



MONASH
BUSINESS
SCHOOL

Retail ^{NZ}



MASSEY
UNIVERSITY
TE KUNINGA KI PŪHURORA
UNIVERSITY OF NEW ZEALAND

MASSEY
BUSINESS
SCHOOL



Big Issues in Retail Survey 2017

Centre for Advanced Retail Studies (CARS)
Massey Business School



Definitions

Business Size

Business Size	Number of Employees	Annual Revenues
Small	5 or less	\$500,000 or less
Medium	6-49	\$500,001-\$2,000,000
Large	50+	\$2,000,001+

Location

Location Label	Description
Auckland Only	Businesses with a store/s based in Auckland only.
Auckland + Other Location/s	Businesses with a store/s in Auckland and in an/other NZ city/ies
Other North Island Locations	Businesses with stores based in North Island except for Auckland.
Any South Island Location	Businesses with a store/s based in South Island only.
NZ-wide (all large centres)	Businesses with stores based in Auckland, Wellington, and Christchurch.
Multiple NZ Locations	Businesses with stores based in towns in North and South Islands.
International	Businesses with a store/s in international markets including Australian markets.

Sector

- Consumer Goods Sector
- Industrial Goods Sector
- Service Sector
- Food Sector
- Multi-Sector

Consumer Goods Sector

Car Retailing
Computer and Computer Equipment Retailing
Flower Retailing
Fuel Retailing
Furniture Retailing
Garden Centre Retailing
Motorcycle Retailing
Motor Vehicle Parts Retailing
Newspaper/Book Retailing
Other Personal Accessory Retailing
Stationary Goods Retailing
Trailer and Caravan Retailing
Toys and Games Retailing
Houseware Retailing
Sports/Camping Equipment Retailing
Clothing Retailing
Footware Retailing
NZ made art_36 TEXT
Bicycle Retailing_36 TEXT
Mobility Products_36 TEXT
Hair Products_36 TEXT
Perfumes/colognes_36 TEXT
Hobbies Model Railways Slot Cars_36 TEXT
6x Gifts_36 TEXT

Service Sector

Antique and Used Goods Retailing
Commission-based Buying and/or Selling
Department Store
Entertainment Media Retailing
Electrical, Electronic, and Gas Appliance
Non-store Retailing
Tyre Retailing
Other Electrical and Electronic Goods Retailing
Pharmaceutical, Cosmetic, Toiletry Retailing
Watch and Jewellery Retailing
Animal Naturopath Products & Services_36 TEXT

Industrial Goods Sector

Floor Covering
Hardware and Building Retailing
Manchester and Other Textile Goods Retailing
Large Shed_36 TEXT
4x Wool and Craft_36 TEXT
Sewing and handcraft_36 TEXT
Joinery_36 TEXT
Chocolate Manufacturer_36 TEXT
Sewing machines and haberdashery_36 TEXT
forestry and arborist supplies_36 TEXT
2x Out-door Power Equipment_36 TEXT
Wholesale distribution paint and associated products_36 TEXT
Meat Broker_36 TEXT

Food Sector

Liquor Retailing
Other Specialised Food Retailing
Fresh Meat/Fish/Poultry Retailing
Fruit and Vege Retailing
Supermarket / Grocery Store
Tobacco_36 TEXT

Multi-Sector

Security_36 TEX
Marine Sales and Service_36 TEXT
Market Research_36 TEXT
Pawnshop_36 TEXT
Pet Specialty_36 TEXT
Digital print_36 TEXT
Cycle Service and Sales_36 TEXT
Home Decorations_36 TEXT
Print and Copy Centre_36 TEXT
Takeaway Restaurant_36 TEXT
Café_36 TEXT

Transport_36 TEXT
Pet store_36 TEXT
Photographic Retail_36 TEXT
3x Beauty Therapy_36 TEXT
Haircut_36 TEXT
2x Spa_36 TEXT
Education_36 TEXT
4x Musical Instrument Retailing_36 TEXT



