

Survey: print catalogues trump digital

THE latest issue of the ACRS Omnibus Survey Results reports that print catalogues are still preferred by respondents despite a rise in their digital counterparts.

According to ACRS 54 per cent of Australians prefer print catalogues over digital catalogues which only scored 19 per cent of the vote.

In recent months numerous digital catalogue providers like smartphone app Trolley

Saver have cropped up, offering consumers an alternative catalogue experience.

However according to ACRS, the take-up of digital catalogues has not been as swift as previously assumed.

The survey results found that 40 per cent of the Australian's who preferred digital catalogues say it is because they can access particular catalogues they do not receive in their letterbox.

Australasian Catalogue

Association CEO Kellie Northwood says both types of catalogues provide similar content, but using different portals and offer different benefits to the consumer.

She explains, "Shoppers report a stronger emotional connectivity, or preference, to printed catalogues, however the functionality of sourcing additional information via digital catalogues is also a behavioral indicator.

"Both responses from shoppers indicate the strength of each output- print holds stronger trust, engagement and emotional triggers, digital holds responsive, quick and functional triggers."

PMP is one of Australia's biggest catalogue printers. In February it reported its retail print contracts were facing competition due to strong pricing, and reported a 4.3 per cent fall in catalogue printing.