

ACA

QUARTERLY TRACKER: NOVEMBER 2015

ACRS

35 YEARS
SHAPING RETAIL
& SERVICES

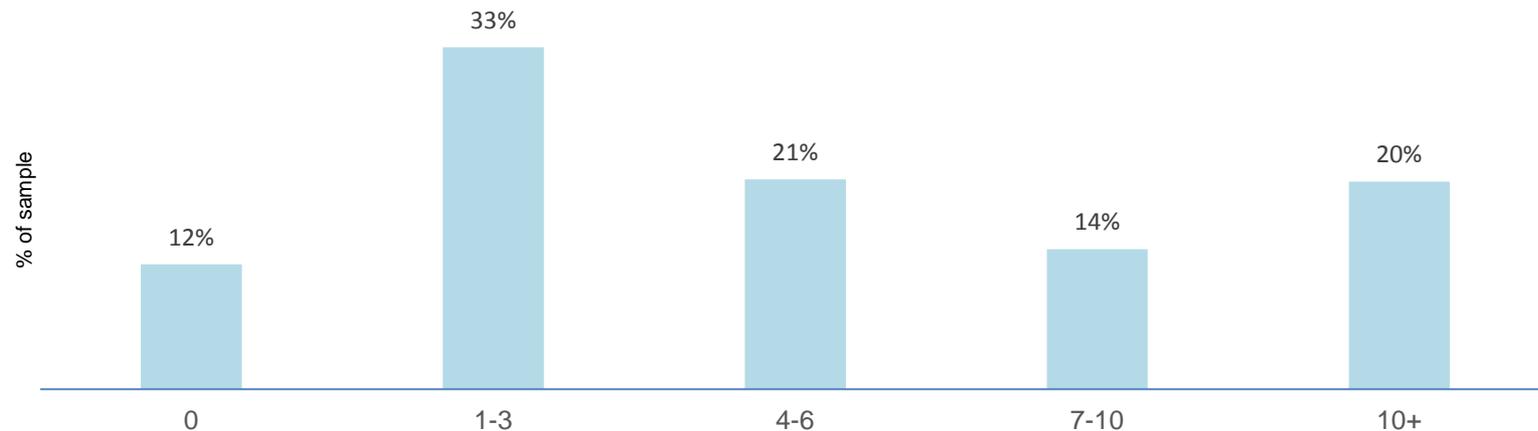
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Number of catalogues read

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

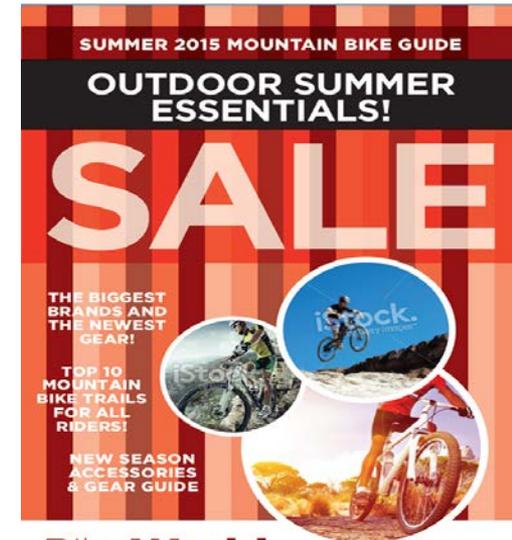
Question: Below is an example of a catalogue. Please send some time to look over this catalogue.
(Respondents were shown only one of the three catalogue designs).



Catalogue Design 1
'Advertorial'



Catalogue Design 2
'Magazine Style'



BikeWorld

Catalogue Design 3
'Sale Focused'

