SIMPSONS-SEARS CATALOGUE
MADE IN SASKATOON

STEPHEN GEORGE BACHYNSSY
1970
SIMPSONS-SEARS CATALOGUE IMAGE

IN SASKATOON

A Thesis
Submitted to the Faculty of Graduate Studies
in Partial Fulfilment of the Requirements
for the Degree of
Master of Business Administration
in the Department of Marketing

by
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CHAPTER I
INTRODUCTION

1.1 Statement of the problem

Department stores present a package of goods, services, and atmosphere to their customers. The package, that the merchant believes he is offering to his potential customers via his communications mix, may not be the same package that the potential customer sees for himself. The merchant feels that he has advertised the features of his merchandise and store which will attract the potential customers. However, what attracts the customers may be an item which the merchant has not seen as an important component of the package. This component is seen as part of the package by the potential customer as a result of his experiences, and as a result of the experiences of others with whom he is familiar. Some of these unknowns are 1) the general reputation of the store, 2) the taste and style of the advertising, 3) the knowledge and politeness of the employees of the store, and 4) the convenience or difficulty encountered when shopping at the store.

No matter whether these elements are easily defined or whether they are vague concepts, they are real factors which, unrecognized by the merchant, have varying degrees of meaning and importance for the customers. Each factor takes
on a meaning and importance which is peculiar to the individual. The summation of all these factors will determine the mental image of the store which exists in the mind of the individual.

As an example, one customer may feel that a store has an excellent reputation for the handling of complaints, while another customer may feel that the store is unwilling to make adjustments for damaged merchandise and, in this way, is unfair to the customer. In terms of the situation, it is not important which impression is the more accurate. Indeed it is debatable whether any member of the consuming public has an "accurate impression." Accurate or not, within the mind of the consumer there remains an impression, however, which will have some bearing on the relationship between the individual and the store.

This thesis is an exploratory investigation of the image which Simpson-Sears' mail-order operations have made on a selected group of regular catalogue customers in the Saskatoon area. This "catalogue image" will be examined with respect to selected socio-economic characteristics of the study group. Those factors of catalogue sales which are indicated by the study group to be of importance will be used finally to make recommendations to the company.

1.2 The definition of image

An examination of the available literature dealing with retail image has not produced a clear and concise
definition which can be applied to general situations. A recent article in the *Journal of Marketing* states:

"Characteristically 'image' has been conceived as an intangible 'something,' a vague, amorphous, virtually immeasurable phenomenon. The concept 'retail store image' has often been imbued with the same qualities."¹ Possibly the most workable definition is that presented by Pierre Martineau in the following way:

"Clearly there is a force operative in the determination of a store's customer body besides the obvious functional factors of location, price ranges, and merchandise offerings. I shall show that this force is the store personality or image - the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes."²

Regardless of the lack of a thoroughly acceptable definition, retail store image is considered to be an important factor influencing customer patronage. It is suggested that the merchant is actively attempting to create a favorable image and that the academician is attempting to suggest the best manner in which to do this.³


six times compared with total retail sales which increased ten times. The market share of department stores declined from 12.9 per cent in 1930 to 8.5 per cent in 1966 (see Table 1.1). If there is excluded from retail trade those items which department stores do not normally sell, the market share held by department stores decreased from 16.4 per cent to 11.6 per cent, a more modest but still substantial decrease (see Table 1.2).

A study conducted in the United States concluded:

"Department store management for the most part has been aware of the declining competitive position of their stores. Yet in many cases, attempts to correct the situation have been postponed or never undertaken. This apparent apathy can probably be explained by the increasing dollar volume...(of) department stores. This has evidently met with satisfaction in most cases. However, management of the more alert and progressive department stores have been and still are concerned with the loss of their competitive positions in the economy and have taken positive steps to alter this trend."7

Table 1.1 Department Store Sales as a Percentage of Total Retail Sales, by Province, Canada, 1930, 1941, 1951, 1961, and 1966

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<thead>
<tr>
<th>Province</th>
<th>1930</th>
<th>1941</th>
<th>1951</th>
<th>1961</th>
<th>1966</th>
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<td>Newfoundland</td>
<td>N/A</td>
<td>N/A</td>
<td>10.9</td>
<td>11.2</td>
<td>8.7</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>16.1</td>
<td>15.3</td>
<td>9.1</td>
<td>9.6</td>
<td>8.6</td>
</tr>
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<td>Nova Scotia</td>
<td>8.3</td>
<td>9.6</td>
<td>7.6</td>
<td>7.2</td>
<td>6.9</td>
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<tr>
<td>New Brunswick</td>
<td>15.9</td>
<td>9.7</td>
<td>6.5</td>
<td>6.3</td>
<td>5.7</td>
</tr>
<tr>
<td>Quebec</td>
<td>9.8</td>
<td>8.2</td>
<td>6.8</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Ontario</td>
<td>12.2</td>
<td>10.3</td>
<td>7.5</td>
<td>7.6</td>
<td>7.7</td>
</tr>
<tr>
<td>Manitoba</td>
<td>26.2</td>
<td>20.0</td>
<td>15.3</td>
<td>15.2</td>
<td>13.9</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>10.0</td>
<td>10.8</td>
<td>7.8</td>
<td>7.9</td>
<td>6.7</td>
</tr>
<tr>
<td>Alberta</td>
<td>14.0</td>
<td>12.6</td>
<td>10.2</td>
<td>11.3</td>
<td>11.0</td>
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<tr>
<td>British Columbia</td>
<td>16.9</td>
<td>15.4</td>
<td>12.3</td>
<td>14.2</td>
<td>14.3</td>
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<tr>
<td>Canada, total</td>
<td>12.9</td>
<td>11.0</td>
<td>8.5</td>
<td>8.6</td>
<td>8.5</td>
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*aIncludes Yukon and Northwest Territories

The Canadian situation is thought to be similar. Some Canadian department stores are attempting to increase their market share of the total retail sales by broadening their product lines, and by attempting, for example, to lessen the customer's disinclination for downtown shopping. In brief, they are trying to hold the loyalty of their customers. In order to do this, the stores must examine the image which is presented to the public.

1.4 The nature of retail image

One of the many methods used in seeking to hold the loyalty of present customers is to evaluate the image which the customers indicate they would prefer. Attempts may then be made to change the present image to the preferred image. This is known as "image research."

W. B. Weale indicates that image is important, because it becomes more vital in determining what merchandise people will buy and where they will buy it, as the merchandise carried by various distributors becomes more similar. For this reason, the store must be able to determine the image which it conveys to potential consumers, and it must be able to determine the kind of image which these people would

judge to be more favourable. Buying, pricing and, in fact, all operations within the store should then be directed to achieving the more favourable image, bearing in mind that there is some limit beyond which this strategy would become impractical. Once management recognizes the importance of creating a favourable image, it follows that it must accept the responsibility for periodically measuring its store image.

What can market research tell us about image? Weale points out that a high percentage of many stores' sales is made up of repeat business. The future of a store is thus dependent, to a large extent, on how well it meets the standards evolved by the consumer over the length of his patronage of that store. Within the framework of price, quality, and service, the consumer forms a concept of the image which the store presents. The store may present an image which is favourable or it may present an image which is unfavourable.

This image may be thought of as a measure of the status and class of the establishment. The customer will have arrived at, over some period of time, an image of herself which can be rated on the same scale as the store image. Weale suggests the consumer will compare the image which she has of the store to the image which she has of herself. The tendency is for her to prefer to deal with
those establishments which have roughly similar ratings to her own. It is these stores in which she will feel most comfortable.

Should the self image differ from the store image, it is possible that the consumer may increase her self image by shopping at the store with the more favourable image for her or, conversely, she may decrease her image by shopping at the store with the less favourable image, as far as she is concerned. That is, association with a store will tend to change the self image in the direction of the store image. Strong inducements such as price, convenience, or necessity are required if the customer is to "down-trade" her image.

Fisk warns of the limitations of this approach.9 He states that image research succeeds only if it increases the number of prospective customers. In his model, image interacts with conditions in which the customer is enabled to behave in a particular manner in tune with a psychological environment which helps her to select her patterns of purchasing behaviour. Retail image is regarded merely as one of many influences governing the purchasing behaviour of the individual. The differences in relative strengths

of the component elements of the physical and psychological inputs would then account for the actions which are contrary to those expected from favourable store image responses.

The writer offers, as an illustration, the case where high income Torontonians shop at discounters, and mix with those customers who are limited in their purchasing power. In these circumstances, any individual is classed as a potential customer if she has need of some article of merchandise, if she is willing to purchase from a particular outlet which has a particular image in her mind, and if she has the physical and economic ability to purchase. As in the Weale model, the customer may cease to be a potential customer should the retailer change the environment (and image) by manipulating price or any other variable.

Kunkel and Berry prefer to think of image in a behavioural theory context. The behavioural theory of image deals with the mechanics of image formation and maintenance. In its simplest form, this theory states that most behavioural patterns are learned. That is, if past experience with a store has been pleasant then the individual will be encouraged to repeat any association

with the store because she will expect these future associations to be pleasant.

An example will indicate how the theory can be used by the merchant. Assume that an individual arrives in a city in which she is not familiar with any department store. As the individual comes to need particular items of merchandise, she will shop within some store and will have only tentative expectations. Depending on her state variables, societal and subcultural norms, and on her experiences within the store, Kunkel and Berry say that, from the customer's sub-conscious point of view she will be rewarded or punished.

The consumer will develop an image of the store based on the totality of her experiences. As discussed earlier, the form which the image will take will depend on the relative importance of the values which the customer places on the elemental components of image. The merchant obviously must strive to make the experience pleasant in order to produce a favourable image. In this general manner, marketing research can give guidelines to indicate which elements should be manipulated by the merchant.