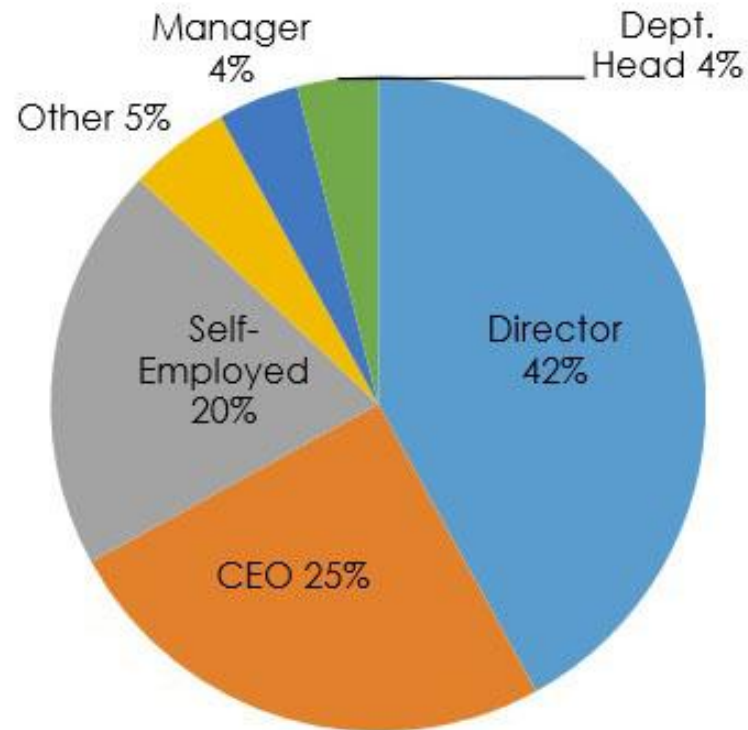
Descriptive Statistics

2015-16



Total sample: 263

Respondents

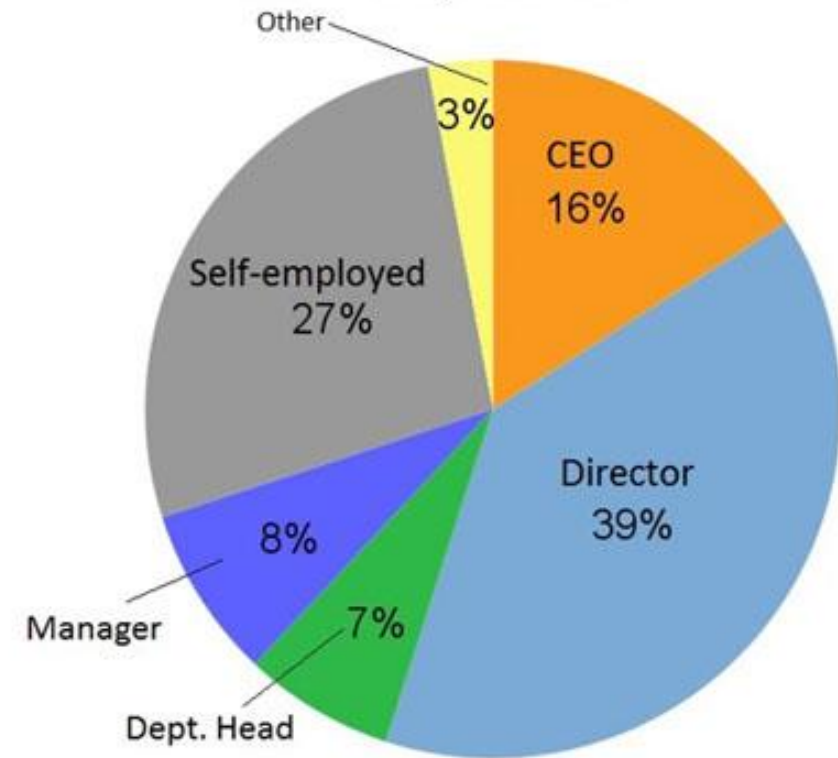


2017

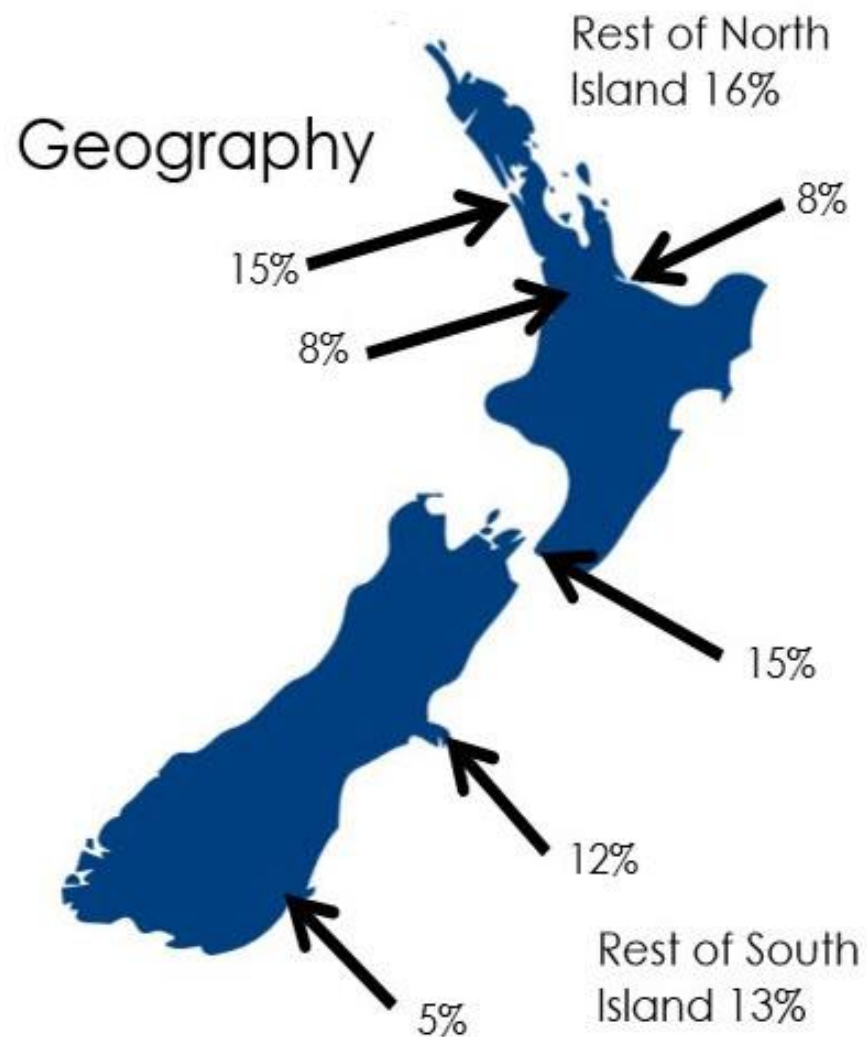


Total Sample: 101

Responents



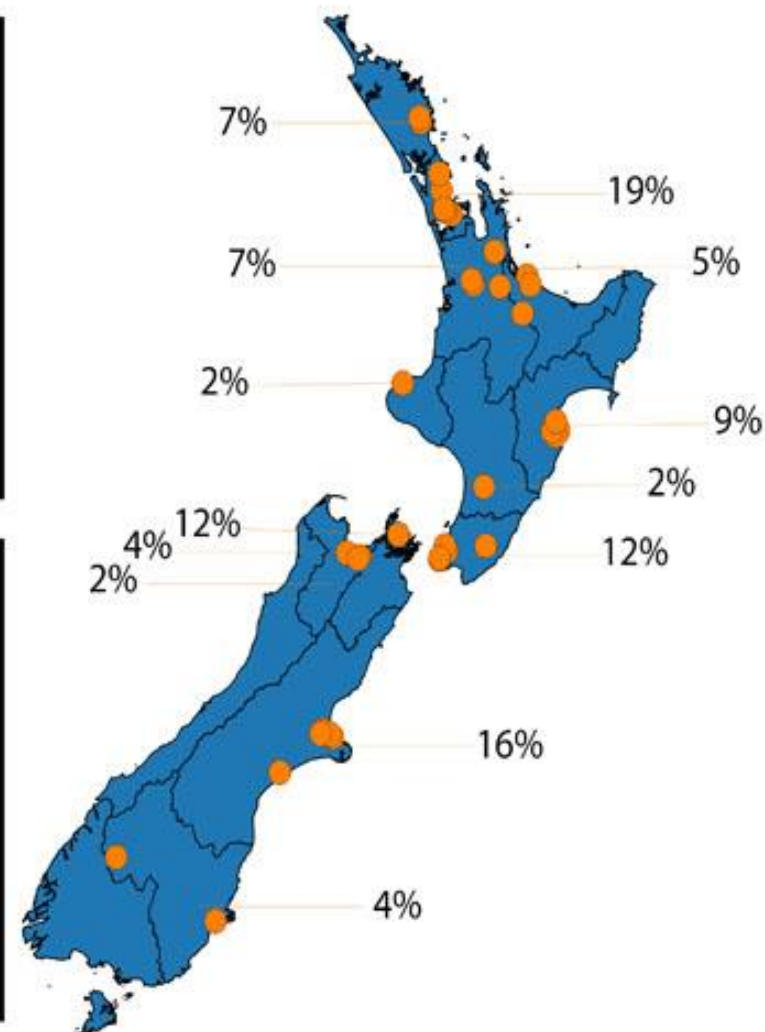
2015-16



2017

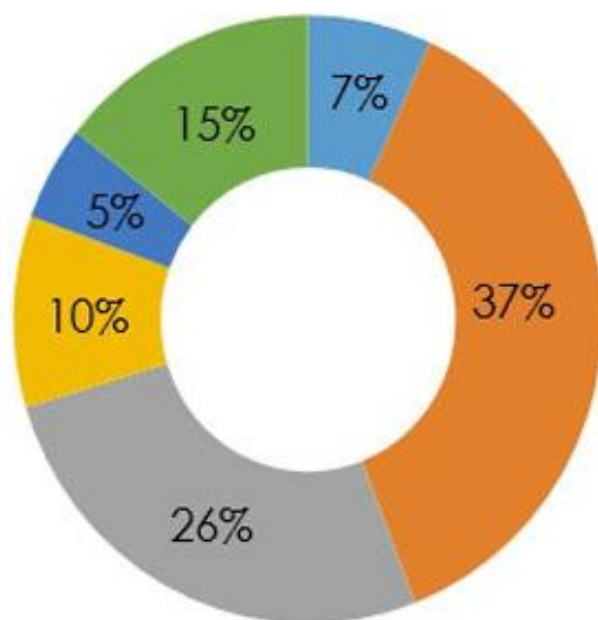
North Island
63%

South Island
37%

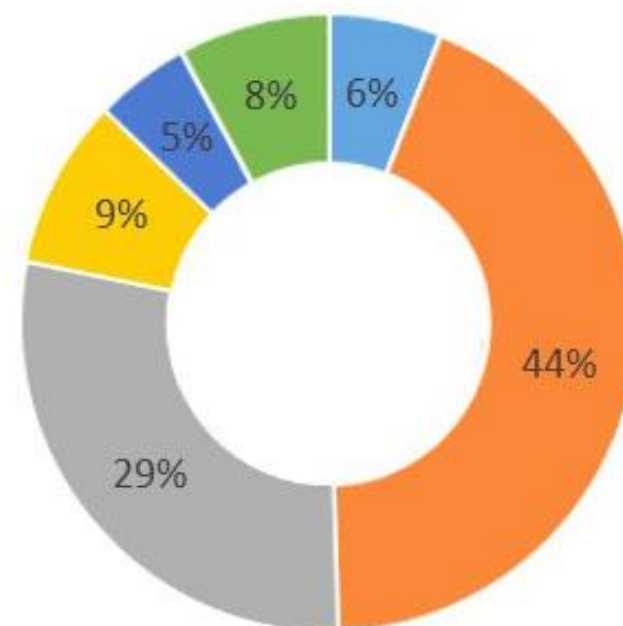


Number of Employees

2015-16

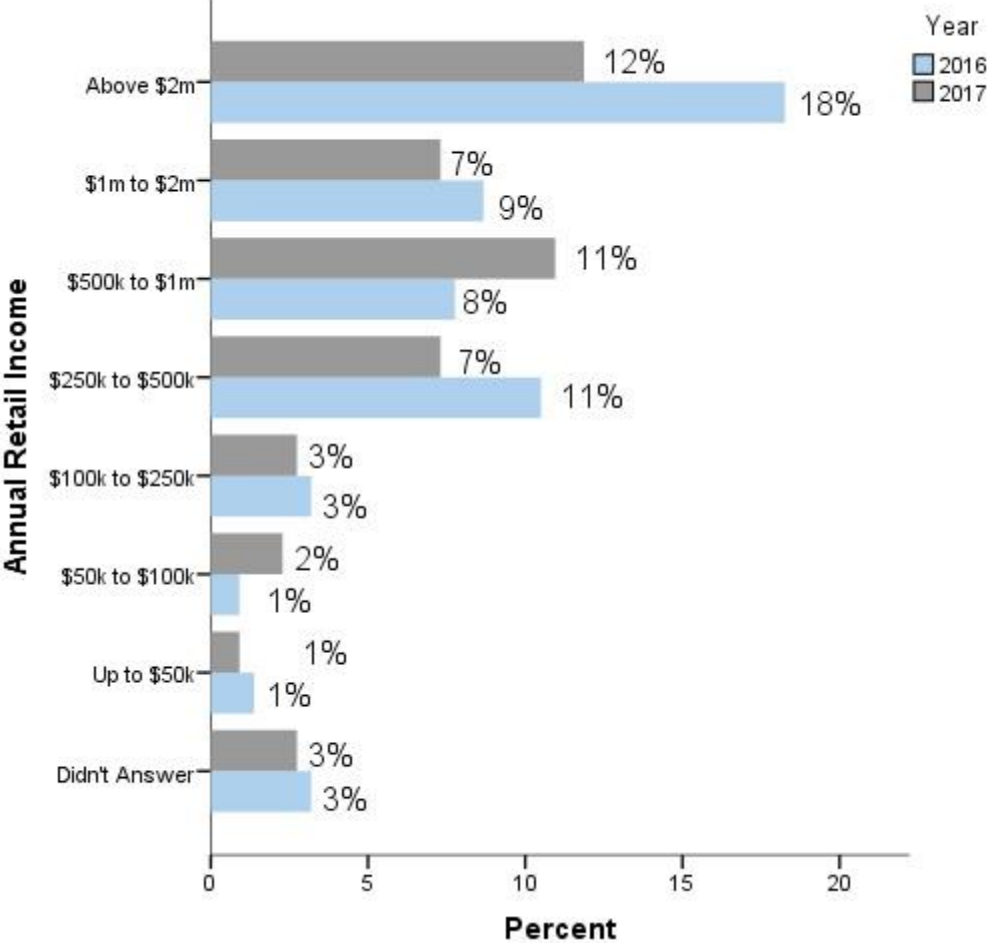


2017



- 1
- 2 to 5
- 6 to 19
- 20 to 49
- 50 to 99
- 100+

2016 and 2017 Survey Respondents by Annual Retail Income



Number of Stores

		Year	
		<u>2015/16</u>	<u>2017</u>
	Online Only	6.0%	4.0%
	<u>Number of Stores</u>		
	1	54.8%	60.4%
	2	10.7%	9.9%
	3-5	10.7%	7.9%
	6-10	4.6%	2.0%
	11+	13.2%	15.8%