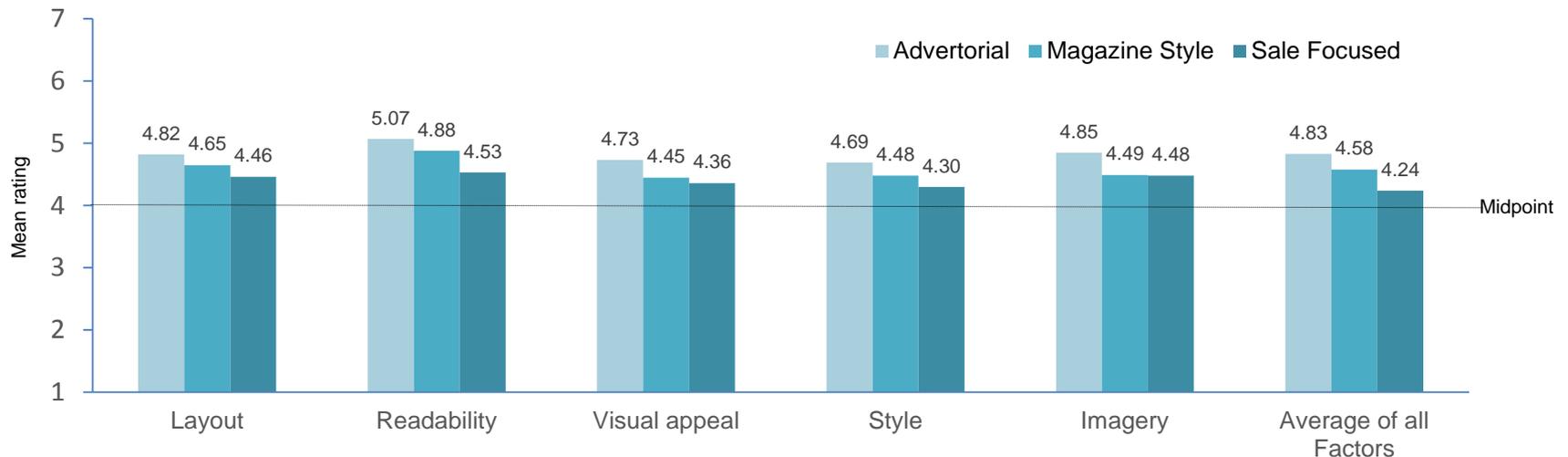
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Consumer design ratings

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.



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

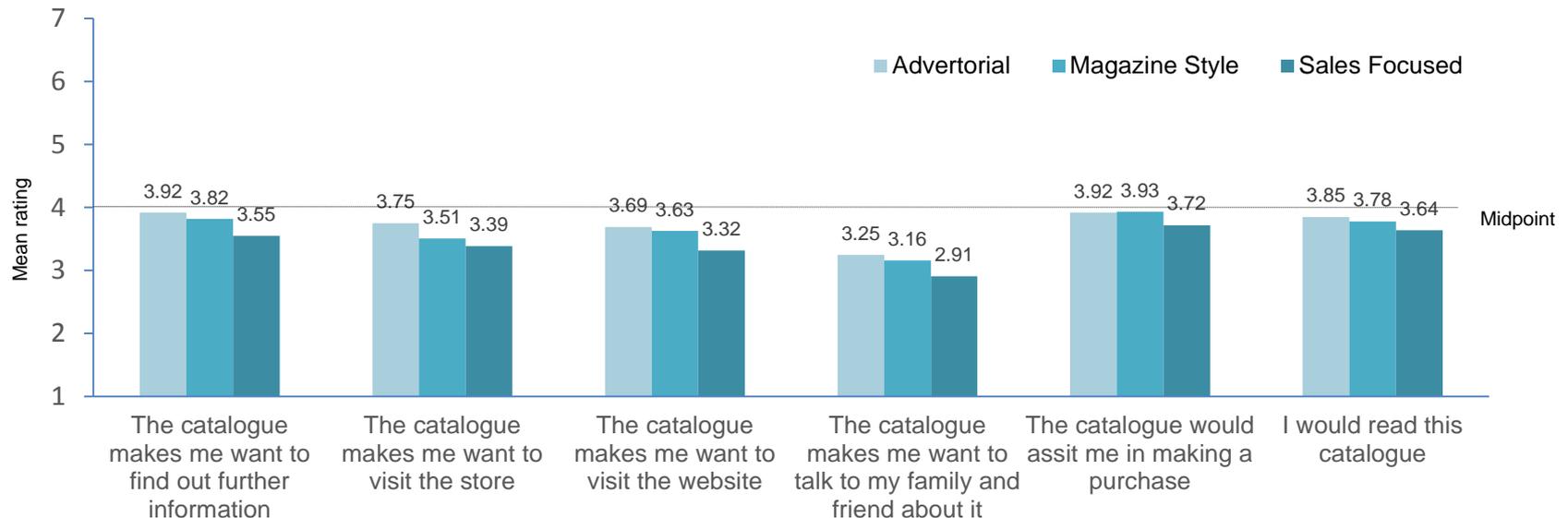
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Catalogues influence on behavioural intentions

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.