1.5 Applicability to mail-order houses

Department stores may be defined as:
Retail establishments carrying a general line of apparel such as suits, coats, dresses, and furnishings; house furnishings such as furniture, floor coverings, curtains, draperies, linens, and/or major household appliances; and housewares such as table and kitchen appliances, dishes, and utensils. These and other merchandise lines are arranged in separate sections or departments with the accounting on a departmentalized basis. The departments and functions are integrated under a single management.\textsuperscript{11}

Mail-order houses may be defined as "establishments maintained by department stores for the purpose of taking or filling orders by mail."\textsuperscript{12}

When based on these definitions, the previous discussion concerning department stores is also applicable to mail-order houses. While it would be desirable to have sales figures dealing only with mail-order operations, such figures are not available. It is felt, however, that Table 1.1 and Table 1.2 are acceptable as a basis for observing the general decline of the market share of department stores. It is realized, of course, that this market decline may not in itself be particularly noteworthy, as it may be compensated for by other factors. For this reason a self-examination of total operations is reasonable.

\textsuperscript{11} M. S. Moyer and G. Snyder, \textit{op. cit.}, p. 297.
\textsuperscript{12} M. S. Moyer and G. Snyder, \textit{op. cit.}, p. 297.
One aspect of this examination is retail image. For discussion purposes, catalogue image and retail image may be thought of as being synonymous.
CHAPTER II
CATALOGUES AND MAIL-ORDER HOUSES

2.1 Advantages and disadvantages of catalogue selling

Certain special conditions differentiate catalogue selling from over-the-counter selling. These differences may be either advantageous or disadvantageous to the customers and to the company.

Compared to the majority of department stores which carry general lines of merchandise, mail-order houses offer a more complete and varied line of merchandise. This is possible, because a single mail-order house normally services a very large trading area from which cumulative demand for any given article is large enough to make it profitable to carry that item. In contrast other department stores may find that a very slow inventory turnover results from carrying the same article when demand is drawn only from the immediate locality.

In addition, the wide area served by the mail-order house usually encompasses many industries. This tends to dampen down fluctuations in the economic health of the region so that a reasonably stable sales pattern results compared to that found by department stores serving a limited trading area.

Prices are at least competitive, and they are often
lower than the prices charged for similar merchandise sold over-the-counter in retail stores. As an example, McCarthy reports that Sears' mail-order prices usually are about 10 per cent lower than the prices charged in its own retail stores.\(^1\) In Europe, Die Quelle, the largest mail-order operation, keeps its prices 15 to 20 per cent below the prices charged by retailers.\(^2\)

This is possible because expensive fixtures and retail sales staff are not necessary in mail-order houses. The constant use of warehouse equipment and clerical and shipping department employees allows work to be scheduled throughout the day enabling near optimal utilization of time. This efficient utilization of time and equipment is difficult to accomplish in retail stores because of the hourly variations in customer traffic. The higher labour costs entailed by the structure of retail stores tend to rule out prices on a level with those offered in catalogues.

Convenience in shopping is regarded as a strong appeal to shoppers who patronize catalogues. Orders may be placed in person or by telephone at catalogue order desks within stores of the company, or directly with the mail-order

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house by mail. The latter two methods enable the customer to avoid crowds, transportation problems, pressure by sales staff, and the need to arrange child care. When time is at a premium, telephone shopping in particular enables the customer to place an order quickly.3

On the other hand, catalogue selling is limited by the customer's inability to examine merchandise before placing an order. The customer may find it difficult to purchase the correct garment without trying it on for size and fit. No matter how good a catalogue description may be concerning size, colour, style, and texture, such a description does not wholly substitute for a personal examination of the merchandise.

In order to overcome the customer's reluctance to purchase articles which cannot be examined before being ordered, mail-order houses offer a very liberal guarantee covering quality and size. If a purchaser is in any way dissatisfied with the merchandise, it may be returned at the expense of the company, and the purchase price is promptly refunded to the customer. A certain amount of inconvenience to the customer is inevitable when returning merchandise.

The mail-order organization is limited in the flexibility of its merchandising program. Preparation of a catalogue usually begins about six months before its release date. Prices are fixed for the life of the catalogue. Sales which are higher than expected cannot be met with increased prices; sales which are lower than expected cannot be met with marked-down prices. As a result, it is very difficult to terminate a catalogue without either a surplus of stock or a record of having been unable to fill all orders at the time they were placed. In addition, price changes by the manufacturer cannot be passed on to the customer.

To attract business on a price-appeal basis, the catalogue houses must purchase from the manufacturer at the lowest possible cost. For this reason, the mail-order houses prefer to sell their own private brands. These brands are often made to the specifications of the mail-order house. Some larger mail-order houses, such as Simpsons-Sears, often rent the manufacturing plant and personnel from the owners. In this way, efficiency of production is closely observed. Moreover, communications dealing with problem areas are less impaired than would be the case where liaison is required between two different companies.
2.2 Increasing the total dollar value of sales

One of the objectives of any mail-order house is the maximization of the total dollar value of sales, so that costs are spread over a wider base with a resulting increase in profits. The catalogue distribution department is called upon to aid in reaching this objective. It may do so by increasing the number of customers who patronize the catalogue on a regular basis, by increasing the dollar value of purchases made by existing regular catalogue customers, or by a combination of both methods.

2.2.1 Increasing the total number of regular customers

To accomplish an increase in the total number of regular customers, the catalogue distribution department may follow either of two basic approaches. In the first, catalogues can be distributed en masse to groups of people, who are believed to have a high, catalogue-purchase potential. Obviously, not all members within these groups will actually respond by purchasing. If, however, the resulting sales volume is sufficient to cover the merchandise costs, the normal administrative costs plus the cost of the catalogues, and the distributional costs involved, the retailer will have improved his position.

It has been the practice to choose geographical areas within a city and to distribute low-cost catalogues containing a limited selection of merchandise to each
household within the area. The goal of the head buying office is the careful selection and pricing of merchandise which will produce a given dollar value of customer orders. Those people who purchase a given dollar value of merchandise, and who place a minimum number of orders, are placed on mailing lists to be sent regular issues of the more expensive catalogues which carry a larger selection of merchandise.

The second approach is to make available a large number of catalogues for distribution to those people, who have not met the minimum requirement to purchase a stated dollar value of merchandise, but who have requested a catalogue. While some requests will result in catalogues being used for purposes of general interest, (or as playthings for children), there is a significant probability that many recipients will purchase, and that a reasonable proportion of this group will become regular users of the catalogue. Should a very large number of recipients fail to place purchase orders, the mail-order house has an indication that it may not be serving the needs of its potential customers. In this case, an examination of the marketing mix would be in order.

Making catalogues available on request is certainly not as random a method as is the mass distribution of catalogues over a large geographical area. The
information that a person has actively sought out a catalogue is a fair assurance to the company that a sale will result. In comparison, the success of mass distribution depends upon the catalogue distribution department having a knowledge of those factors which are important in determining whether or not catalogue sales will result, and the ability to use this information. Needless to say, the body of knowledge concerned with why people buy is at the best incomplete, and only broad guidelines are available to the merchant. If the geographical areas are heavily populated and contain recipients with a high purchase potential, the new customers gained from mass distribution of catalogues will outnumber those who request catalogues simply because the latter group is not normally very large.

In addition to being a vehicle for planned advertising, either of these distributional systems represent a reasonable manner in which to dispose of surplus catalogues which may have been ordered from the printer. The resulting benefits would, of course, be difficult to measure. Indirect benefits may also accrue. As an example, a retail store of the same company which is located in the community may receive some spill-over benefits because of the common company name.

Depending on the budget restrictions within the company, one or both of these methods may be employed
while recognizing that it is difficult to determine the precise, direct benefits. The company is then deciding its strategy on the basis of an "educated guess" as to the probable outcome. The lack of published data by the mail-order operations of the major department stores and the writer's past association with catalogue distribution indicate that very little empirical data has been gathered and analyzed on the long term results of attempts made to cultivate new or past customers, by either the catalogue distribution or sales analysis departments of either Simpsons-Sears or Eaton's. Engel, Kollat and Blackwell, writing on purchasing processes without customer-store environment interaction, state that behavioural studies are available only for telephone shopping. 4

2.2.2 Increasing the contribution of existing customers

The company can increase the total dollar value of sales by stimulating the purchases of persons who presently purchase from the catalogue on a regular basis. The company can, through a careful analysis of the customers and of the catalogue, determine the strong points of catalogue shopping

as perceived by the customer, and determine how closely these points have been met by the catalogue operations. Should the company not have satisfied the customers, remedial action may be undertaken. A remedial action which brings the catalogue operations closer to what is desired by the customer will result in a stimulation of sales.

This approach goes beyond the traditional "merchandise" viewpoint; it emphasizes the customer and all those components of catalogue shopping which the customer finds important. Examining the complete package of catalogue selling as a method of distribution is felt by the writer to be more appropriate than examining only the merchandise which is offered for sale.

Analysis of catalogue image is suitable in this setting, because the regular catalogue customer has indicated by his purchase history that there exists critical factors of catalogue selling to which he is responsive. In addition, since the customer has received at least one catalogue, the company has invested money in that customer, whether the investment be in the form of the catalogue and its distribution or whether it is in the form of some service, such as the maintenance of a credit record or a purchase history card. This means that the cost of filling a second order for an established customer will be
less than the cost required to fill the first order of a new customer. If a customer can be induced to place several orders, the cost per order to the catalogue house will decline.

