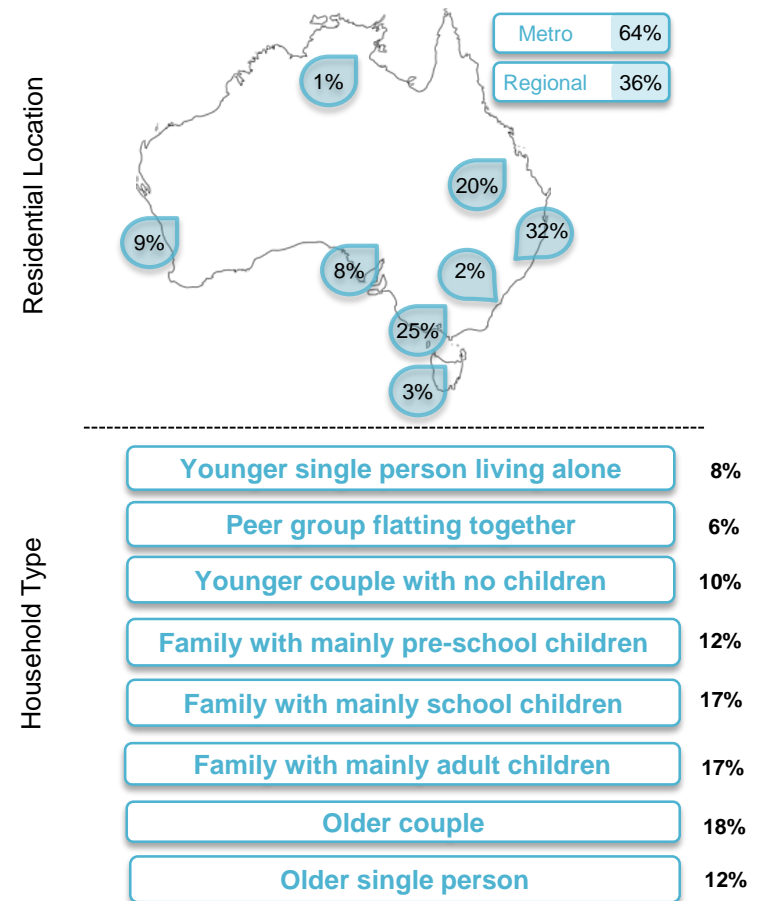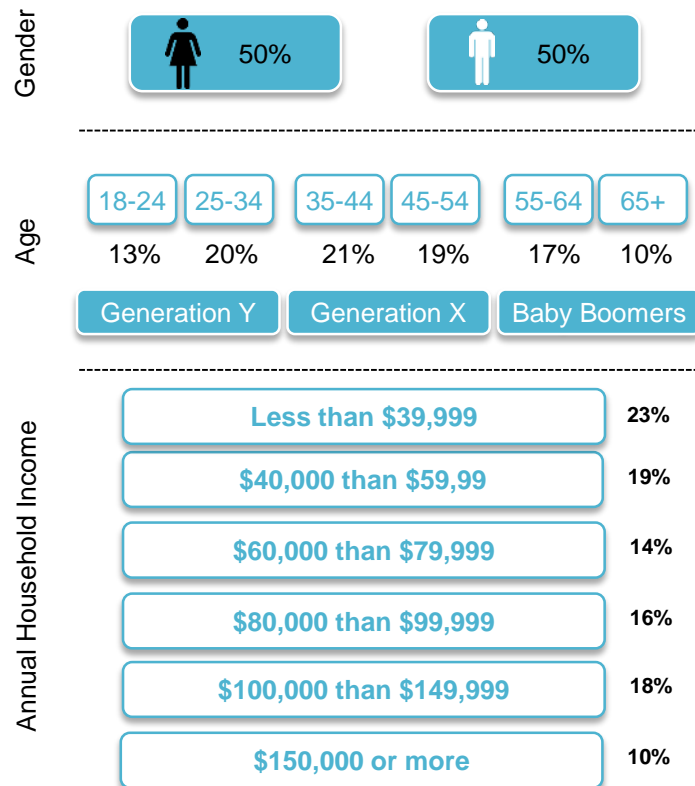
November 2015 is the tenth wave of the ACRS Shopper Tracker with results compared to August 2015.

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

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Overview

Sample

Gender

👩 50% 👨 50%

Age

18-24	25-34	35-44	45-54	55-64	65+
13%	20%	21%	19%	17%	10%

Generation Y | Generation X | Baby Boomers

Annual Household Income

Less than $39,999	23%
$40,000 than $59,99	19%
$60,000 than $79,999	14%
$80,000 than $99,999	16%
$100,000 than $149,999	18%
$150,000 or more	10%