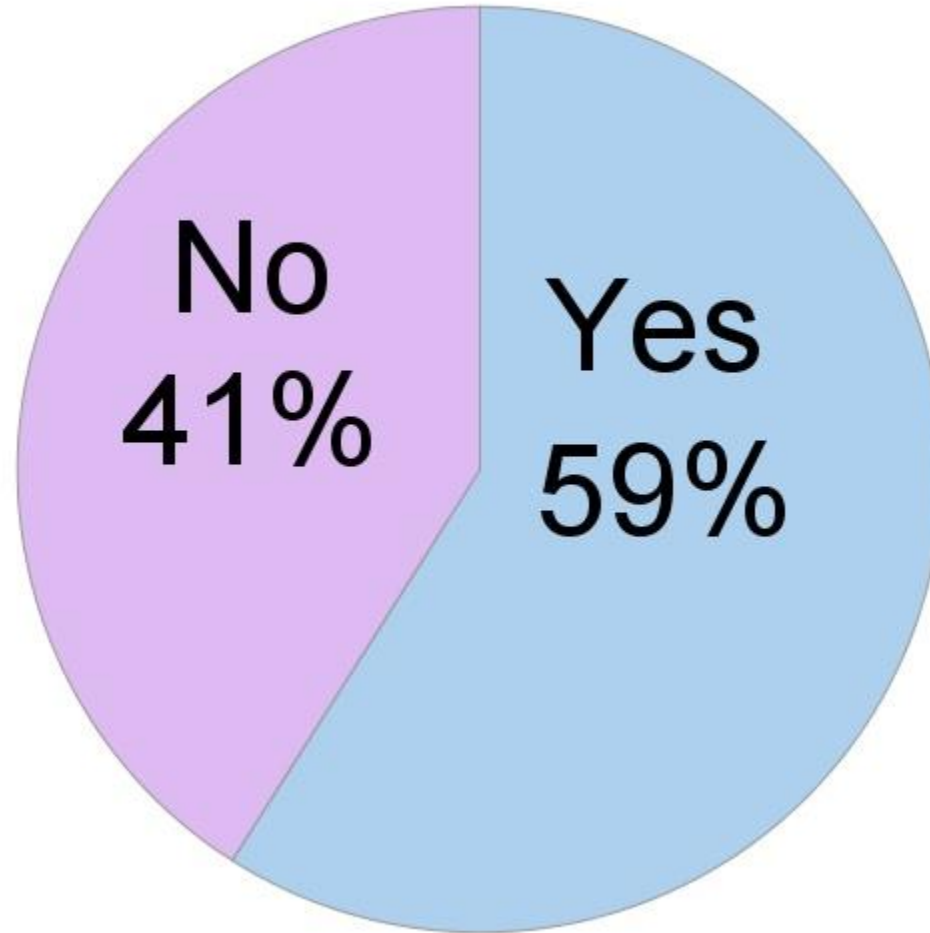
Sectors

Sector		Year	
		2015/16	2017
Clothing		14.4%	15.8%
Sport/Camping		9.5%	14.9%
Footwear		6.8%	7.9%
Furniture		6.5%	3%

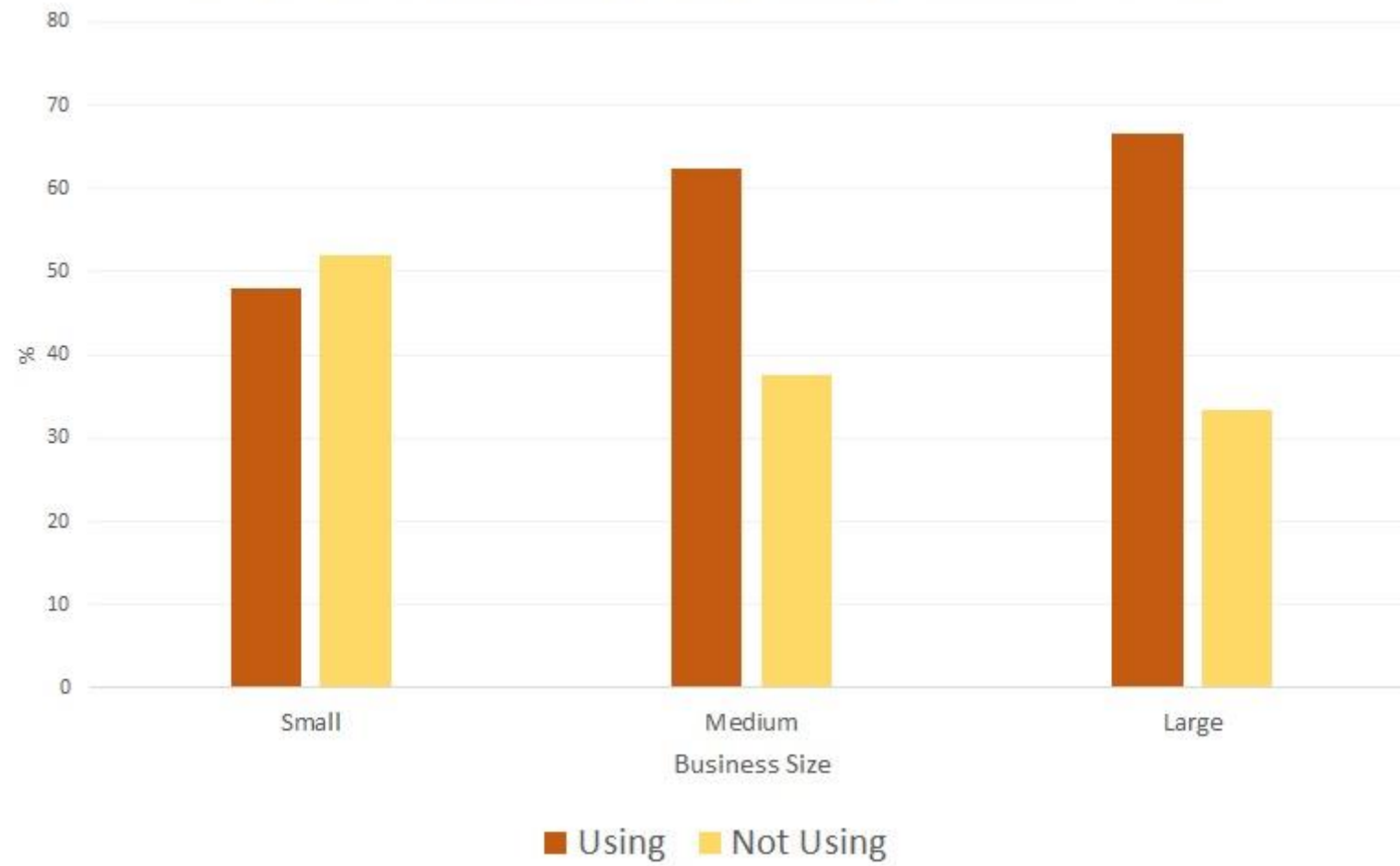


Online Shopping & GST

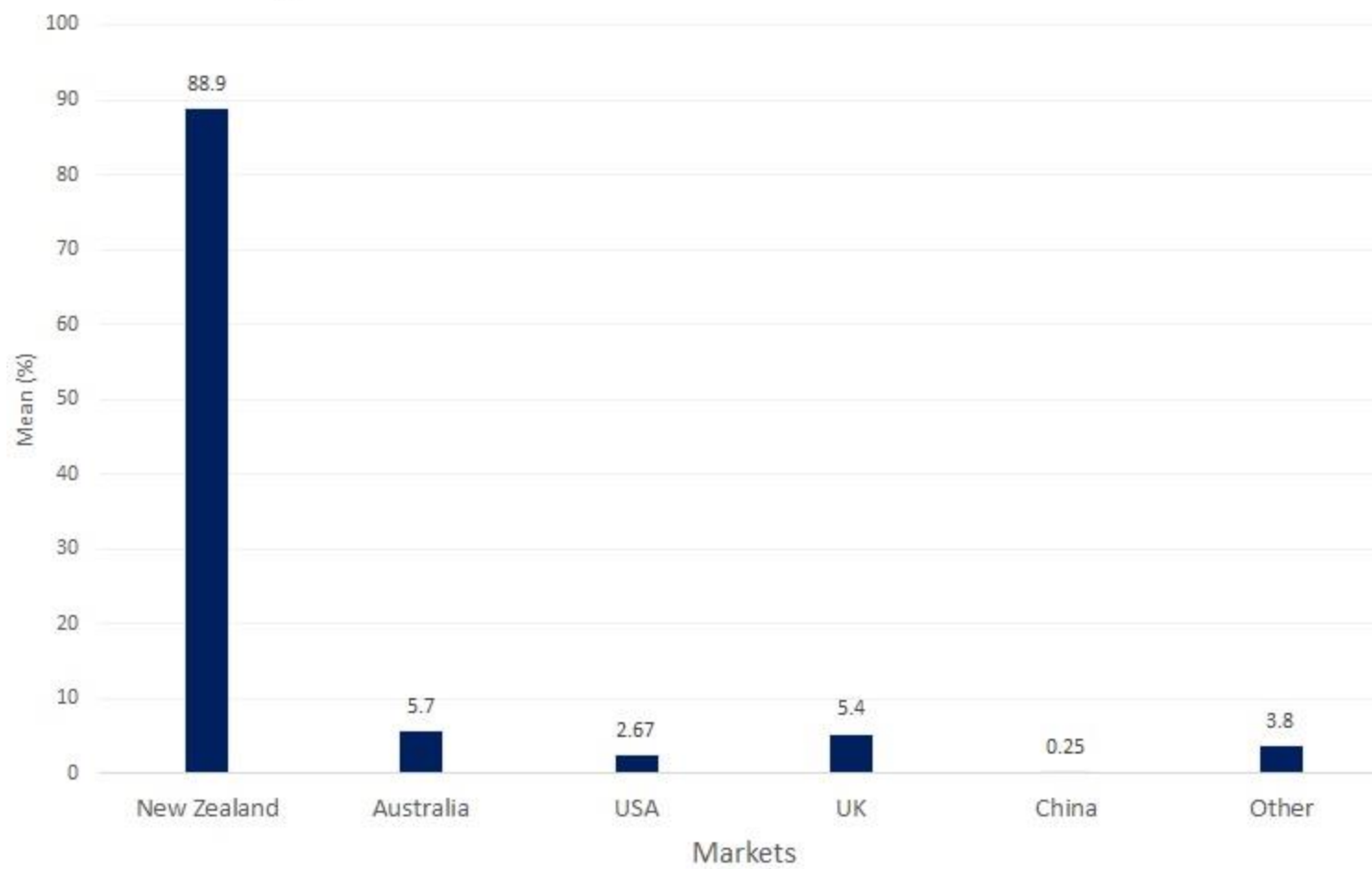
Proportion of Respondents Selling Products/Services Using Websites