2.2.3 Benefits from this study

Knowing the socio-economic characteristics of regular catalogue users, the mail-order house will have an indicator of the types of people who have, in the past, been most responsive to catalogue shopping appeals. This will serve as an aid when determining in what areas catalogues should be distributed, or which requests for customer catalogues should be satisfied. Additionally, knowing the image which has been presented to the customers and the image desired by the customers, the catalogue organization will know what the appeals to the customer have been.

When taken together, certain socio-economic characteristics of the customers will be linked to dominant elements of image. The fact that individuals with certain socio-economic characteristics consider certain aspects of image to be important will indicate to the merchant what elements of image, when changed, will have significant effects on sales.
CHAPTER III
METHODOLOGY

3.1 The sample

A record is kept for each of Simpson-Sears' catalogue customers, showing the number of purchases made in each six month period and their cumulative dollar value in that period. No adjustment is made for merchandise which is returned or exchanged. Simpsons-Sears' customers "qualify" to receive all issues of catalogues during the following half year provided they place at least:

a) Two orders totalling $20.00 during the current half year, or

b) two orders totalling $30.00 during the current half year and previous half year, provided one of the orders was in the current half year, or

c) two orders totalling $40.00 provided that there were no orders in the current half year and that both orders were in the previous half year.¹

¹. H. W. Marshall, Merchandise Superintendent at Simpsons-Sears in Regina, (in an interview on April 10, 1969.)
From the purchase record cards, a random sample was chosen of 270 Saskatoon catalogue customers, who had met the qualification policy for the two six month periods in the 12 months prior to the November, 1968 opening of the Simpsons-Sears' retail store in Saskatoon. Of the customers so selected, those who continued to meet the qualification policy during the six month period following the opening of the retail store were chosen as the study group.

The selection of customers who qualified after November, 1968 helped to eliminate those customers who had previously patronized the mail-order house because of some characteristic inherent in the Simpsons-Sears' organization, but who would have preferred to shop in a customer-store environment. After the opening of the retail store, these people had the option of purchasing very similar merchandise at the newly opened store. Moreover, a basic company policy was applied to credit facilities, merchandise guarantees, action to be taken on complaints, etc. in both the retail store and mail-order house. This resulted in customers being presented with a choice in methods of purchasing, subject to the advantages and disadvantages noted in section 2.1. Those customers who qualified after the store opening were not expected to have their responses biased by these basic company policies. One hundred sixty-nine customers from the original sample were so qualified at the end of April, 1969.
It should be noted that the decrease in qualified customers within the original sample appears to be very large. This may be due to the novelty of the new store opening. No measurement was possible of the destinations to which diverted catalogue sales were drawn, nor was it possible to determine whether the unqualified customers actually diverted their purchases or whether they simply made fewer purchases. A longer period than six months for the observation of the sample's purchase patterns after the store opening would be necessary to indicate whether or not these unqualified customers were permanently lost. Unfortunately, a longer period of observation was not possible. Consequently, this study should be considered as but one step of a multi-stage study.

3.2 Personal interviews

It was decided to conduct personal interviews with the study group in order to reduce the number of individuals who might possibly refuse to answer questions. It was originally thought that this procedure would allow information to be collected quickly. Instead, attempts to contact respondents during the day often resulted in customer requests for the interviewer to return after the evening meal, or in a failure to locate the respondents at that time.

Interviews were conducted between May 20, 1969 and
June 10, 1969. At least five attempts were made to contact any one respondent. Attempts were made on four consecutive days, with the exception of Sundays, with at least one and one half hours difference between the time of day of the attempt and the time of day of any earlier attempts. Telephone appointments were made where a fourth attempt was unsuccessful.

3.3 The questionnaire

The questionnaire, (see Appendix A), was designed for the collection of data on the various socio-economic characteristics of the respondents for comparison with the set of measures which are components of image. In this way, dominant socio-economic characteristics could be isolated and compared to the various elements of image which were discussed by the respondents.

Questions concerning socio-economic characteristics were structured and direct. This construction has the advantage of allowing questions to be formulated in advance and to be asked in an orderly manner.

Questions concerning image were unstructured and direct. Kunkel and Berry point out that this eliminates certain shortcomings found in image studies which have used semantic-differential tests.\footnote{Op. Cit., p. 25} Semantic-differential
tests are limited in scope because the categories of image are given to the respondent for evaluation. The respondents do not have the opportunity to decide for themselves what the components of image are. This could be a serious shortcoming where individuals react differently to various combinations of the components. Using an unstructured open-ended approach allowed the respondents to discuss only those components of image which they found relevant to themselves.

Question Q3 employed the technique of projection. A respondent may not care to admit that some component of image is important to her, but may say that the element is important to other catalogue users. This indicates that the respondent is aware of the element. Hence, the element was handled in this study as if the respondent had said that the element was important to her. Critical image components were then isolated by performing a content analysis of the discussion and coding the results. The interviewer served only to clarify statements made by the respondent.

The coding system used by Kunkel and Berry for examining the components of retail stores was used as the guide or model. Those component classifications which did not pertain to mail-order operations, such as parking and store layout, were removed, and the writer substituted

classifications which were felt to be appropriate only to mail-order operations. This resulted in 13 major categories of image components which were then pretested in a questionnaire directed to ten city residents. It was found that a fourteenth category was needed. This category was included before interviewing of the study group commenced.

3.4 Cross-tabulations

Responses were cross-tabulated in two and three dimensions for the purposes of analyzing the image and socio-economic components. The reader should bear in mind that a respondent was allowed to discuss any number of image components. The number discussed varied from individual to individual.

3.5 Income by occupational status of the head of the house

As previously noted in section 3.1, the cumulative dollar value of purchases per customer was known. Interviewing allowed the customers to be broken into occupational categories based on the occupation of the head of the house. In this way, the average dollar value of purchases for a household in any occupational grouping could be determined and compared to households in other occupational groupings.

The manner in which the occupation of the head of the house was categorized was based on the theories advanced by
Warner. The socio-economic index for occupations, as found in Reiss and modified by Blishen, was used to actually determine the category to be used. (See Appendix B for a technical summary based on Blishen.)


CHAPTER IV

RESULTS

4.1 Number of completed interviews and nonresponses

One hundred and forty-seven interviews were successfully completed. In addition, twelve households declined to be interviewed, and ten households could not be contacted despite five attempts to reach each of them.

4.2 Components of catalogue image

It was found that there are 14 components of catalogue image. The relative importance of each component may be measured by the number of customers mentioning the component.

The components, listed in order of relative importance are:

(1) convenience which was mentioned in 111 households
(2) price which was mentioned in 78 households
(3) selection miscellaneous 66 households
(4) services offered 58 households
(5) product quality 54 households
(6) merchandise policies concerning out-of-stock positions 30 households
(7) advertising policies 26 households
(8) assortment of merchandise 19 households
(9) reputation of the seller 15 households
(10) knowledge of sales staff 13 households
(11) cataloguing 7 households
(12) awareness of sales promotion 7 households
(13) fashion 6 households
(14) politeness and attitude of sales staff 4 households

A more detailed breakdown of each of these factors may be found in Appendix A following question Q3.

The components of catalogue image group themselves into five basic areas. Table 4.1 shows the basic grouping in order of the number of responses alluding to each basic area.

Table 4.1 The Five Basic Areas of Catalogue Image

<table>
<thead>
<tr>
<th>Basic Area</th>
<th>Components Within the Area</th>
<th>Number of Households Mentions</th>
<th>Number of Respondents Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>(1)</td>
<td></td>
<td>(5)</td>
<td>(6)</td>
</tr>
<tr>
<td>I Convenience/services</td>
<td>.................................</td>
<td>120</td>
<td>131</td>
</tr>
<tr>
<td></td>
<td>Convenience Services offered</td>
<td>111</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td></td>
<td>58</td>
<td>69</td>
</tr>
<tr>
<td>II Merchandise</td>
<td>.................................</td>
<td>107</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>78</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>Quality</td>
<td>54</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Assortment</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Fashion</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

(Concluded on next page)
<table>
<thead>
<tr>
<th>Basic Area</th>
<th>Components Within the Area</th>
<th>Number of Households Mentioning the Components and Areas</th>
<th>Number of Respondents Mentioning the Components and Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>III Customer-Merchant Relationship</td>
<td></td>
<td>(3) Component Area</td>
<td>(4) Component Area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(5) Area</td>
<td>(6) Area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>92</td>
<td>95</td>
</tr>
<tr>
<td>Selection</td>
<td></td>
<td>66</td>
<td>69</td>
</tr>
<tr>
<td>miscellaneous</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Out of stock</td>
<td></td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>policies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reputation</td>
<td></td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>IV Advertising</td>
<td></td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>Cataloguing</td>
<td></td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Awareness of</td>
<td></td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>promotion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V Staff</td>
<td></td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Knowledge</td>
<td></td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Politeness and</td>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>attitude</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The table indicates that catalogue shopping is felt by the purchaser to be a very convenient method of purchasing merchandise. The services offered by the merchant, particularly delivery of merchandise to the residence of the customer and the length of time required for delivery of the merchandise, are complementary to the concept of convenience.

Convenience does not negate the importance of the

1. Note that the number of respondents may differ from the number of households due to joint responses being made in 15 households.
merchandise package which is presented by the merchant. In particular, the price and quality of the merchandise offered are strong components of catalogue image. It is thought by the writer that if the merchandise were not acceptable to the potential customer, then convenience in purchasing becomes only a weak attraction in catalogue purchasing.

The relationship of the merchant and the customer is also an important part of catalogue image. From the difficulties of shopping by catalogue, as recognized by the customers, three distinct areas emerge. There are the unavoidable limitations of catalogue shopping because customers are unable to examine the actual merchandise. There are the limitations which are theoretically controllable by the merchant when he decides to select some given stock level in order to fill customer orders. And there are the limitations of catalogue purchasing which force the company to allow the return or exchange of merchandise.