Residential Location

Metro 64%
Regional 36%

1%
20%
32%
9%
8%
2%
25%
3%

Household Type

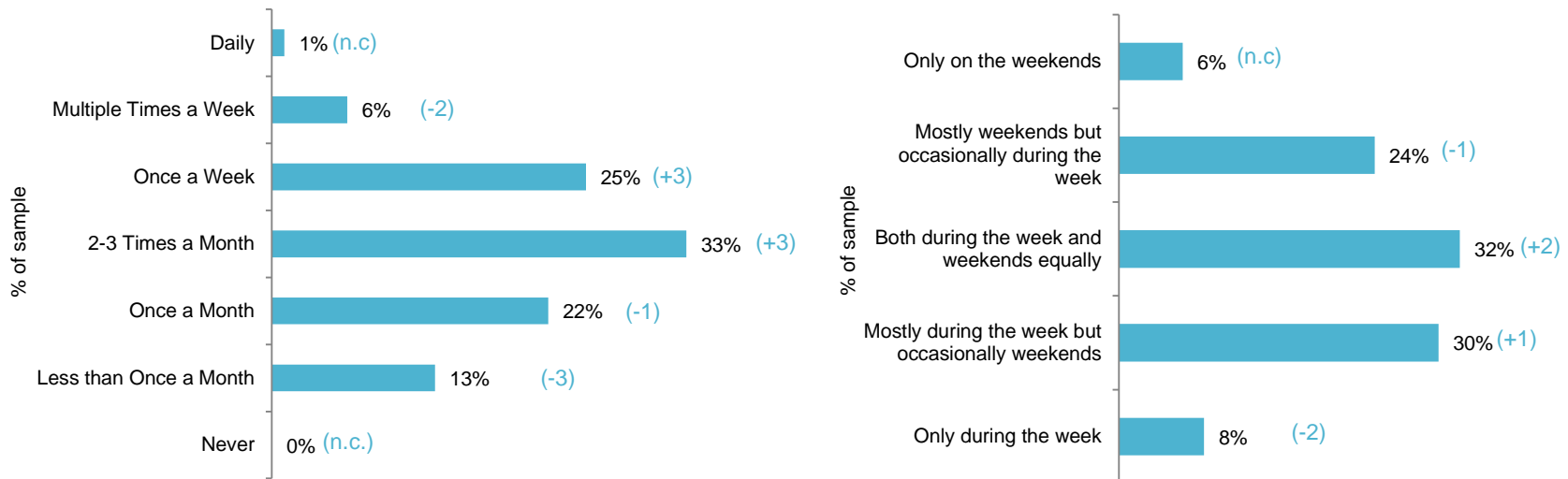|	
Younger single person living alone	8%
Peer group flatting together	6%
Younger couple with no children	10%
Family with mainly pre-school children	12%
Family with mainly school children	17%
Family with mainly adult children	17%
Older couple	18%
Older single person	12%

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BEHAVIOURAL TRACKING

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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?.

This quarter, there was a 3% increase in the proportion of shoppers that shop 'Once a Week'. A 3% increase was also noted in the proportion of shoppers that shop '2 to 3 Times a Month'. In contrast, there was a 2% decrease in those who shop 'Multiple Times a Week'. Minimal differences were present in preferred shopping days, with 'Both during the week and weekends equally' remaining the optimal choice by shoppers.
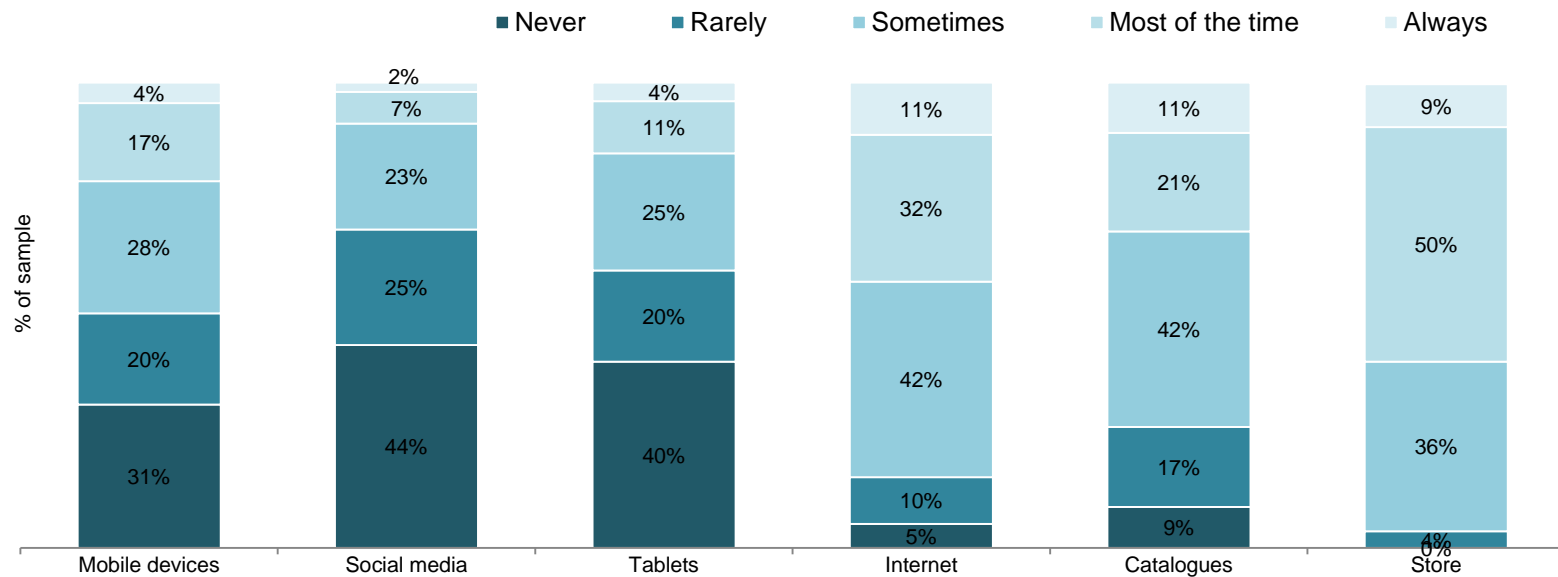