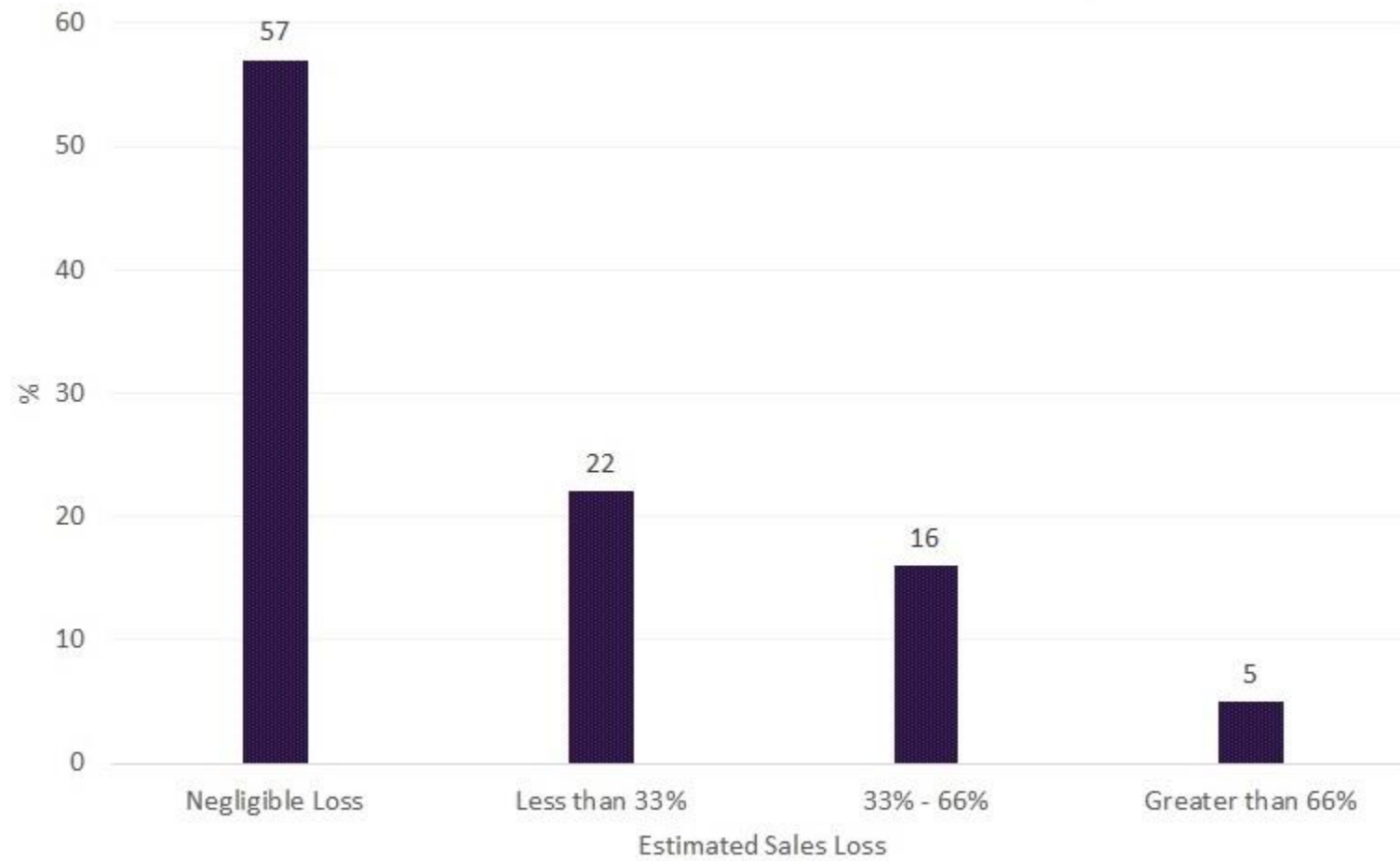
Using vs. Not Using Websites for Selling Products/Services by Business Size