The advertising done by the merchant is the only direct relationship which exists between the customer and the merchant before an order is placed. Considering the difficulty in selecting merchandise from a catalogue, the descriptions must be accurate both in fact and in intent. In addition, the catalogue must be clearly understandable and simple to use. This general area does not seem to be
as important to the catalogue customers as the three areas of convenience, merchandise, and customer-merchant relationship.

Finally, the least important general area of image is that concerned with the staff of the merchant. This is probably due to the minimization of contact between store personnel and customers, with the catalogue acting as a connecting device between the two groups, as far as sales are concerned.

The sub-components of the five basic areas of catalogue image must be examined in greater depth to gain more of an understanding as to what subcomponents are important, and why they are important. The remainder of this chapter examines some elements of catalogue image in relation to selected socio-economic characteristics of catalogue purchasers.

4.3 Convenience

It was found that shopping convenience is the most dominant component of catalogue image. In over two thirds of all interviews, respondents indicated it was convenient to shop without customer-store interaction. Catalogue shopping allowed the customers to avoid inconvenience with regard to transportation, crowds, arranging child care, and the like. In only three cases was it indicated that physical
incapacity made catalogue shopping the most convenient method of shopping.

In 31 interviews, the respondents were unable or unwilling to clarify what was meant by the term convenience. It appeared as if the term was frequently used in a general sense.

Table 4.2 Reasons Given Why Catalogue Shopping was Found Convenient

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Households Mentioning Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child care</td>
<td>48</td>
</tr>
<tr>
<td>Crowds</td>
<td>18</td>
</tr>
<tr>
<td>Transportation/parking</td>
<td>12</td>
</tr>
<tr>
<td>Store hours</td>
<td>4</td>
</tr>
<tr>
<td>Physical incapacity</td>
<td>3</td>
</tr>
<tr>
<td>Pressure from salesmen</td>
<td>2</td>
</tr>
<tr>
<td>General or unspecified</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>111</td>
</tr>
</tbody>
</table>

4.3.1 Number of children in the household

The importance of children as a determinant of convenience in catalogue shopping can be easily explained. In 129 interviewed households it was found that women do the majority of the catalogue shopping. Children were present as members in 114 of these households. Therefore, most of the catalogue shoppers have children living within the household, and in 48 households these children directly affected the shopping patterns of the household. The
children may also be an influence on shopping patterns in many other households which mentioned convenience.

To determine the effect of children on different households, the number of children in each household must be considered. Table 4.3 reveals that of the 114 households containing children, 87 households had two or more children and 56 households (almost one half of those households containing children) had three or more children.

Table 4.3 Number of Children within the Household

<table>
<thead>
<tr>
<th>Number of Children</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children</td>
<td>33</td>
</tr>
<tr>
<td>One child</td>
<td>27</td>
</tr>
<tr>
<td>Two children</td>
<td>31</td>
</tr>
<tr>
<td>Three or more children</td>
<td>56</td>
</tr>
<tr>
<td>Total</td>
<td>147</td>
</tr>
</tbody>
</table>

In Saskatoon, catalogue shopping appears to be attractive to those families which are larger than the average. One hundred and thirty-seven households interviewed had the status of a married situation. On that basis, the average number of members within the interviewed households was not less than 3.9 persons. In 1966 the average number of people within Saskatoon households was 3.4.2

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4.3.2 Age of children within the household

The ages of children within the household is also thought to be a relevant factor in catalogue shopping. Slightly less than one half the households containing children had at least one child under the age of six.

Table 4.4 Age of Youngest Child within the Household

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under six years of age</td>
<td>53</td>
</tr>
<tr>
<td>Six to twelve years of age</td>
<td>30</td>
</tr>
<tr>
<td>Over twelve years of age</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>114</td>
</tr>
</tbody>
</table>

In Saskatoon, six years of age is the normal school starting age. Mothers having pre-school age children must either allow the children to accompany them on downtown shopping trips or arrange child care, if they wish to shop downtown without their children. Catalogue shopping clearly presents itself as an alternative to the housewives in this position.

4.3.3 Age of respondents with children where the respondent has mentioned convenience

The importance of children as a factor regarding convenience in catalogue shopping is brought out by an examination of the ages of those respondents with children, who gave convenience as a factor in catalogue image. Where purchase decisions were made jointly, both respondents were classified by age.
Only two respondents under 25 years of age indicated convenience was an important aspect to them of catalogue image. The group of customers aged 25 to 40 years of age was larger in size than the group of customers over 40 years of age.

Table 4.5 Classification by Age of Respondents who had Children and Mentioned Convenience as a Factor of Catalogue Image

<table>
<thead>
<tr>
<th>Age of Respondent</th>
<th>Age of the Youngest Child</th>
<th>Number of Children</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under 6</td>
<td>6-12</td>
<td>Over 12</td>
</tr>
<tr>
<td>Under 25..</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>25-40....</td>
<td>44</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Over 40...</td>
<td>7</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Total...</td>
<td>52</td>
<td>28</td>
<td>16</td>
</tr>
</tbody>
</table>

As could be expected, the 25 to 40 years old age group had a relatively large number of children under six years of age, while the over 40 years old age group had a relatively large number of children over 6 years of age. For both respondent age groups, over one half had three or more children. This indicates that in those households where convenience was a factor there is a relatively large number of young children. It would appear reasonable, therefore, to assume that the elimination of child care was the largest single reason why catalogue shopping was thought to be convenient by these categories.
4.4 **Services offered**

In conjunction with convenience, services offered must be examined as the fourth strongest image component. Almost one quarter of those respondents mentioning services considered it desirable to have goods delivered to their homes and merchandise for return picked up from their homes. This is clearly complementary to the convenience factor discussed above.

Concerning delivery, respondents gave an important evaluation to the greatest possible reduction of the time interval between placing an order and receiving the merchandise. This is reasonable, in that, for the customer, placing an order is only a means towards fulfillment of a need. That need remains unsatisfied until the order is actually received. For this reason, delivery time is of paramount importance.

The ability to resolve problems dealing with catalogue merchandise and procedures by telephone was important to one fifth of the respondents in the services category. Again, the relationship of this factor to customer convenience is clearly evident.
<table>
<thead>
<tr>
<th>Age of Respondent</th>
<th>Delivery Time</th>
<th>Credit</th>
<th>Telephone</th>
<th>Pick up/ Delivery</th>
<th>Chequing</th>
<th>Total Number of Respondents</th>
<th>No. of Respondents in Age Group</th>
<th>Per Cent (7 to 8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Under 25...</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>7</td>
<td>30</td>
</tr>
<tr>
<td>25 - 40...</td>
<td>15</td>
<td>4</td>
<td>7</td>
<td>13</td>
<td>2</td>
<td>35</td>
<td>87</td>
<td>40</td>
</tr>
<tr>
<td>Over 40...</td>
<td>13</td>
<td>3</td>
<td>7</td>
<td>13</td>
<td>1</td>
<td>31</td>
<td>68</td>
<td>46</td>
</tr>
<tr>
<td>Total...</td>
<td>29</td>
<td>8</td>
<td>14</td>
<td>26</td>
<td>3</td>
<td>69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Within each service category, the number of respondents between 25 and 40 years of age and the number of respondents over 40 years of age is very close. The over 40 years old age group would appear to be slightly more conscious of services offered than are the other age groups.

4.5 Price

The second strongest component of catalogue image was found to be price. Eighty per cent of all respondent households which considered price as an important aspect of catalogue image indicated that they thought Simpsons-Sears' prices were low. Eighteen per cent considered the prices to be competitive. Two per cent felt that Simpsons-Sears' prices ranged from high to low depending on the merchandise in question. It is noteworthy that no respondent considered catalogue prices to be generally high.

Approximately one half of the respondents in the 25 to 40 years old age group and one half of the respondents in the over 40 years old age group mentioned price when talking about their likes and dislikes in catalogue shopping. If we consider this to be an indication that these respondents are price conscious, we can see that there is no point in distinguishing the 25 to 40 years old age group from the over 40 years old age group where price is concerned.
Table 4.7 Classification by Age of Respondents who Mentioned Price as a Factor of Catalogue Image

<table>
<thead>
<tr>
<th>Age of Respondent</th>
<th>Number of Respondents Mentioning Price</th>
<th>Number of Respondents in Age Group</th>
<th>Per Cent (2 to 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
</tr>
<tr>
<td>25 to 40...</td>
<td>46</td>
<td>87</td>
<td>53</td>
</tr>
<tr>
<td>Over 40....</td>
<td>36</td>
<td>68</td>
<td>53</td>
</tr>
<tr>
<td>Total....</td>
<td>82</td>
<td>155</td>
<td></td>
</tr>
</tbody>
</table>

A more meaningful pattern emerges when price consciousness is related to income. All price conscious respondents with a total household income under $5,000 saw the catalogue as a low-priced method of distribution. However, only 33 per cent of this income bracket was price conscious. In the $5,000 to $9,999 range and in the over $15,000 group, approximately one half of the respondents indicated they were price conscious, in contrast to the $10,000 to $14,999 income group where two thirds of all respondents rated price as highly significant.