Shopping frequency	%	Change
Daily	1%	(n.c)
Multiple Times a Week	6%	(-2)
Once a Week	25%	(+3)
2-3 Times a Month	33%	(+3)
Once a Month	22%	(-1)
Less than Once a Month	13%	(-3)
Never	0%	(n.c.)

Preferred shopping days	%	Change
Only on the weekends	6%	(n.c)
Mostly weekends but occasionally during the week	24%	(-1)
Both during the week and weekends equally	32%	(+2)
Mostly during the week but occasionally weekends	30%	(+1)
Only during the week	8%	(-2)

Notes: Figures within brackets represent the percentage change since last quarter; n.c = No percentage change.

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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.?)

The physical 'Store' and the 'Internet' remained the most frequently used shopping channels. Catalogues again proved to be a frequently used channel, with 74% of shoppers using a catalogue at least sometimes. Slightly stronger usage of 'Mobile devices' was noted, whilst 'Social media' remained the least used channel by shoppers
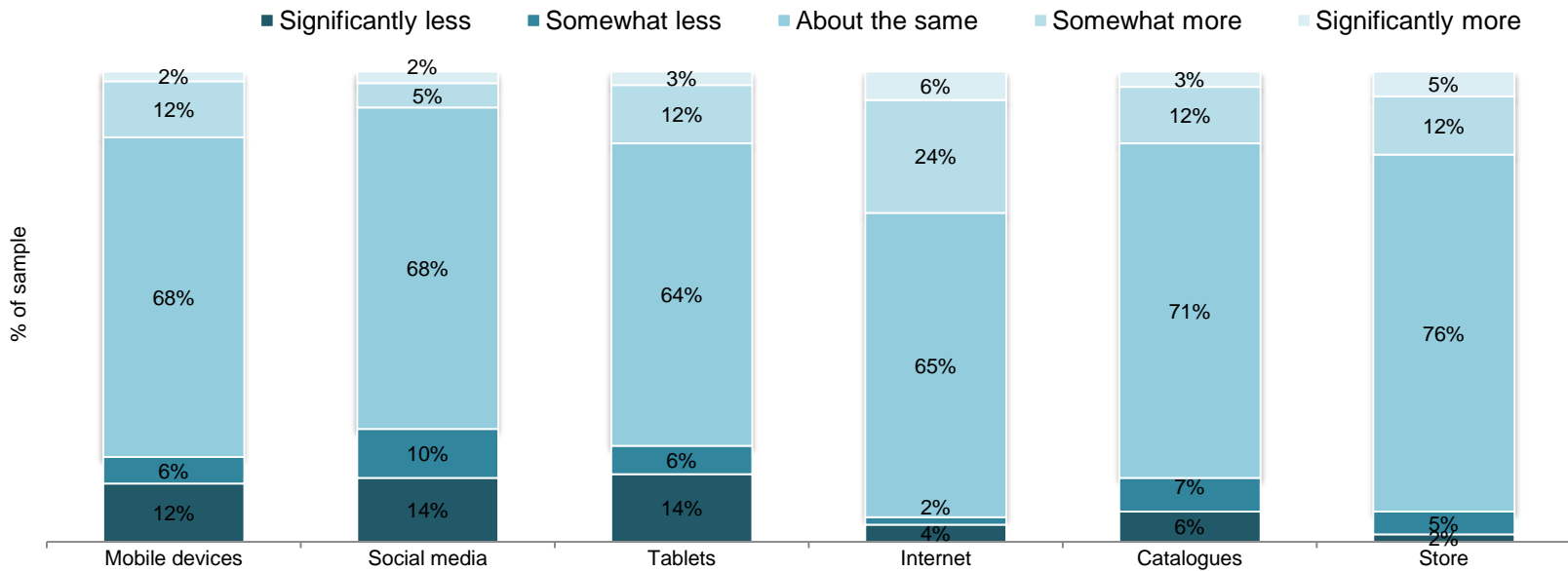

Legend: ■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ Always

% of sample

	Never	Rarely	Sometimes	Most of the time	Always
Mobile devices	31%	20%	28%	17%	4%
Social media	44%	25%	23%	7%	2%
Tablets	40%	20%	25%	11%	4%
Internet	5%	10%	42%	32%	11%
Catalogues	9%	17%	42%	21%	11%
Store	0%	4%	36%	50%	9%

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

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Behavioural Tracking

Channel usage

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

At least 30% of shoppers indicated they intend to use the 'Internet' for somewhat more of their shopping over the next 12 months. In comparison to the previous quarter, shoppers intended use the physical 'Store' and 'Catalogues' over the next 12 months remained relatively stable. Shoppers did however exhibit at least somewhat more interest in using 'Tablets' than the previous quarter.