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'.

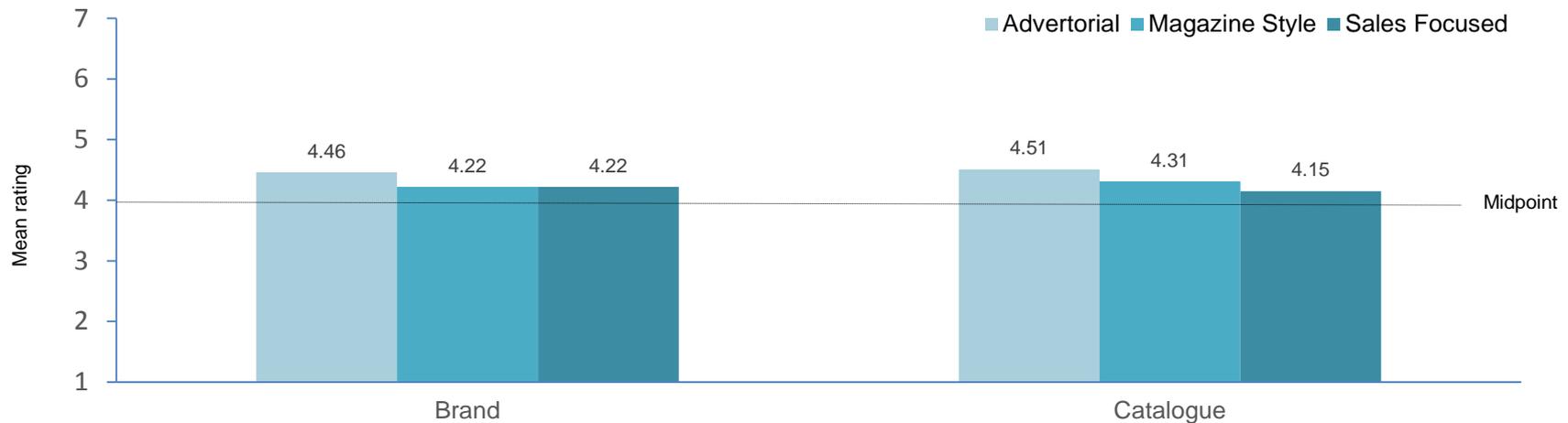
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Catalogues influence on consumer perceptions

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 perceived as the most favourable, with 'Sales Focused' catalogues the least.



Notes: Sample size per catalogue: Advertorial = 169, Magazine Style = 179, Sales Focused = 170; Measured on a 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

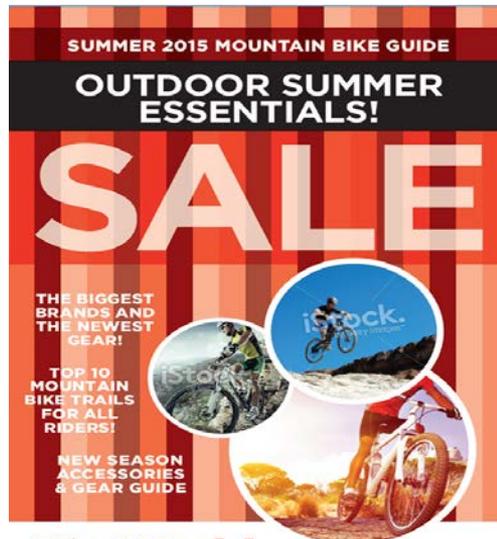
- 'Magazine Style' catalogues were often perceived as 'bland' and 'unimaginative'. Negative terms to describe the catalogue included 'unattractive', 'garish' and that it 'looks cheap and nasty'.
"The catalogue needs to be more stylish. The logo looks old. The colours are boring. Needs more inventive 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?



BikeWorld

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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