Table 4.8 Classification by Income of Households which Mentioned Price as a Factor of Catalogue Image

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Households Judging Price to be Low</th>
<th>Fair</th>
<th>High</th>
<th>Range</th>
<th>Total</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (6 to 7)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
<td>(6)</td>
<td>(7)</td>
</tr>
<tr>
<td>Under $5,000...</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>$5,000 to $9,999</td>
<td>39</td>
<td>7</td>
<td>-</td>
<td>-</td>
<td>47</td>
<td>82</td>
<td>56</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>11</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>16</td>
<td>24</td>
<td>67</td>
</tr>
<tr>
<td>$15,000 or over</td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>6</td>
<td>12</td>
<td>50</td>
</tr>
<tr>
<td>Total....</td>
<td>62</td>
<td>14</td>
<td>-</td>
<td>1</td>
<td>77</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
It cannot be definitely stated why the large variance concerning price consciousness exists between income levels. However, it is suspected that the type of merchandise purchased is different for these various income levels. That is, a low income family with children will find a child's garment competitively priced in a retail establishment or in a catalogue, whereas a high income family purchasing furniture or a colour television, for example, would note a definite price differential.

4.6 Quality

The quality of merchandise sold rated surprisingly low as the fifth strongest component of catalogue image. Respondents of 54 interviews indicated they were quality conscious. Thirteen felt Simpsons-Sears' catalogue merchandise to be of low quality. Sixteen respondents evaluated the merchandise as being of fair or competitive quality. Nineteen respondents said the merchandise was of good quality, while seven respondents thought that quality varied necessarily with the type of merchandise being considered. Only three individuals alluded to brand names as a factor of quality reliability.

It was found that the over 40 years old age group was more quality conscious than the 25 to 40 years old age group. It is significant that almost one half of the quality conscious respondents in the over 40 years old age group considered catalogue merchandise to be of good quality. In the quality conscious respondents in the 25 to 40 years old
age group, slightly under one third thought the merchandise
to be of good quality, and almost the same number of these
respondents thought the merchandise to be of poor quality.

Table 4.9 Classification by Age of Respondents who Mentioned
Quality as a Factor of Catalogue Image

<table>
<thead>
<tr>
<th>Age of Respondent</th>
<th>Respondents Judging Quality to be</th>
<th>Total</th>
<th>Number of Respondents in Age Group</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Poor</td>
<td>Fair</td>
<td>Good</td>
<td>Range</td>
</tr>
<tr>
<td>Under 25...</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>25 to 40...</td>
<td>7</td>
<td>9</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Over 40...</td>
<td>4</td>
<td>7</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Total...</td>
<td>13</td>
<td>16</td>
<td>19</td>
<td>7</td>
</tr>
</tbody>
</table>

Examining quality consciousness in relation to income, we see that the $10,000 to $14,999 income bracket is by far the most quality conscious group. The $5,000 to $9,999 income group indicated the lowest level of quality consciousness.

Table 4.10 Classification by Income of Households which Mentioned Quality as a Factor of Catalogue Image

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Households Judging Quality to be</th>
<th>Total</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (6 to 7)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Poor</td>
<td>Fair</td>
<td>Good</td>
<td>Range</td>
</tr>
<tr>
<td>Under $5,000</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>$5,000 to $9,999......</td>
<td>4</td>
<td>5</td>
<td>11</td>
<td>3</td>
</tr>
</tbody>
</table>

(Concluded on next page)
The majority of respondents with a total household income under $5,000 indicated catalogue merchandise is of fair quality. The $5,000 to $9,999 income group considered the quality to be generally good. The $10,000 to $14,999 income group found the merchandise to be of generally fair quality. The $15,000 and over income group were divided in their evaluation of the merchandise quality. As with price, it would appear that the types of merchandise purchased by various income groups is the reason for the conflict in opinion concerning quality.

### 4.7 Selection miscellaneous and reputation

The selection miscellaneous category deals with the disadvantages to the customer deriving from the nature of catalogues and cataloguing. Some 66 per cent of the 66 respondents who indicated an awareness of the problems involved in purchasing from a catalogue, stressed their inability to examine the merchandise personally before placing an order. According to these respondents the catalogue description of the merchandise, especially when pertaining to woven materials, was not sufficient in itself.
for purposes of selection.

Twenty-six per cent of the respondents complained of difficulty in choosing wearing apparel of the proper size and fit. This is thought to be attributable partially to an inconsistent method of sizing among manufacturers, and partially to the customers' inability to examine the merchandise.

The net result is a complaint by the same number of respondents concerning the inconvenience which arises from having to return or to exchange merchandise. The awareness of the company concerning the necessity of returns is evidenced by fifteen responses which suggested that the company was most co-operative in accepting returns. The customers implied they were aware of the inconvenience to the company caused by the returns, and, because of this, the customers felt any inconvenience to themselves was therefore unavoidable. That is, the customers realized it was not the company's objective to create or maintain a situation which necessitated returns and increased operating expenses.

An examination by age groups revealed that the 25 to 40 years old age group was most annoyed by not being able to examine the merchandise before placing an order. The over 40 years old age group had the greatest amount of difficulty with sizing and fit. However, it was the over 40 years old age group which complained most of the inconvenience due to returns. The latter group was also most impressed by the
company's reputation for accepting returns.

Table 4.11 Classification by Age of Respondents who Mentioned Sizing and Fit, Examination of Merchandise, Returns and Company Policy as Factors of Catalogue Image

<table>
<thead>
<tr>
<th>Age of Respondents</th>
<th>Number of Respondents Mentioning</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Size/Fit</td>
<td>Examination</td>
</tr>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
</tr>
<tr>
<td>Under 25....</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>25 to 40....</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>Over 40.....</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>Total.....</td>
<td>18</td>
<td>45</td>
</tr>
</tbody>
</table>

An examination of the selection miscellaneous components by the respondent's total household income is revealing.

Concerning size and fit of garments, one quarter of those in the under $5,000 income level have difficulty in making the correct selection. Only nine per cent of those in the $5,000 to $9,999 income bracket expressed the same concern. Seventeen per cent of those in the $10,000 to $14,999 income bracket indicated dissatisfaction with size and fit. This may be an indication that the under $5,000 income group tends to purchase more wearing apparel items from the catalogue, while higher income families purchase fewer items, but those purchased may involve a larger dollar value than the purchases made by the lower income groups.
Table 4.12 Classification by Income of Households which Mentioned Sizing and Fit as Factors of Catalogue Image

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number Mentioning Size and Fit (2)</th>
<th>Number of Households in Income Group (3)</th>
<th>Per Cent (2 to 3) (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $5,000</td>
<td>6</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>$5,000 to $9,999</td>
<td>7</td>
<td>82</td>
<td>9</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>4</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>$15,000 or over.</td>
<td>-</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>Total ...........</td>
<td>17</td>
<td>142</td>
<td></td>
</tr>
</tbody>
</table>

In support of this observation, we have noted that the inability to examine merchandise was a very strong image factor. Studying respondents by income classification, we see those income classifications between $5,000 and $14,999 indicate the strongest concern with their inability to examine merchandise. This may dissuade some members of the $5,000 to $14,999 income bracket from buying merchandise, and result in the low concern of this group in respect to size and fit. On the other hand, the under $5,000 income group shows a moderate concern with merchandise examination and a high concern with merchandise size and fit after the merchandise has been received.
Table 4.13 Classification by Income of Households which Mentioned Inability to Examine Merchandise as a Factor of Catalogue Image.

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number Mentioning Inability to Examine</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (2 to 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>Under $5,000 ....</td>
<td>4</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>$5,000 to $9,999 .</td>
<td>27</td>
<td>82</td>
<td>33</td>
</tr>
<tr>
<td>$10,000 to $14,999 .</td>
<td>12</td>
<td>24</td>
<td>50</td>
</tr>
<tr>
<td>$15,000 or over ..</td>
<td>1</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Total ............</td>
<td>44</td>
<td>142</td>
<td></td>
</tr>
</tbody>
</table>

The effect on returns and reputation can now be seen. The low income group, which has the greatest amount of difficulty with sizing and fit, indicated that they felt the least inconvenienced when returning goods to the vendor. It could well be that this small amount of inconvenience is due to the modest value placed on time by the group. There is no reason to believe that the small amount of inconvenience involved in returning merchandise arises because the low income group returns a smaller portion of its purchases than any other income group.

Table 4.14 Classification by Income of Households which Mentioned Inconvenience in Returning Goods as a Factor of Catalogue Image.

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number Mentioning Inconvenience</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (2 to 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>Under $5,000 ....</td>
<td>2</td>
<td>24</td>
<td>8</td>
</tr>
</tbody>
</table>

(Concluded on next page)
<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number Mentioning Inconvenience</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (2 to 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>$5,000 to $9,999</td>
<td>7</td>
<td>82</td>
<td>9</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>3</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td>$15,000 or over...</td>
<td>5</td>
<td>12</td>
<td>42</td>
</tr>
<tr>
<td>Total ............</td>
<td>17</td>
<td>142</td>
<td></td>
</tr>
</tbody>
</table>

Note that the amount of inconvenience to members of various income groups is fairly stable until the highest income level is reached. It would appear that high income individuals place a premium on their time. They may also be more accustomed to excellent service. However, the constant level of dissatisfaction which holds between the lower three income levels cannot be explained from the information presently available to the writer.

The situation becomes more baffling when the reputation of the seller is examined as a component of image. Those customers with a total household income under $10,000 may be treated as a single group when dealing with the seller's reputation. Surprisingly, in the $10,000 to $14,999 income group only four per cent of the respondents had commented on the seller's reputation. The highest income group, which suffered the greatest amount of dissatisfaction when returning merchandise, has also the greatest faith in the seller's reputation, where he is willing to guarantee his merchandise.
Table 4.15 Classification by Income of Households which Mentioned Reputation of the Merchant as a Factor of Catalogue Image

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number Mentioning Reputation</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (3 to 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) (2) (3) (4)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under $5,000...........</td>
<td>3</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>$5,000 to $9,999..</td>
<td>9</td>
<td>82</td>
<td>11</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>1</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>$15,000 or over...</td>
<td>2</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>Total.................</td>
<td>15</td>
<td>142</td>
<td></td>
</tr>
</tbody>
</table>

4.8 **Company policy**

Only 30 households of the 147 households interviewed were concerned with the company policy dealing with the handling of out-of-stock conditions. Four households thought the company should not allow back orders to be held. Three individuals criticized the company for advertising merchandise which "it did not have."