Legend: ■ Significantly less ■ Somewhat less ■ About the same ■ Somewhat more ■ Significantly more

Y-axis: % of sample

	Mobile devices	Social media	Tablets	Internet	Catalogues	Store
Significantly more	2%	2%	3%	6%	3%	5%
Somewhat more	12%	5%	12%	24%	12%	12%
About the same	68%	68%	64%	65%	71%	76%
Somewhat less	6%	10%	6%	2%	7%	5%
Significantly less	12%	14%	14%	4%	6%	2%

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

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Behavioural Tracking

Channel purpose

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

The physical 'Store' remained the most popular channel for 'Purchasing' (58%), whilst the 'Internet' is still primarily used for sourcing 'General information', 'Specific product information' and 'Specific brand information', 'Keeping up to date with brands/ retailers', 'Product comparison' and 'Price comparison' and 'Store location or choice'. A growing number of shoppers are increasingly using 'Mobile devices' to seek information, compare products and prices, and to make purchases.
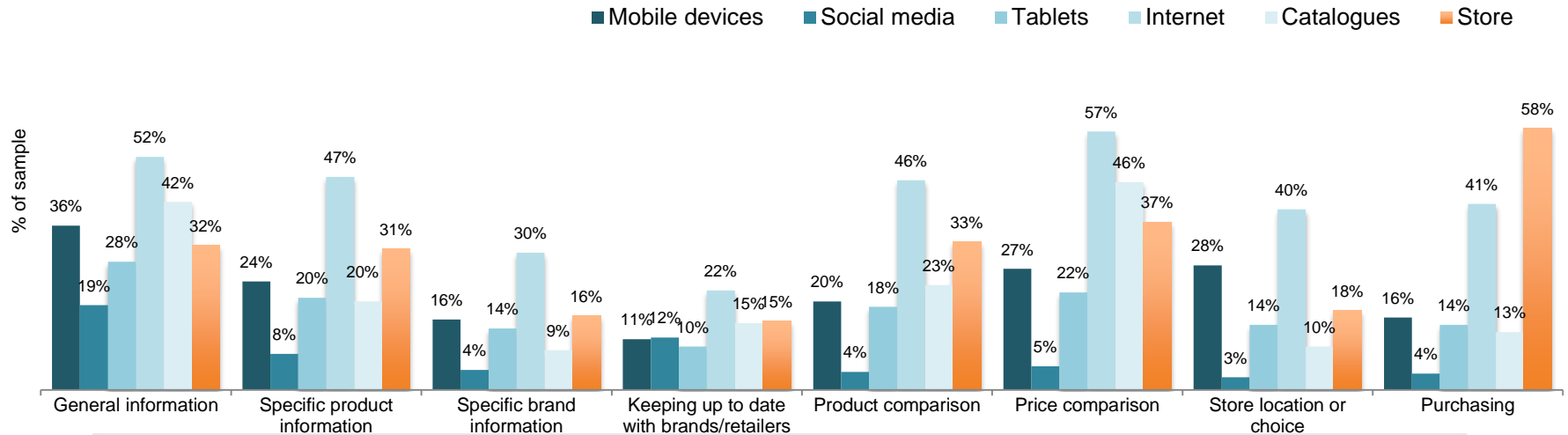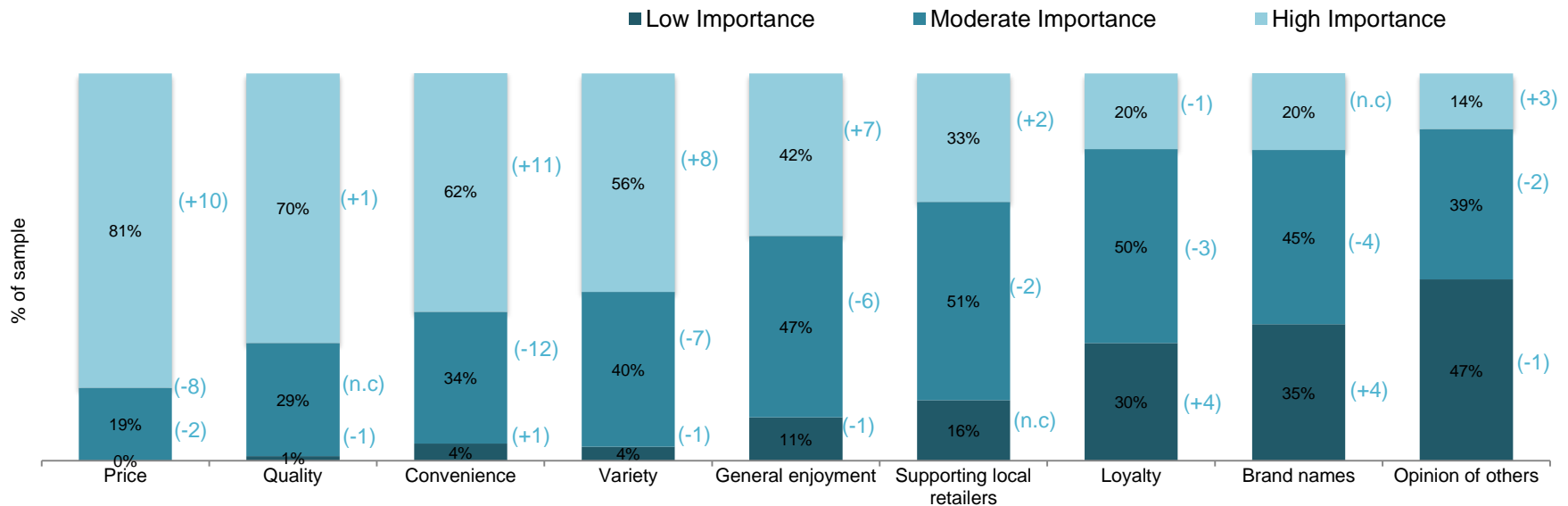