Percentages of Online Sales Generated in Domestic and International Markets

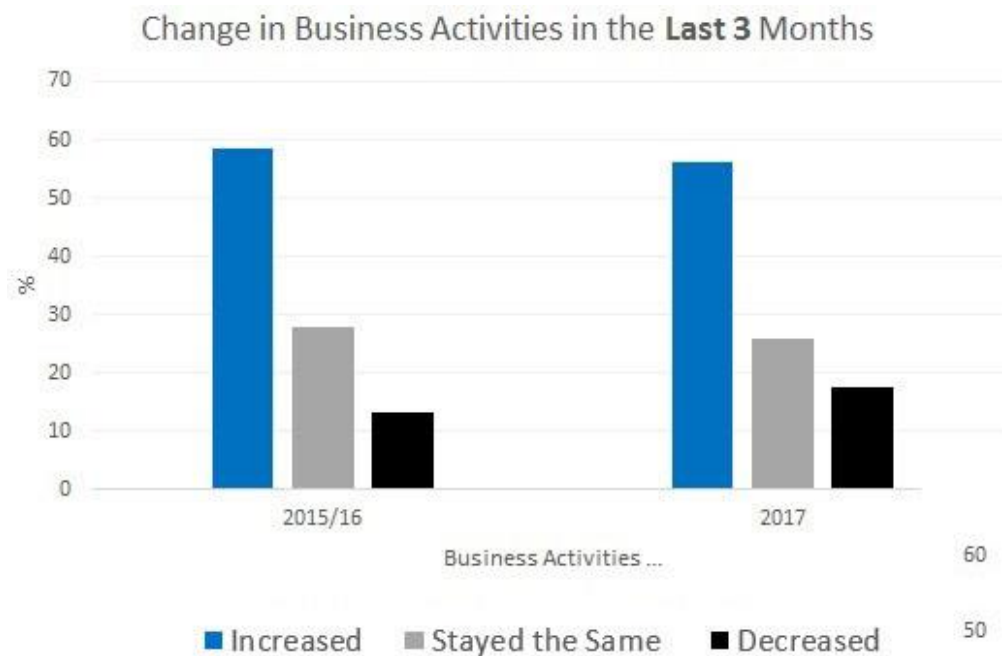


Percentage of Estimated Annual Online Sales Lost Due to Charging GST



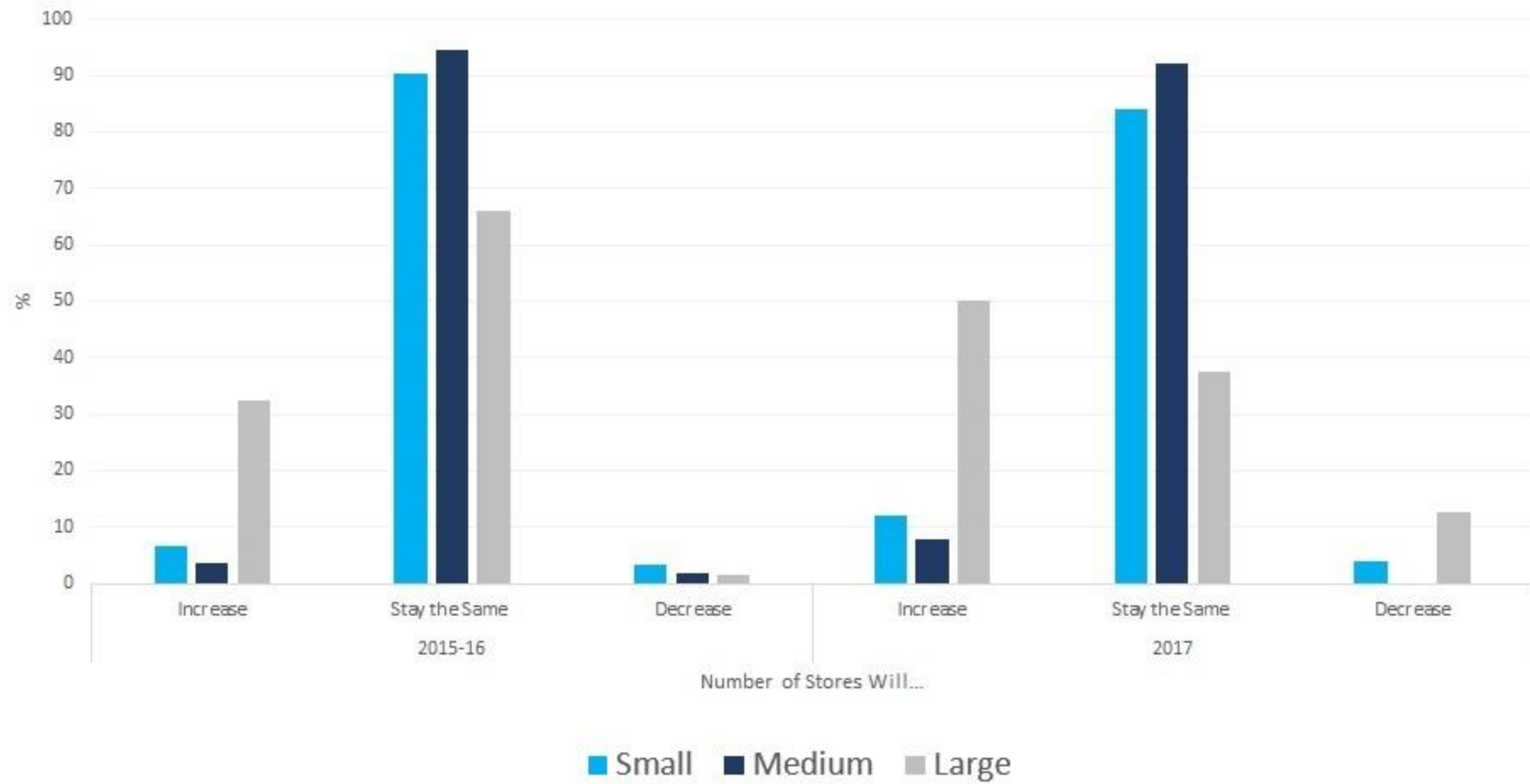


Market confidence

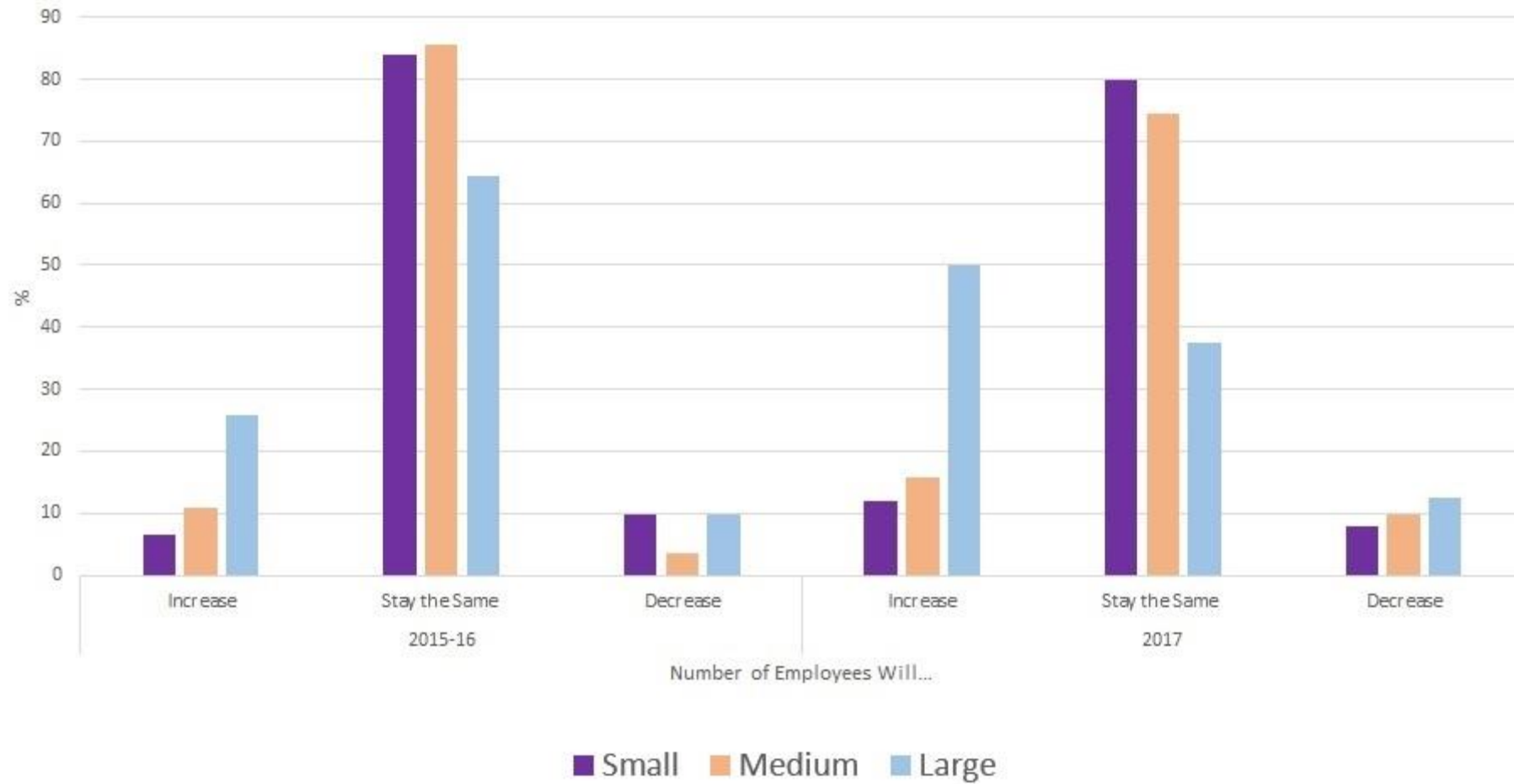




Expectations of Changes to the Number of Stores over the Next 12 Months by Business Size
(2015-16 vs. 2017)



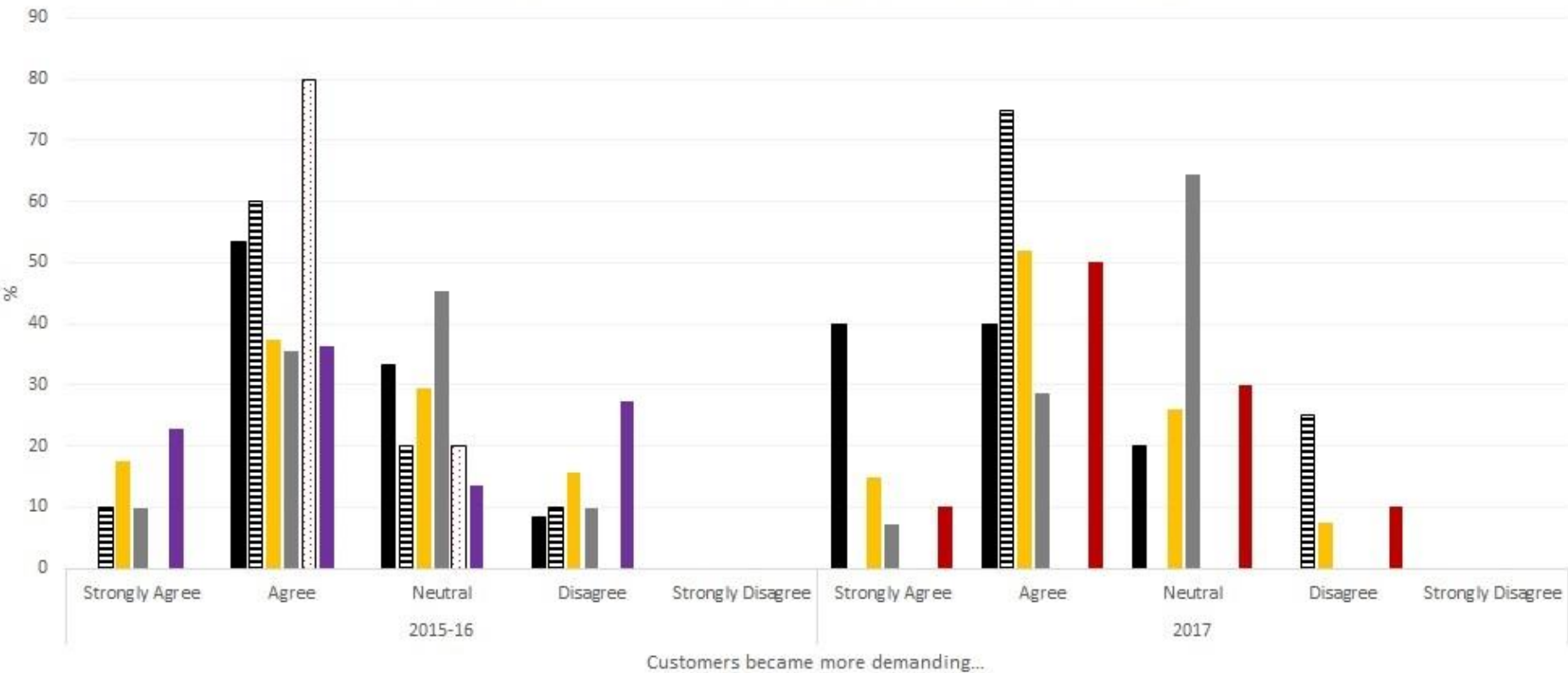
Expectations of Changes to Employment over the Next 3 Months by Business Size
(2015-16 vs. 2017)