Sending substitutions in place of out-of-stock merchandise drew more severe criticism. Twenty-six households indicated the company had sent unacceptable substitutes, thus making returns necessary and causing some resentment. Several of the respondents expressed themselves very strongly on the substitution policy.

4.9 **Shopping patterns**

The purchasing characteristics of the respondents will
now be examined in relation to charge account use, and in relation to the Simpsons-Sears retail store.

4.9.1 Charge accounts

Sixty-nine per cent of the respondents possessed a Simpsons-Sears charge account. There is no reason to believe these customers shop at Simpsons-Sears solely because they possess a charge account from the company. It is much more likely these individuals have a Simpsons-Sears charge account in order to facilitate their purchases from either the downtown retail store or the catalogue, or both. If these people did not possess a charge account, many of their low dollar value purchases would still be made. It is possible that possession of a Simpsons-Sears charge account is necessary for purchases of high dollar value items for many people. That is, if these customers did not have a charge account, they might otherwise be forced to purchase the high dollar value items from other merchants, who would grant them credit.

Table 4.16 Classification by Income of Households which Possessed a Simpsons-Sears Charge Account

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Possession of a S-S Charge Account</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (2 to 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes (2)</td>
<td>No (3)</td>
<td>(4)</td>
</tr>
<tr>
<td>Under $5,000........</td>
<td>14</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td>$5,000 to $9,999</td>
<td>59</td>
<td>23</td>
<td>82</td>
</tr>
</tbody>
</table>

(Concluded on next page)
One quarter of all respondents claimed they had no local charge accounts with any department, hardware, variety or clothing stores. Forty-eight per cent of all respondents had two or three charge accounts for these types of outlets.

Table 4.17 Classification by Household Income and the Number of Charge Accounts Held

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Possession of a S-S Charge Account</th>
<th>Number of Households in Income Group</th>
<th>Per Cent (2 to 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>(2)</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>15</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>$15,000 or over</td>
<td>10</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>98</td>
<td>44</td>
<td>142</td>
</tr>
</tbody>
</table>

We have already seen that 98 households were in possession of a Simpsons-Sears charge account. We have also noted that only 14 households had only one charge account. This indicates that customers hold a Simpsons-Sears charge account in order to facilitate shopping at Simpsons-Sears.
By holding charge accounts, the customer does have the option of shopping elsewhere. For these people, a Simpsons-Sears charge account is not, therefore, the only factor which is involved when they are deciding where to make their purchases.

Leaving aside those households with no charge accounts, we see the income groups under $10,000 total household income are similar, in that each household has usually two or three charge accounts. In the $10,000 to $14,999 income group, possession of three charge accounts is frequent, but no respondent had five or more charge accounts. In the top income bracket, five or more charge accounts are popular.

4.9.2 Use of the Simpsons-Sears retail store

The question arises as to whether catalogue shoppers also shop at the downtown retail store. Over one fifth of the respondents indicated they had not purchased anything from the store during the last month. In addition, roughly the same proportion made one purchase, two purchases, three purchases, and four or more purchases in the same time period.

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number of Shopping Trips</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Under $5,000..........</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>$5,000 to $9,999...</td>
<td>15</td>
<td>6</td>
</tr>
</tbody>
</table>

(Concluded on next page)
The income group under $5,000 definitely tended towards catalogue shopping only. The other income groups were quite varied in their behaviour. Generally, the over $5,000 income groups tended to make more trips to the downtown retail store than did the under $5,000 income group.

A solid 61 per cent of the respondents thought that they spent a higher dollar value on catalogue purchases than on retail store purchases. Twenty-seven per cent indicated that more money was spent by them in the retail store.

Table 4.19 Classification by Household's Income of Where the Greatest Dollar Value of Purchases is Made

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Number of Shopping Trips</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>(1)</td>
<td></td>
<td>(2)</td>
</tr>
<tr>
<td>$10,000 to $14,999.</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>$15,000 or over .......</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Total ..............</td>
<td></td>
<td>32</td>
</tr>
</tbody>
</table>

Per Cent of Households ........... 22 19 21 15 23

Table 4.19 Classification by Household's Income of Where the Greatest Dollar Value of Purchases is Made

<table>
<thead>
<tr>
<th>Total Household Income</th>
<th>Highest Dollar Value of Purchases Made at</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Catalogue</td>
<td>Retail</td>
</tr>
<tr>
<td>(1)</td>
<td></td>
<td>(2)</td>
</tr>
<tr>
<td>Under $5,000...........</td>
<td>19</td>
<td>4</td>
</tr>
<tr>
<td>$5,000 to $9,999...</td>
<td>47</td>
<td>24</td>
</tr>
<tr>
<td>$10,000 to $14,999..</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>$15,000 or over...</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Total ..............</td>
<td>87</td>
<td>38</td>
</tr>
</tbody>
</table>

Per Cent of Households ........... 61 27 9 3
Examining the respondents by income groups, we find the lowest income group has the strongest preference for catalogue shopping. For each income group, at least one half of the respondents indicated a preference for catalogue shopping over the retail store of the same company.

4.10 Total household income and occupation

It was found that households headed by a white collar or professional worker tended to have a larger total household income than households headed by a non-professional, (see Table 4.20).

It should be noted that while this tendency holds generally true, there is a wide range of incomes within each occupational class. For example, two households headed by a professional worker had total yearly incomes of under $5,000, while two households headed by a blue collar worker had total yearly incomes over $15,000. These anomalies may occur in cases where a respondent chooses to describe her husband as a manager, where he in fact occupies a low paid office job, or where a household contains more than one well paid wage-earner.

Total household incomes for households headed by a student or a retired person were low, with the exception of one householder who was receiving royalties for minerals which were being extracted from his property. The generally low income would appear to be normal for this occupational grouping.
Table 4.20 Classification by Household Income and Occupational Status of the Head of the House

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>Total Household Income</th>
<th>Total</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under $5,000</td>
<td>$5,000 to $9,999</td>
<td>$10,000 to $14,999</td>
<td>$15,000 or over</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
<td>(6)</td>
<td></td>
</tr>
<tr>
<td>Professional/White Collar...</td>
<td>2</td>
<td>28</td>
<td>11</td>
<td>9</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Tradesman/Blue Collar.....</td>
<td>13</td>
<td>49</td>
<td>10</td>
<td>2</td>
<td>74</td>
<td></td>
</tr>
<tr>
<td>Retired/Student.....</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Other.....................</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Total...................</td>
<td>24</td>
<td>82</td>
<td>24</td>
<td>12</td>
<td>142</td>
<td></td>
</tr>
</tbody>
</table>
4.11 Catalogue purchases and occupation

At this point, it is important to study the occupational classification of the head of the household in order to relate the self image as perceived by the customers to their purchases.

Generally, professional or white collar workers tend to see themselves as having more status and hence a "better" self image than do tradesmen or blue collar workers. It has already been made clear that customers tend to shop at stores which they judge to have the same image as their own self image.

In the twelve month period to the end of spring in 1969, households whose head was classified as a professional or white collar worker averaged $153.50 of gross catalogue purchases. Households headed by a blue collar worker or tradesmen averaged gross catalogue purchases of $171.70, while households headed by a student or unemployed person averaged $197.66 of gross catalogue purchases.

Generally these figures would indicate that catalogue shopping in Saskatoon tends to carry with it an image which appeals more to blue collar workers than to white collar workers.

The purchase figure for students and retired people appears to be rather high in relation to the low income associated with this group. Investigation by the writer
revealed that cumulative purchases of $1,247 were made by three students establishing households in Saskatoon for the 1968-69 academic year. If these three households are excepted, an average gross purchase of $142.50 per household results. This figure appears to be more consistent with the income associated with this group.
CHAPTER V

CONCLUSIONS

5.1 Recommendations for Saskatoon

There are managerial implications which arise from this study. The study, while not comprehensive, does provide additional information which can be used as an input into the decision making process.

5.1.1 Convenience/Service

Simpsons-Sears is aware that most catalogue customers in Saskatoon favour placing their orders by telephone. We have seen that the family structure is a major determinant of the use of this service.

Two distinct possible alternatives are open to the management of Simpsons-Sears. The first alternative is to advertise the convenience of placing catalogue orders by telephone. Radio commercials, such as are used by Eaton's, are offered as an effective example of such advertising. Present customers should find this appeal strong and, in addition, potential customers should react favourably, since there is no reason to believe they differ significantly in their wants from present customers.

The second alternative is a matter of an internal policy designed to stress the importance of speedy and effective service for the customer. There is no indication that
catalogue customers are willing to settle for a slow receipt of goods, or for poor delivery and pick-up services.

Each of these actions can be implemented at the local level without conflicting with basic company policies or operations. They are intended to relate directly to the strongest selling points which the mail-order store has, namely convenience and service.

5.1.2 Merchandise

Present customers indicated that they are generally pleased with the merchandise package put out by the head buying offices in Toronto. In particular, pricing was evaluated favourably by these customers. In addition, many of them indicated that they were price and quality conscious, and that they recognized the gradual upgrading of catalogue merchandise over the past five to ten years.