■ Mobile devices ■ Social media ■ Tablets ■ Internet ■ Catalogues ■ Store

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

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Behavioural Tracking

Shopping drivers

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

'Price' and 'Convenience' had the most notable increases over the past quarter, increasing by 10% and 11% respectively. The importance of 'Variety' and 'General enjoyment' also increased, whilst 'Brand names' and the 'Opinion of others' remained of relatively low importance.

Legend: ■ Low Importance ■ Moderate Importance ■ High Importance

Category	High Importance	(change)	Moderate Importance	(change)	Low Importance	(change)
Price	81%	(+10)	19%	(-2)	0%	(-8)
Quality	70%	(+1)	29%	(-1)	1%	(n.c)
Convenience	62%	(+11)	34%	(+1)	4%	(-12)
Variety	56%	(+8)	40%	(-1)	4%	(-7)
General enjoyment	42%	(+7)	47%	(-1)	11%	(-6)
Supporting local retailers	33%	(+2)	51%	(n.c)	16%	(-2)
Loyalty	20%	(-1)	50%	(+4)	30%	(-3)
Brand names	20%	(n.c)	45%	(+4)	35%	(-4)
Opinion of others	14%	(+3)	39%	(-1)	47%	(-2)

% of sample

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:

NOVEMER 2015

ACA Quarterly Tracker

Number of catalogues read

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

The majority of shoppers read between one and three catalogues per month

Over one third of respondents surveyed read at least 4 to 10 catalogues a month. A further 20% will read 10 or more catalogues a month. 88% of respondents read at least one catalogue.
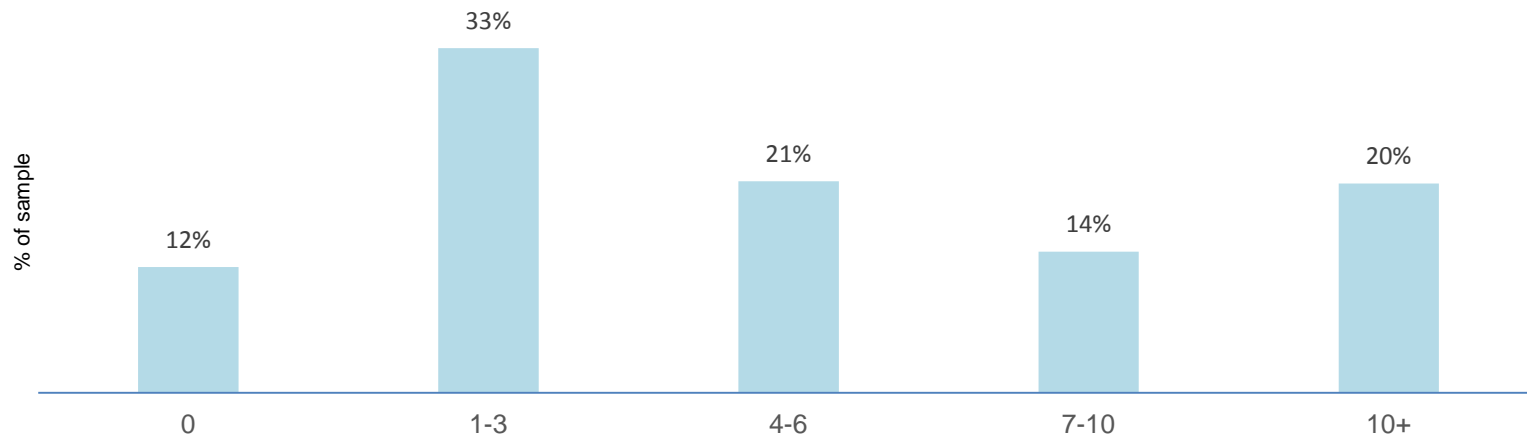
Notes: Sample n=518

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Catalogues presented

Question: Below is an example of a catalogue. Please send some time to look over this catalogue. (Respondents were shown only one of the three catalogue designs).