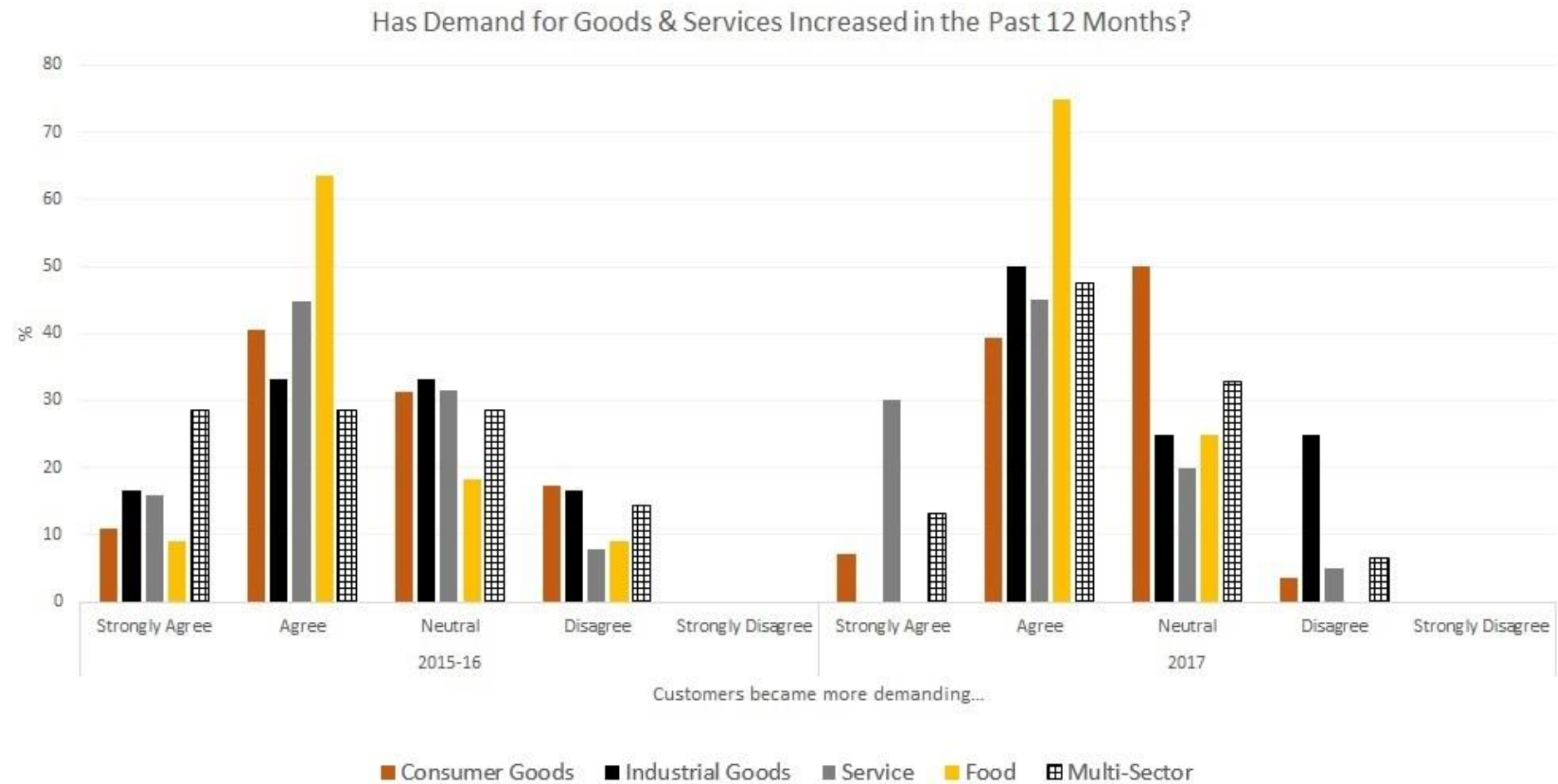


Customer behaviour

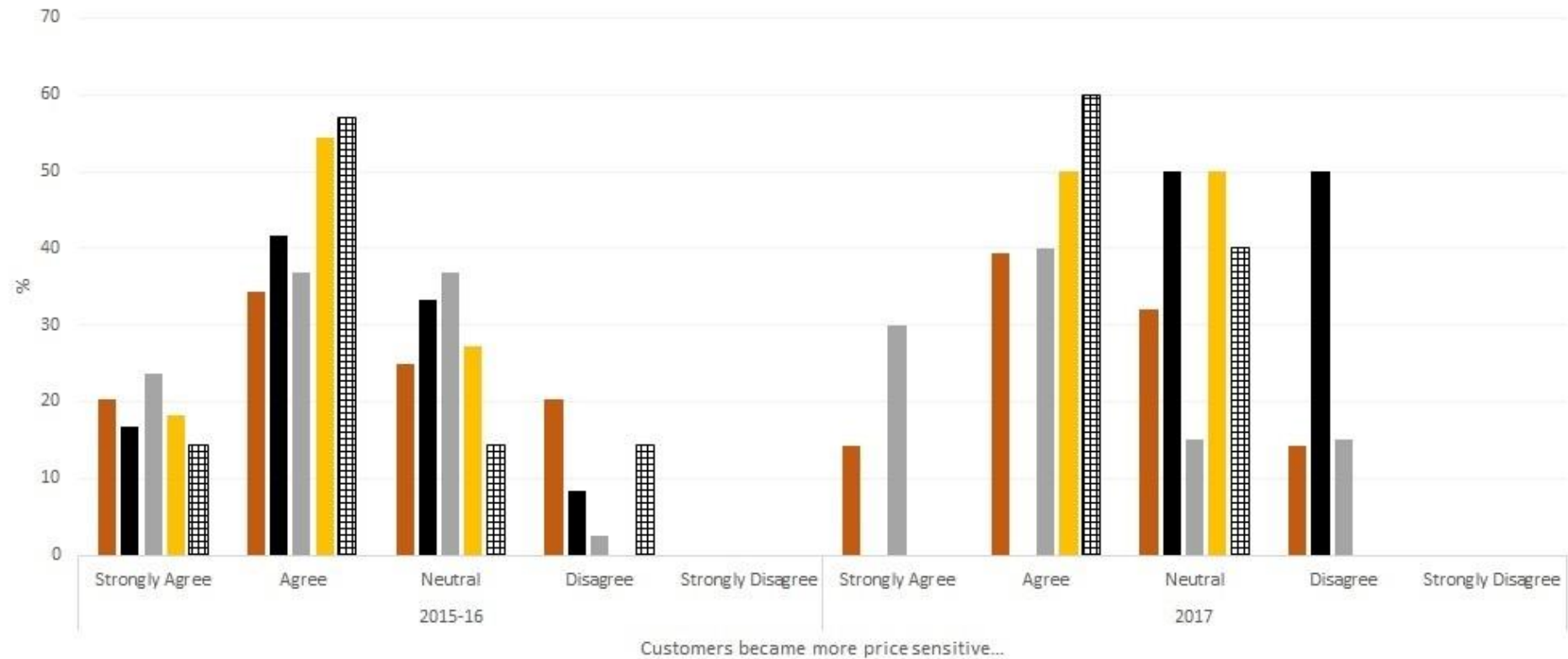
Has Demand for Goods & Services Increased in the Past 12 Months?



■ Auckland Only ■ Auckland+ ■ North Island ■ South Island ■ Multiple NZ ■ NZ-Wide ■ International

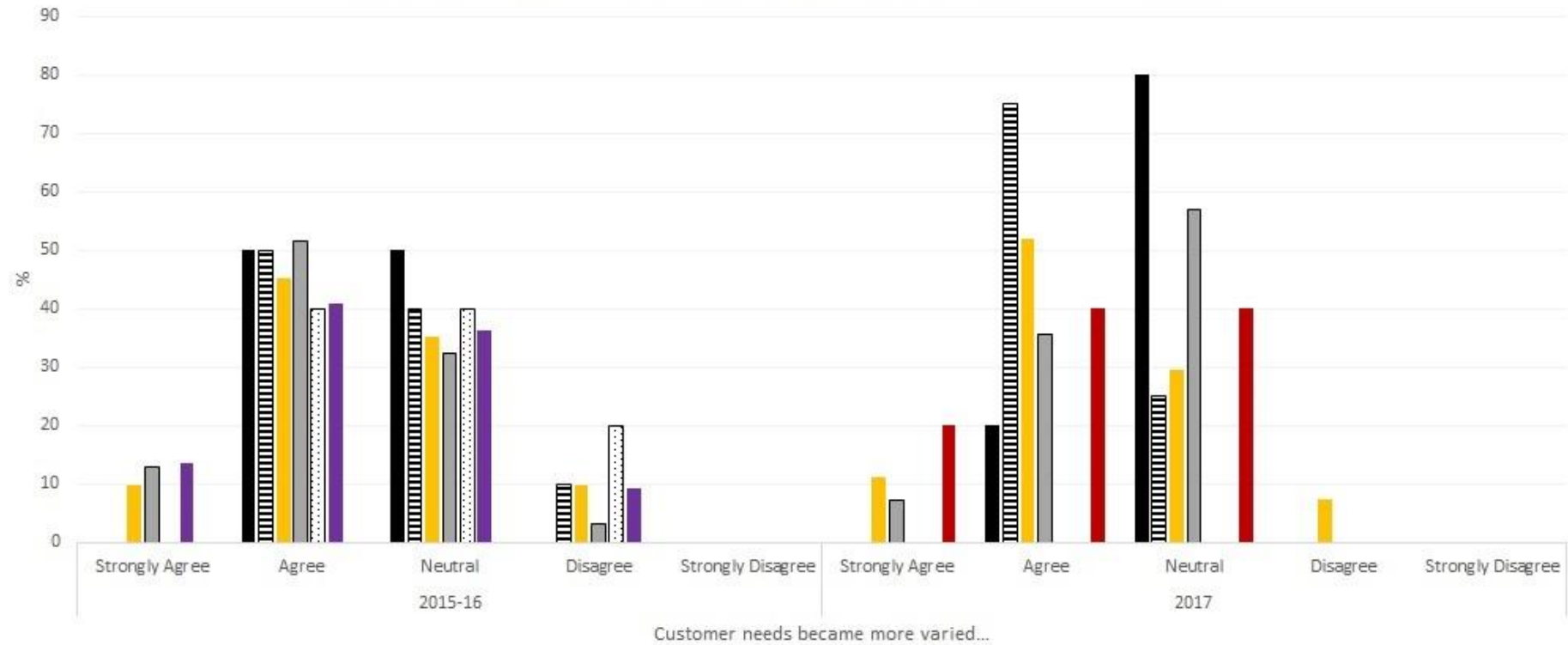


Have Your Customers Become More Price Sensitive in the Last 12 Months?



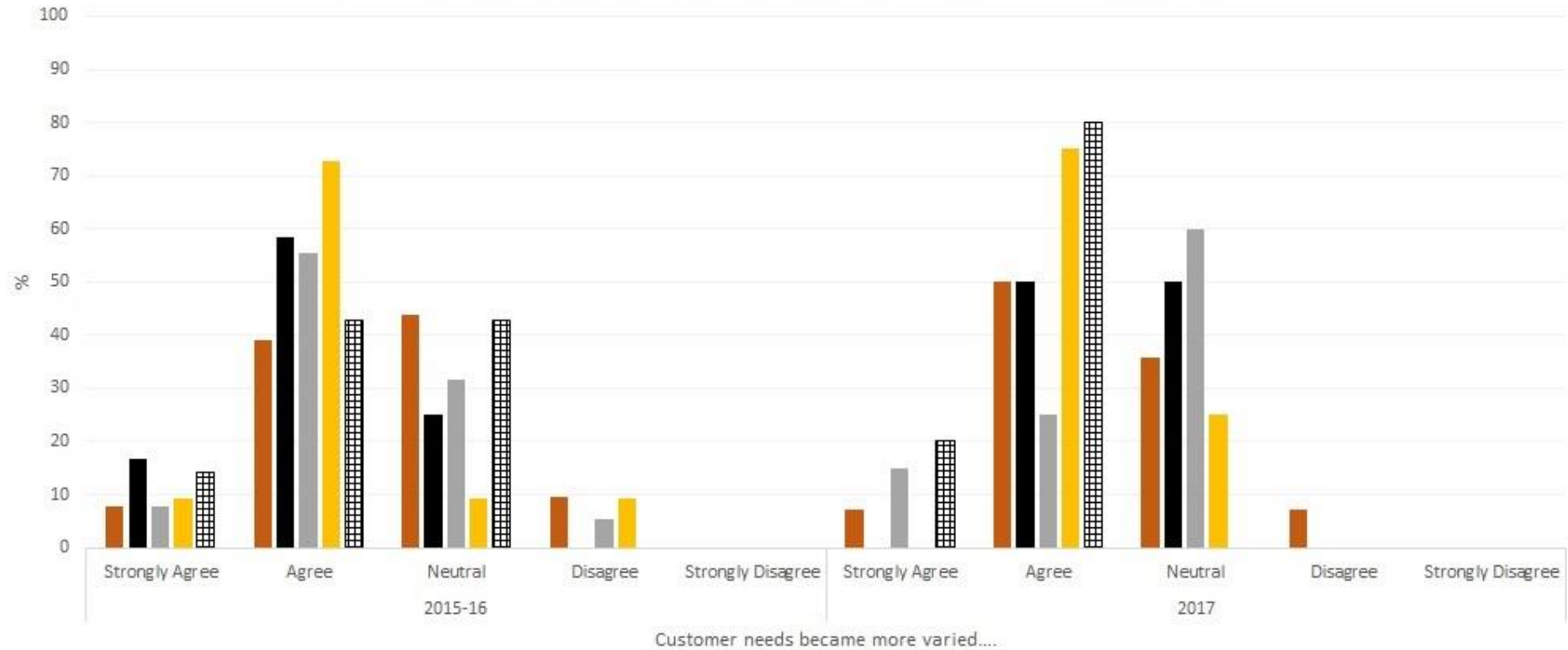
Consumer Goods Industrial Goods Service Food Multi-Sector

Have Your Customers' Needs Become More Varied in the Last 12 Months?

