

# DEPARTMENT STORES

Department stores are an 18-billion-dollar industry in Australia, offering a wide range of consumer goods in different product categories. The increase of money conscience Australians, department store catalogue offer shoppers a variety of communication material delivering weekly updates to guide, educate and engage customers with well-developed product management.



When exploring in-store or online purchasing, 59% of recipients said they could walk away with the product that day making it more convenient when buying from the store and 58% of recipients said they could feel the product before they buy it.



of part-time employees make special trips to the store once they view a department store catalogue. In addition to the path-to-purchase, readership of catalogues trigger action. With readership and action behaviours aligning within a few percentage points, this is a substantial investment incentive for retailers across the department store sectors.



Source: Roy Morgan Research / ~ 2,000 Quant #2 / November – December ' 18

# AUSTRALIAN POPULATION

## RETENTION

Research shows catalogues and letterbox media are retained for the sales period advertised, however look-book or seasonal catalogues, with stronger brand content, are kept for future reference within the home and shared amongst the household. Retailers could use this input when considering their catalogue campaigns, with 'sales' regular catalogues supported by seasonal brand books that are retained throughout the year.

# 2.5 WEEKS

*On average catalogues are retained within the Australian home for 2.5 weeks.*

## SHARE-ABILITY

The share-ability of catalogue and letterbox media is an insight that was unexpected at the commencement of this research project, whether sharing gift ideas for Birthdays, Christmas or Mother's Day, Australians talk about what they see in catalogues with each other. In fact, 40% of readers share within private social media, SMS or chat groups)

# 4.1M

*Australians tell a friend or family member about things they've seen in a catalogue.*

## SECONDARY READING

4.4M Australians shared a hard copy catalogue with a family member or friend in the last seven (7) days.

# 1 in 3

*Australians share hard copy catalogues.*

Source: Roy Morgan Research / ~ 2,000 Quant #2 / November – December ' 18