Catalogue Design 1
'Advertorial'

Catalogue Design 2
'Magazine Style'

Catalogue Design 3
'Sale Focused'
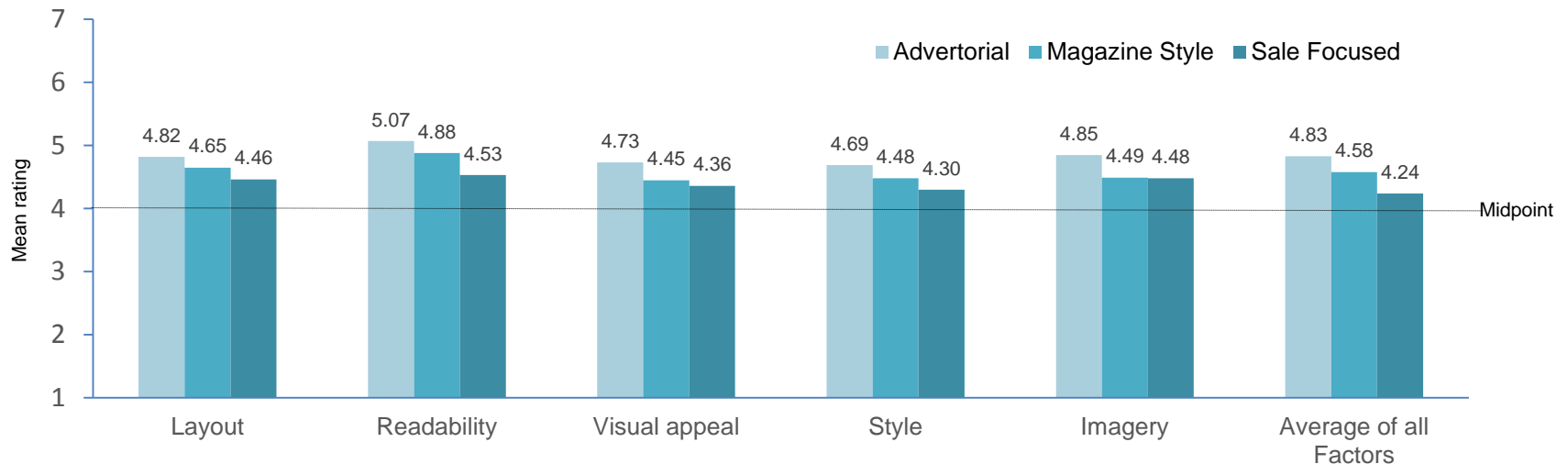
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Consumer design ratings

Question: Regardless of your interest in the product, please rate the following statements about the catalogue on the scale from 1= poor to 7= excellent

The 'Advertorial' catalogue scores the highest on all design factors

Overall, respondents felt that the design elements for the 'Advertorial' style catalogue were the best, particularly for readability, imagery and layout. There were slight differences between the 'Advertorial' and 'Magazine Style' catalogues. There was a significant difference between 'Advertorial' and 'Sales Focused' catalogues.

	Advertorial	Magazine Style	Sale Focused
Layout	4.82	4.65	4.46
Readability	5.07	4.88	4.53
Visual appeal	4.73	4.45	4.36
Style	4.69	4.48	4.30
Imagery	4.85	4.49	4.48
Average of all Factors	4.83	4.58	4.24

Mean rating (Midpoint = 4)