Policy recommendations dealing with merchandise cannot be made to affect Saskatoon without entailing changes in the policies pursued by the head buying offices. As these changes would affect all areas in Canada, it would be impractical to pursue them if only Saskatoon is examined.

5.1.3 Customer-merchant relationship

The author feels that little can be done about the difficulties inherent in selecting merchandise from a catalogue. The only possible action is to minimize the customer's inconvenience when goods are returned, by
increasing the service of company pick-up of returns from the customer's home. Clearly this action is related to the recommendations concerning service as mentioned above. It is admitted that this policy may tend to increase the likelihood of customers returning merchandise.

A more positive action may be taken by the company concerning substitution practices. While only one sixth of the study group criticized this aspect, these respondents felt very strongly about the present policies. It is recommended that marketing research be instituted to examine the area more closely. There would appear to be a lack of concern by the company shown in this area. During the writer's association for over a year with the department approving suitable substitutes, he found no evidence of any studies having been done which involved soliciting customer opinion concerning substitutions. Yet it seems evident that unsuitable substitutions must result in merchandise being returned to the company.

5.1.4 Advertising

Thirteen respondents complained of "oversold" merchandise. The general opinion of these respondents was not that physical measurements or details of construction were incorrect, but that the photographer was unrealistic in intent particularly in dealing with models. That is, garments worn by a model look particularly appealing, but the same
garments when worn by the customers do not look similarly appealing. Some truth exists in this assertion, because of the great amount of care taken to adjust garments on the side facing the camera and to retouch photographs. It is recognized, of course, that these practices are common in the advertising of fashion goods. It is noteworthy that few adverse comments were made concerning the verbal component of catalogue advertising.

The author makes no recommendations for changes in catalogue advertising, but he would wish to remind the company that overselling can lead to the return of fashion goods to the mail-order plant.

5.2 Difficulty in changing the catalogue image

The image which catalogue-selling operations present to customers and potential customers is one which has been shaped over a period of years. It would be difficult and expensive to change the image over a short period of time. Assuming the buying offices have produced the best buying package of which they are capable, the writer recommends that efforts be directed towards bringing the potential customers, for whom the present catalogue image is complementary, into contact with the catalogue. These customers can then be encouraged to maximize their purchases by capitalizing on service and convenience.

We have seen that at the present time, households headed by blue collar workers react more favourably to catalogue
selling than do households headed by other occupational classifications (see section 4.11). Catalogue image is evaluated by blue collar workers as being complementary to their own self image. For this reason, it is doubtful that the catalogue merchant should attempt to direct his image away from that with which this market segment relates. Rather, the merchant would do well to capitalize on strengthening the catalogue image, as was indicated in the previous section.

Distribution of catalogues to each household in a geographical area will result in the receipt of a catalogue by individuals of varying ages, incomes, and occupations. This technique has, in the past, produced favourable results in increasing both the number of customers and the dollar value of sales to existing customers. It is recommended that this technique be continued.

In addition, it is recommended that local efforts be made to attract specific types of potential customers. As an example, it may prove profitable to follow the techniques used by salesmen, who approach engaged couples in order to assist them in furnishing their homes, or who approach new parents in order to assist the mother in shopping from her home. Information concerning these potential customers may be obtained from newspapers, Welcome Wagon services, and radio stations, as well as many other such sources. The fact that these techniques are not currently used by retailers
is no reason for a dynamic retailer to dismiss them without a thorough examination of their possibilities.

5.3 Customers' ages and incomes

We see that older customers (40 years of age and over) tend to be more quality conscious and more concerned with service than are the other age groups. The 25 to 40 years old age group and the over 40 years old age group rate equivalently for price consciousness. Basically, any differences between the two age groups are small. It is suggested that age does not seem to be a critical factor in the appeal of catalogues to customers.

Concerning income, the outstanding feature is that the $10,000 to $14,999 total household income group is strongly price and quality conscious. However, when examining all income groups, no definite trend is discernible. For this reason, it is felt that income classification alone is not useful for analyzing catalogue customers.

Income classifications are felt to be more useful when they are related to occupational classification. Generally, higher incomes are associated with higher occupational status. However, the dollar value of purchases deriving from each occupational grouping is more meaningful in the planning of mail-order operations than is the information dealing only with customers' incomes and ages.

5.4 The present qualification policy

The $40 per year qualification is based on the premise
that, at this point, the catalogue company will break even
for each customer when the cost of goods sold plus catalogue
expenses is considered. This approach is economically
rational.

However, we have seen many customers in Saskatoon
purchase upwards of $150 of merchandise per year. The fact
that Simpsons-Sears makes no distinction between customers
meeting minimum qualification policy and those purchasing
much higher dollar values is questionable.

In order to maximize the dollar value of purchases
from present customers, the company should offer incentives
for large merchandise purchases over some given time period.
The catalogue circulation department, with its broad back­
ground in marketing research, will no doubt be in a position
to suggest various effective means of implementing such a
policy.

5.5 Limitations of the study

5.5.1 The size of the study group

The major limitation of the present study is necessarily
the size of the study group. More accurate information
concerning customers' socio-economic characteristics and the
components of catalogue image would have been gained from a
larger study group.

In addition, the entire study was made in Saskatoon
whereas catalogue policies must apply to vast geographical
areas. The socio-economic characteristics and shopping
habits of the customers in these large areas could differ greatly from those of Saskatoon customers. This results in the study being of little practical value outside the Saskatoon area.

5.5.2 Total household income of the study group

It was found that 118 households out of the 142 households reporting income had total household income over $5,000 per year. The Financial Post "Survey of Markets" reports the average income of Saskatoon residents filing income tax returns in 1967 was $4,374.1

This indicates that the customers with whom Simpsons-Sears deals on a regular basis are relatively "high income." There are two possible explanations. It may be that there is usually more than one wage-earner within a household. This seems reasonable considering the increasing number of wives who hold full or part-time jobs. The second explanation accepts the premise that catalogue shopping appeals to higher income customers. This theory is somewhat suspect, because of the stronger relationship which blue collar workers maintained with catalogue shopping as compared to white collar workers. The supposition is that white collar workers tend to have higher incomes than blue collar workers. On this basis, we would expect a stronger relationship

between white collar workers and catalogue shopping if "higher income" people were attracted to catalogue shopping.

5.5.3 Merchandise purchased

The catalogue contains an extremely wide range of merchandise offerings. It would be unreasonable to assume that all the merchandise appeals to any given customer. Depending on such factors as income, age, occupation and family size, the customers will have a hierarchy of needs. For this reason certain categories of merchandise, such as clothing, tools, and sports equipment, will be purchased by some groups of customers, but not by others.

This results in each customer evaluating catalogue image individually. In this case, only selected components of image will be relevant to that customer, and it is difficult to compare the components of image as seen by that customer to the components as seen by any other customer. As an example, a customer purchasing a pair of shoes will be concerned with sizing, while a customer purchasing a tennis ball will not be concerned with this element of image because of the standardized size of tennis balls.

An examination of catalogue image becomes meaningful only when we look at groups of customers. Those elements of catalogue image which affect a large portion of the group will be prominent when compared to those elements which
affect only a small portion of the group. With large groups there will tend to be a similarity in the type of merchandise purchased.

No analysis was made concerning the types of merchandise purchased by the customers in the study group. It would be worthwhile to examine the similarity or disparity of the elements of catalogue image and customers' socio-economic characteristics in relationship to the types of merchandise purchased.
Customer name _______ Date/time of interview _______

Good afternoon/evening. My name is Stephen Bachynsky and I am doing a survey as part of my university course. I am interested in catalogue shopping. Simpsons-Sears has told me that you have been receiving their catalogues. I would like to ask some questions of the person in the household who does most of the catalogue shopping. Let me assure you that I do not work for Simpsons-Sears and I am not selling anything. (To the person who does most of the catalogue shopping or possibly to two persons, i.e. husband and wife.) The questions that I would like to ask you will deal both with you and with catalogues. All questions are for statistical use only and your answers will be treated confidentially.

01. Interviewer should note who does most of the catalogue buying.

a. male 3
b. female 129
c. jointly 15

02. What is the occupation of the head of the house? Interviewer should classify the occupation.

a. professional or white collar 52
b. tradesman or blue collar 75
c. student or retired 15
d. other 5
03. Who are members of the household?
   Interviewer should classify members.
   a. married 137
   b. unmarried 10

04. Interviewer should classify the number of children
    living within the household
   a. no children 33
   b. one child 27
   c. two children 31
   d. three or more children 56

05. If there are no children within the household go to Q1.
    What is the age of the youngest child?
   a. under six 53
   b. between six and twelve 30
   c. over twelve 31

Q1. What do you like most about catalogue shopping?

Q2. What do you like least about catalogue shopping?

Q3. What are the major reasons why you think other people
    shop through the catalogue?