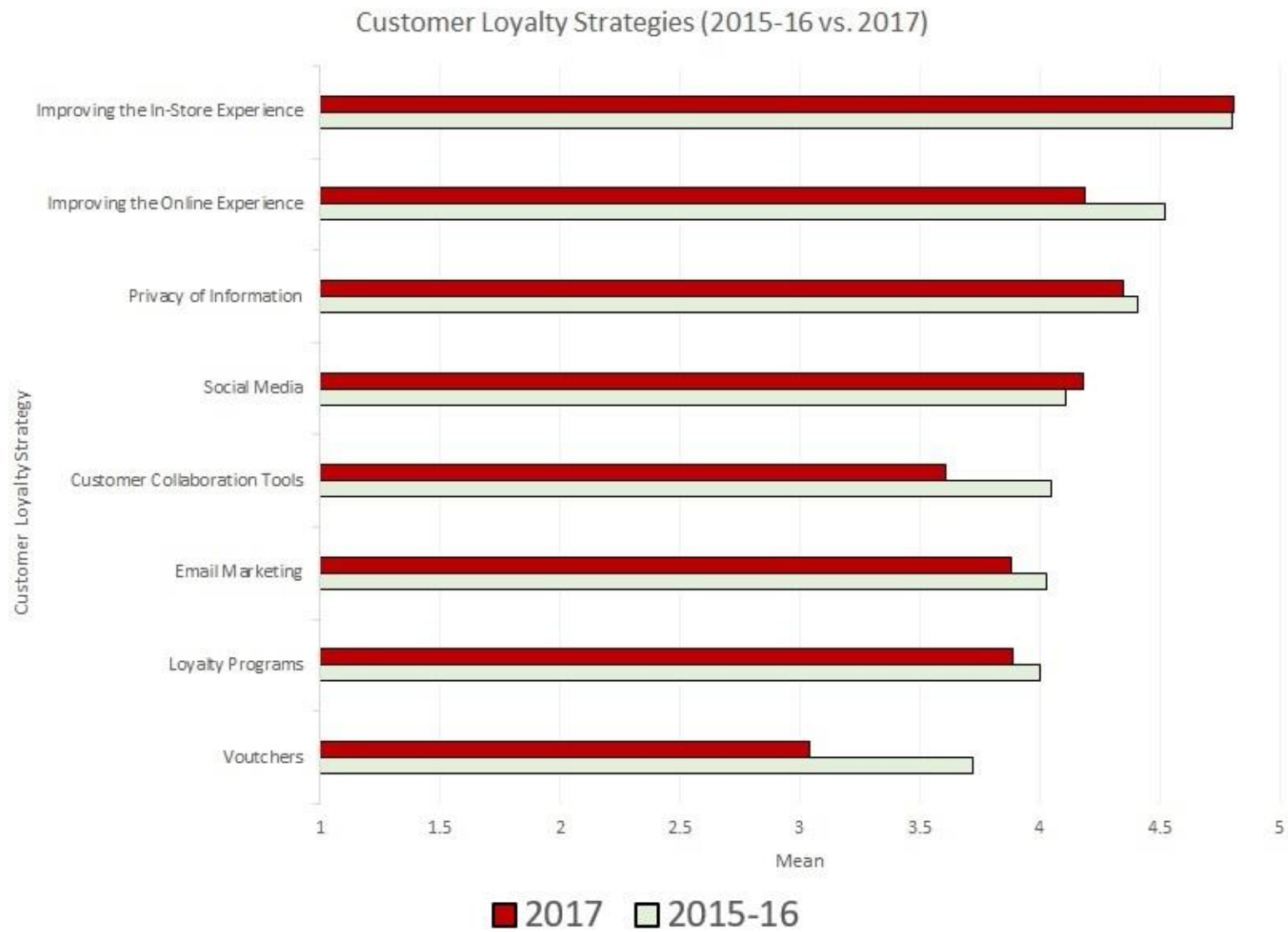


Auckland Only
 Auckland+
 North Island
 South Island
 Multiple NZ
 NZ-Wide
 International

Have Your Customers' Needs Become More Varied in the Last 12 Months?



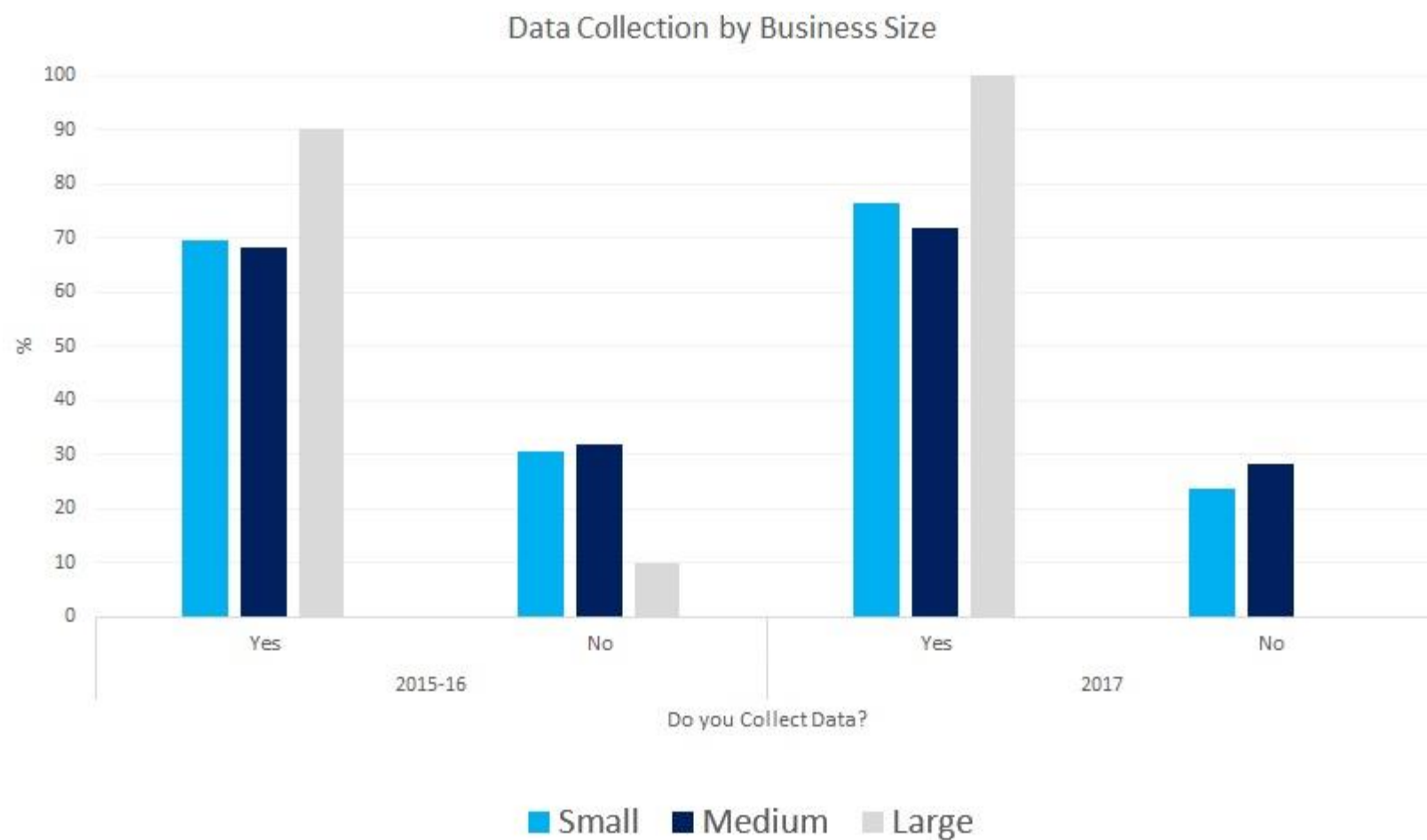
■ Consumer Goods
 ■ Industrial Goods
 ■ Service
 ■ Food
 ■ Multi-Sector