Notes: Sample size per catalogue: Advertorial = 169, Magazine Style = 179, Sale Focused = 170; Measured on an 7-point scale from 'Poor' to 'Excellent';.
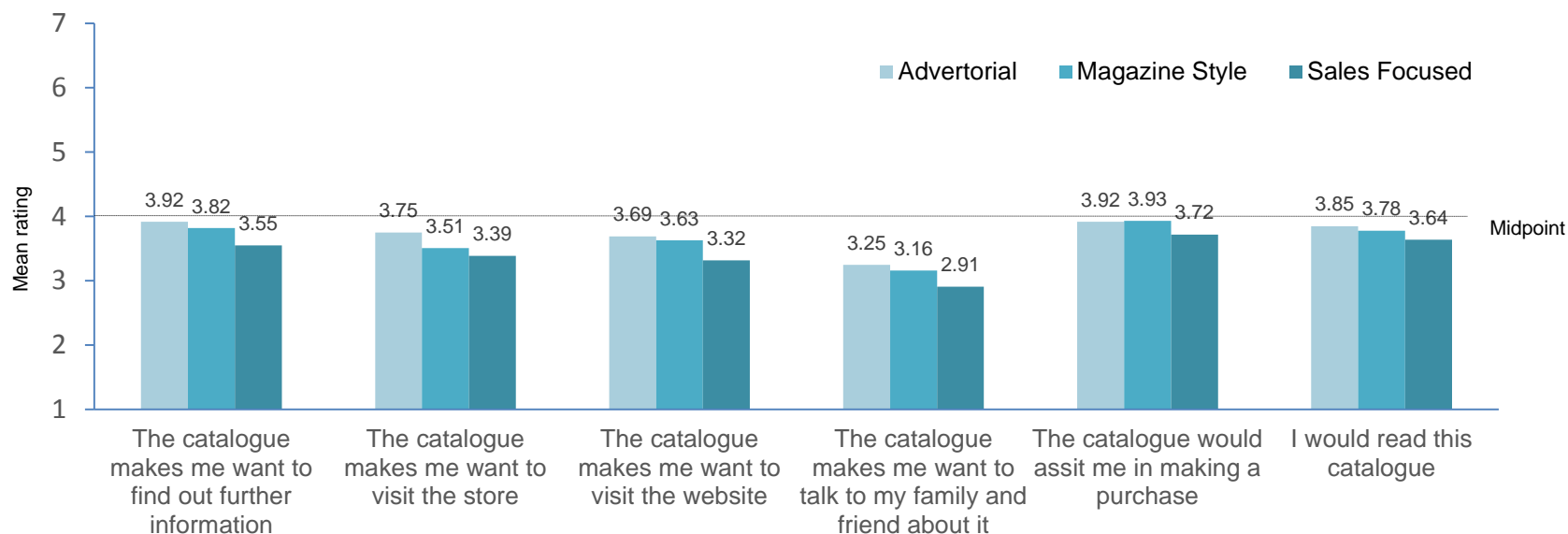
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13

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Catalogues influence on behavioural intentions

Question: Thinking about the catalogue in general (whether you are interested in the product or not), please rate your agreement with the following statements on the scale from 1- strongly disagree to 7= strongly agree.

Shoppers primarily use catalogues to compare retailers

The 'Advertorial' catalogue has the highest impact on consumer behavioural intentions, with 'Magazine Style' coming a close second. One exception is using the catalogue to assist in making a purchase decision, where the 'Magazine Style' proved to be more influential.

Legend: ■ Advertorial ■ Magazine Style ■ Sales Focused

Statement	Advertorial	Magazine Style	Sales Focused
The catalogue makes me want to find out further information	3.92	3.82	3.55
The catalogue makes me want to visit the store	3.75	3.51	3.39
The catalogue makes me want to visit the website	3.69	3.63	3.32
The catalogue makes me want to talk to my family and friend about it	3.25	3.16	2.91
The catalogue would assit me in making a purchase	3.92	3.93	3.72
I would read this catalogue	3.85	3.78	3.64

Notes: Sample size per catalogue: Advertorial = 169, Magazine Style = 179, Sale Focused = 170; Measured on an 7-point scale from 'Strongly Disagree' to 'Strongly Agree'.
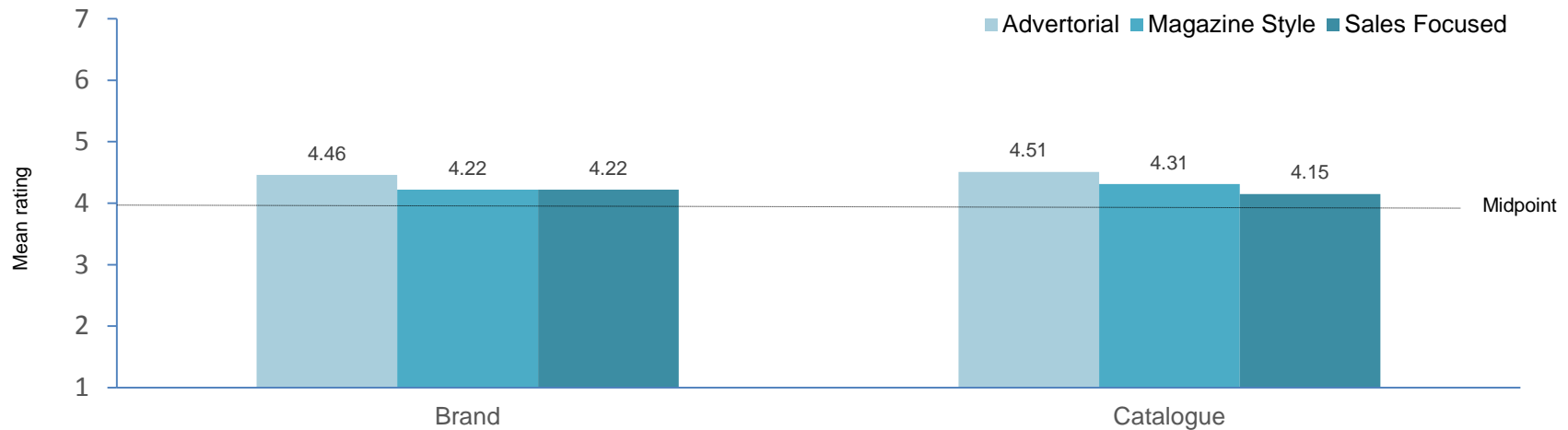
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Catalogues influence on consumer perceptions

Question: Please rate your overall perception of the brand and catalogue on a scale from 1= poor to 7= excellent

Advertorial catalogues influence consumer perceptions the most

There are little differences between perception of the brand based on catalogue type, however there are differences between perception of the catalogue. 'Advertorial' catalogues are perceive as the most favourable, with 'Sales Focused' catalogues the least.