After the interview, the interviewer should classify answers
   to Q1, Q2 and Q3 according to the following categories:

1. Price of merchandise
   a. low price 63
   b. fair or competitive price 14
   c. high or non-competitive price 1
   d. range of prices 1

2. Quality of merchandise
   a. poor quality 12
   b. fair quality 16
   c. good quality 19
d. range of quality 7
e. private brands mentioned 2
f. national brands mentioned 1

3. Assortment of merchandise
a. breadth of merchandise
   i.e. price points, range of styles 16
b. depth of merchandise
   i.e. sizes, colours 3

4. Fashion of merchandise
a. current styles 2
b. out of style 2
c. styles carried not suitable for age 2

5. Services offered
a. length of time for delivery 26
b. credit 7
c. telephone order service 14
d. pick up service (delivery and returns) 26
e. chequeing 2

6. Selection miscellaneous
a. packaging -
   b. instructions included -
   c. difficulty in getting repairs 1
d. sizing and fit 18
   e. miss examination 45
   f. have to return 18

7. Company policy allowing
a. substitutions 26
b. back orders 4

8. Reputation on adjustments
a. returns 15
b. exchanges -
c. allowance on price -
d. promptness on complaints -
e. politeness on complaints -

9. Politeness and attitude of sales staff
a. poor 3
b. fair -
c. good 1

10. Knowledge of sales staff (merchandise and procedures)
a. poor 11
b. fair 1
c. good 1
11. Advertising
   a. taste  
   b. reliability  
   c. overselling  

12. Cataloguing
   a. size and durability  
   b. photography and description  
   c. sales catalogues  
   d. tabloids  
   e. flyers  

13. Awareness of sales promotion
   a. radio/television  
   b. general catalogues  
   c. sales catalogues  
   d. tabloids  
   e. flyers  

14. Convenience
   a. hours  
   b. children  
   c. transportation  
   d. crowds  
   e. physical capability  
   f. pressure from salesmen  
   g. general  

06. Do you place most of your catalogue orders by mail, by telephone or in person?  

          a. mail  
          b. telephone  
          c. person  

07. How many local charge accounts do you have with department, hardware or variety stores?  

       a. none  
       b. one  
       c. two  
       d. three  
       e. four  
       f. five or more  

          (non respondents 2)  

08. Do you have a Simpsons-Sears charge account?  

          a. yes  
          b. no
09. How often have you shopped at the Simpsons-Sears retail store during the last month? Do not count those times when you have ordered or picked up catalogue merchandise at the store.

<table>
<thead>
<tr>
<th>Option</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. none (go to 11)</td>
<td>35</td>
</tr>
<tr>
<td>b. once</td>
<td>27</td>
</tr>
<tr>
<td>c. twice</td>
<td>30</td>
</tr>
<tr>
<td>d. three times</td>
<td>20</td>
</tr>
<tr>
<td>e. four or more</td>
<td>35</td>
</tr>
</tbody>
</table>

10. Do you think you spend more money at the retail store or do you think you spend more money on catalogue purchases?

<table>
<thead>
<tr>
<th>Option</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. catalogue</td>
<td>89</td>
</tr>
<tr>
<td>b. store</td>
<td>40</td>
</tr>
<tr>
<td>c. same</td>
<td>13</td>
</tr>
<tr>
<td>d. don't know</td>
<td>5</td>
</tr>
</tbody>
</table>

11. Into which category a, b, c or d would your total before tax household income fall? That is the total income of all members of the household taken together. Interviewer shows Card 1 to the respondent.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. $15,000 or over</td>
<td>12</td>
</tr>
<tr>
<td>b. $5,000 to $9,999</td>
<td>82</td>
</tr>
<tr>
<td>c. under $5,000</td>
<td>24</td>
</tr>
<tr>
<td>d. $10,000 to $14,999</td>
<td>24</td>
</tr>
<tr>
<td>(non respondents)</td>
<td>5</td>
</tr>
</tbody>
</table>

12. Into which category a, b, c or d would your age fall? Interviewer shows Card 2 to the respondent. Note-in joint interviews two responses should be made.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. over 40</td>
<td>68</td>
</tr>
<tr>
<td>b. under 25</td>
<td>7</td>
</tr>
<tr>
<td>c. between 25 and 40</td>
<td>87</td>
</tr>
</tbody>
</table>

Thank you for your time Mr./Mrs./Miss________________________
APPENDIX B

RANKING OF OCCUPATIONS

Class I

Judges
Dentists
Physicians and surgeons
Lawyers
Engineers, chemical

Class II

Statisticians
Engineers, mechanical
Professors
Stock and bond brokers
Veterinarians
Business service officers
Statisticians
Mining managers
Finance managers
Osteopaths & chiropractors
Dietitians
Chemists & metallurgists
Officers, armed forces
Air pilots
Agricultural professionals
Electricity, gas, & water officials
Other professions
Construction managers
Wholesale trade managers
Librarians
Authors, editors, journalists
Manufacturing managers
Community service workers

Class III

Actors
Commercial travellers
Advertising agents (female)
Forestry managers
Artists, commercial
Radio announcers
Laboratory technicians (NES)*

Actuaries
Engineers, mining
Engineers, electrical
Engineers, civil
Architects
Social welfare workers
Osteopaths and chiropractors
School teachers
Accountants and auditors
Clergymen
Designers, clothing
Gov't service officials
Transportation managers
Farmers (female)
Dispatchers, train
Insurance agents
Foremen, communication
Advertising agents (male)
Managers (not elsewhere specified)
Artists, teachers of art (male)
Nurses, graduate (female)
Real estate agents and dealers
Retail trade managers (male)

*NES - not elsewhere specified
<table>
<thead>
<tr>
<th>Class IV</th>
<th>Class V</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookkeepers and cashiers</td>
<td>Patternmakers</td>
</tr>
<tr>
<td>(female)</td>
<td>Compositors</td>
</tr>
<tr>
<td>Forewomen, communication</td>
<td>Inspectors, metal</td>
</tr>
<tr>
<td>Foremen, manufacturing</td>
<td>Paper-makers</td>
</tr>
<tr>
<td>Photographers</td>
<td>Photographers</td>
</tr>
<tr>
<td>Inspectors, construction</td>
<td>Policemen</td>
</tr>
<tr>
<td>Window-decorators</td>
<td>Office clerks (male)</td>
</tr>
<tr>
<td>Telephone operators</td>
<td>Mechanics, airplane</td>
</tr>
<tr>
<td>Petroleum Refiners</td>
<td>Music teachers (female)</td>
</tr>
<tr>
<td>Toolmakers</td>
<td>Firemen, fire dept.</td>
</tr>
<tr>
<td>Engravers, except photo-</td>
<td>Pressmen &amp; plate printers</td>
</tr>
<tr>
<td>engravers</td>
<td>Telephone operators</td>
</tr>
<tr>
<td>Undertakers</td>
<td>Electricians</td>
</tr>
<tr>
<td>Office clerks (female)</td>
<td>Machinists, metal</td>
</tr>
<tr>
<td></td>
<td>Linemen and servicemen</td>
</tr>
<tr>
<td></td>
<td>Engineering officers</td>
</tr>
<tr>
<td></td>
<td>(on ships)</td>
</tr>
<tr>
<td></td>
<td>Baggagemen</td>
</tr>
<tr>
<td></td>
<td>Transportation inspectors</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

*NES - not elsewhere specified
Rolling millmen  
Auctioneers  
Inspectors and graders  
Farmers (male)  
Photographic occupations (NES)*  
Collectors  
Dental mechanics  
Sulphite cooks  
Wire drawers  
Other ranks, armed forces  
Electroplaters  
Plumbers  
Motormen  
Quarriers  
Machine operators, metal  
Filers  
Upholsterers  
Assemblers, electrical equipment  
Millwrights  
Religious workers (NES)*  
Fitters, metal  
Construction foremen  
Bus drivers  
Heat treaters  
Boilermakers  
Sales clerks  
Hoistmen, cranemen  
Welders  
Mechanics (NES)*  
Mechanics, railroad  
Cutters, textile goods

**Class VI**

Winders and warpers, reelers  
Carders and drawing frame workers  
Sales clerks  
Moulders, metal  
Nurses, practical  
Cutters, textile goods  
Elevator tenders  
Tailors, tailoresses  
Potmen  
Polishers, metal  
Structural iron workers  
Mechanics, motor  
Textile inspectors  
Cabinet and furniture makers  
Loom fixers  
Weavers, textile  
Butchers  
Miners  
Assemblers, electrical equipment  
Operators, electric street railway  
Stationary engineers  
Tire and tube builders  
Canvassers  
Switchmen and signalmen  
Opticians  
Jewellers and watchmakers  
Personal service workers  
Millmen  
Coremakers  
Riggers  
Sheetmetal workers  
Shipping clerks  
Logging foremen  
Labellers  
Nurses in training  
Meat canners  
Farm managers  
Plasterers  
Other pulp and paper workers

*NES - not elsewhere specified
Timbermen
Prospectors
Oilers, power plant
Liquor and beverage workers
Paper box makers
Kiln burners
Brick and stone masons
Construction machine operators
Canvassers (female)
Service station attendants
Painters and decorators
Hat and cap makers
Bleachers and dyers
Spinners and twisters
Rubber shoe makers
Porters
Tobacco products workers
Millers
Finishers, textile
Blacksmiths
Bakers
Weavers
Labellers
Other personal service workers
Barbers

Boiler firemen
Spinners
Inspectors (NES)*, graders
Postmen
Waiters
Carpenters
Sewers and Sewing machine operators
Forest rangers
Lock keepers, canalmen
Wood turners
Labourers, mines & quarries
Brick and stone masons
Textile inspectors
Machine operators, boot and shoe
Knitters
Guards
Glovemakers (male)
Launderers
Firemen on ships
Cement and concrete finishers
Dressmakers and seamstresses
Garders, draw frame tenders
Box and basket makers
Coopers
Sailors
Harness and saddle markers
Nuns

Class VII

Cooks
Janitors
Laundresses, cleaners, and dyers
Sectionmen and trackmen
Charworkers and cleaners
Paper box, bag and envelope makers
Sawyers
Longshoremen
Waitresses
Glovemakers (female)
Labourers
Messengers
Shoemakers
Ushers
Hawkers
Housekeepers and matrons
Hotel, cafe and household workers

*NES - not elsewhere specified
Newsboys
Guides
Farm labourers
Lumbermen
Fishermen
Boottacks
Fish canners, curers and packers
Hunters and trappers

Note Classes I, II and III were classified as white collar or professional.
BIBLIOGRAPHY