Legend: Advertorial ■ Magazine Style ■ Sales Focused

Brand:
- Advertorial: 4.46
- Magazine Style: 4.22
- Sales Focused: 4.22

Catalogue:
- Advertorial: 4.51
- Magazine Style: 4.31
- Sales Focused: 4.15

Y-axis: Mean rating (1 to 7), Midpoint at 4

Notes: Sample size per catalogue: Advertorial = 169, Magazine Style = 179, Sale Focused = 170; Measured on an 7-point scale from 'Poor' to 'Excellent'.

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Negative perceptions of 'Advertorial' catalogues

Question: You rated your overall perception of the catalogue as poor. What other features would you have like to have seen to improve your overall perceptions of the catalogue?

**Catalogue Design 1
'Advertorial'**

Shoppers would prefer the 'Advertorial' style catalogue to contain more pictures

- The majority of respondents who rated the 'Advertorial' catalogue as poor indicated that they would prefer more pictures and greater visual appeal. The catalogue was frequently described as '*boring*'.

  "A catalogue should display several hero products at the front rather than a specific 20% off promotion. There's only one image. Images are worth a thousand words, so existing text should be accompanied by images."

- Respondents suggested that the catalogue needed to be '*more engaging*' and '*eye catching*', as there were no specific features that captured their attention and enhanced their appeal to read the catalogue.

  "I feel there was not enough in the catalogue to grab and keep my interest."

- A common dislike was the '*lack of products featured*', their prices, and special deals or coupons. Respondents appeared to prefer information over the look of the catalogue.

  "It is a bit one paced and doesn't give any real detail of purchase options aside from the bike. I much prefer ones with more information."

Notes: Total sample size of those who dislike Catalogue 1=78

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Negative perceptions of 'Magazine Style' catalogues

Question: You rated your overall perception of the catalogue as poor. What other features would you have like to have seen to improve your overall perceptions of the catalogue?

Catalogue Design 2 'Magazine Style'

'Magazine Style' catalogues feature too much text

- 'Magazine Style' catalogues were often perceived as *'bland'* and *'unimaginative'*. Negative terms to describe the catalogue included *'unattractive'*. *'garish'* and that it *'looks cheap and nasty'*.

  "The catalogue needs to be more stylish. The logo looks old. The colours are boring. Needs more inventive imagery."

- The amount of words on the catalogue was also disliked by respondents. Many believed the catalogue to be '*too busy*', with '*too much large writing*' and '*hard to read*'.

  "Bolder, clearer writing. The word sale should stand out, instead its quite difficult to see. The fonts are boring and unappealing too. Need to be bolder to catch the eye."

- '*Price*' and '*product*' also emerged as key features respondents would like to see more on in 'Magazine Style' catalogues.

  "No real important details were provided. Lots of words but not enough information, like what type of bike, male, female, exclusive, cheap bike etc."

Notes: Total sample size of those who dislike Catalogue 1=101

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Negative perceptions of 'Sales-focused' catalogues

Question: You rated your overall perception of the catalogue as poor. What other features would you have like to have seen to improve your overall perceptions of the catalogue?

**Catalogue Design 3
'Sale Focused'**

'Sales-focused' catalogues are perceived as 'cluttered' and 'unappealing'

- The primary concern with 'Sales-focused' catalogues is the layout and design. Respondents felt that the catalogue had '*too much going on*' and an '*overpowering background*'.

    "The background takes away from the printed material."

- Respondents also found it more difficult to read the text as the background as it featured '*too many competing patterns*'. Many believe the clarity of the text and pictures to be poor with one suggesting '*less is more*'.

    "To be able to read the words with ease. I would just bypass it as it makes my eyes feel funny with all the stripes. I can read it but I focus way more on the words, not the statements."

- Given the background was more '*visually cluttered*' and '*distracting*', the graphics appear to overpower the pictures. Respondents noted they would like to see '*more variety*' and '*larger*' of pictures to make the catalogue stand out and '*make you want to open it*'.

    "Top of the page too wordy, too many words throughout in general. Pictures too small. It looks a lot like a Myer catalogue layout which I really dislike. Visually unappealing and trying too hard to look young and fresh, when in reality it looks stale and incredibly overpriced."

Notes: Total sample size of those who dislike Catalogue 1=100

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18

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