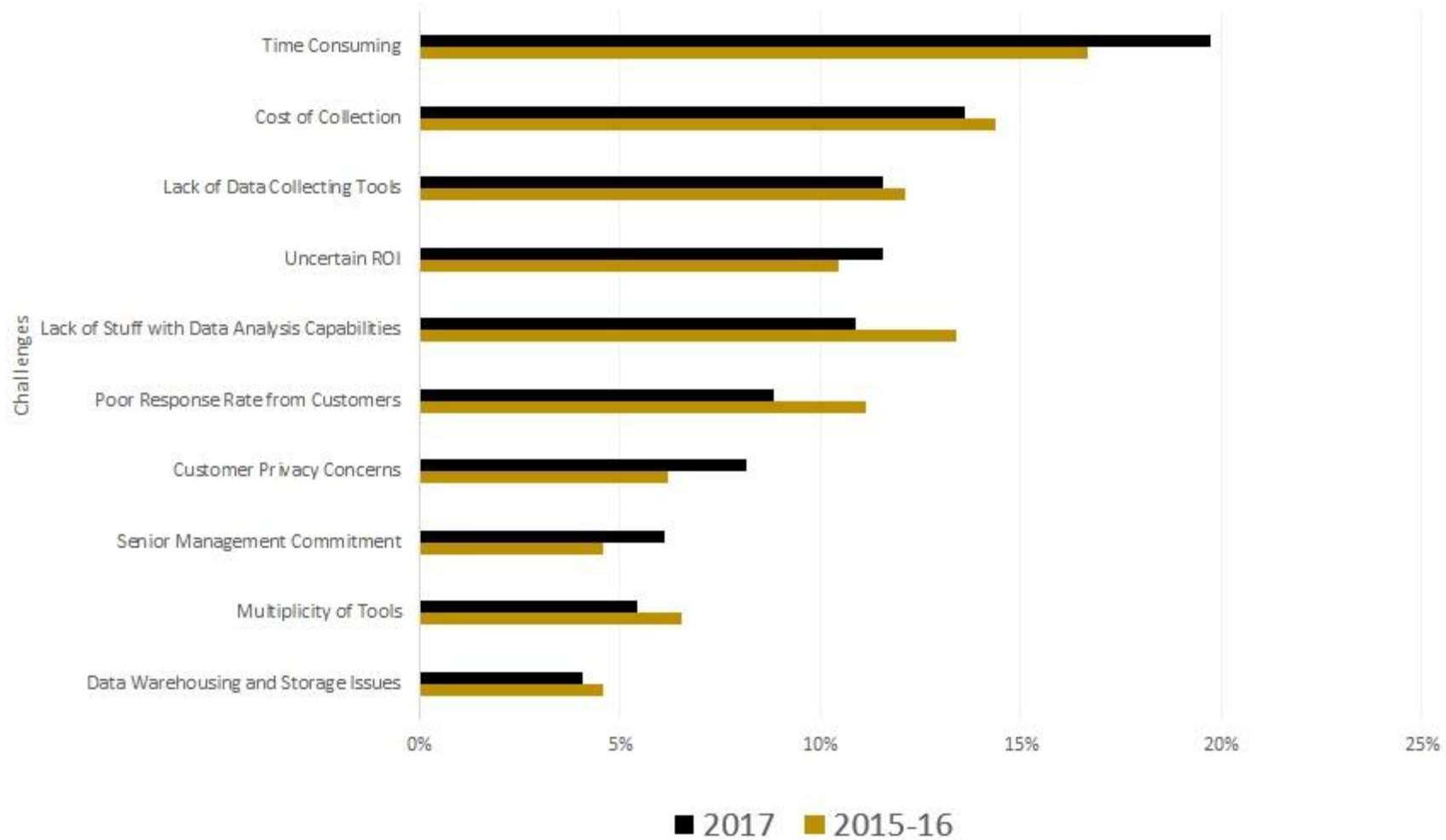
Key: 1 = Unimportant; 2 = Somewhat Unimportant; 3 = Neutral; 4 = Somewhat Important; and 5 = Important.



Data

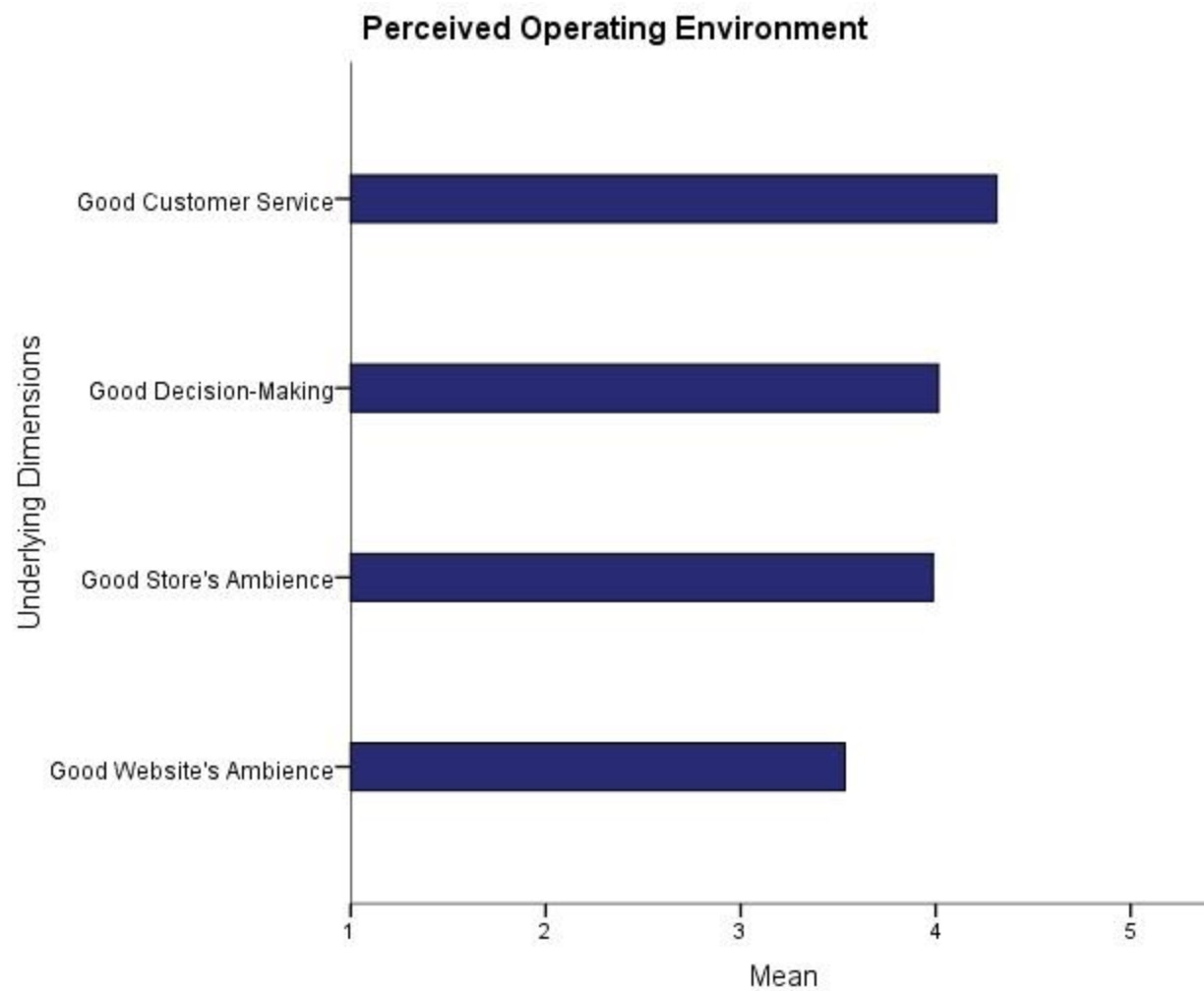


Most to Least Common Challenges in Collecting Data (2015-16 vs. 2017)



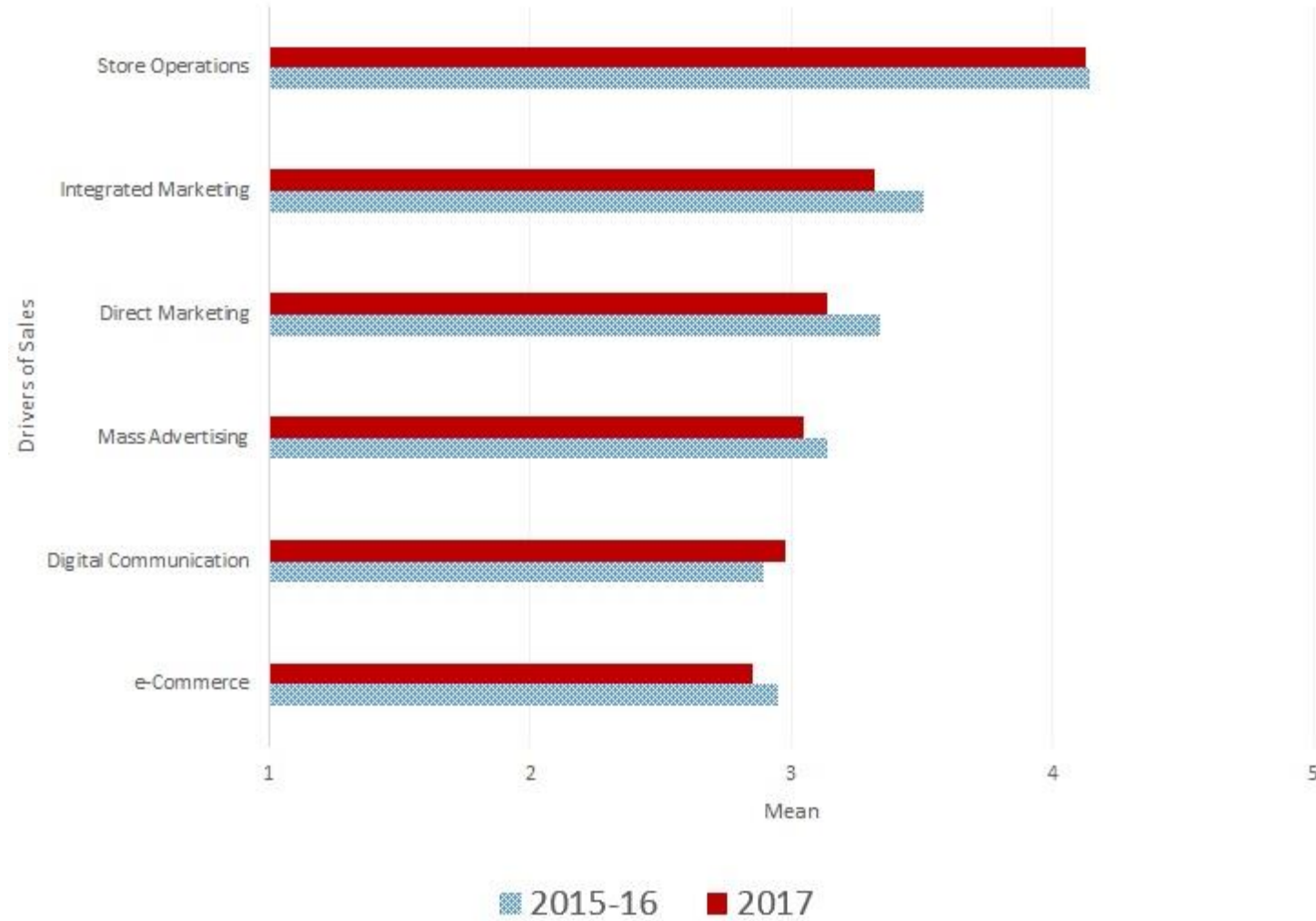


Operating environment



Key: 1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; and 5= Strongly Agree.

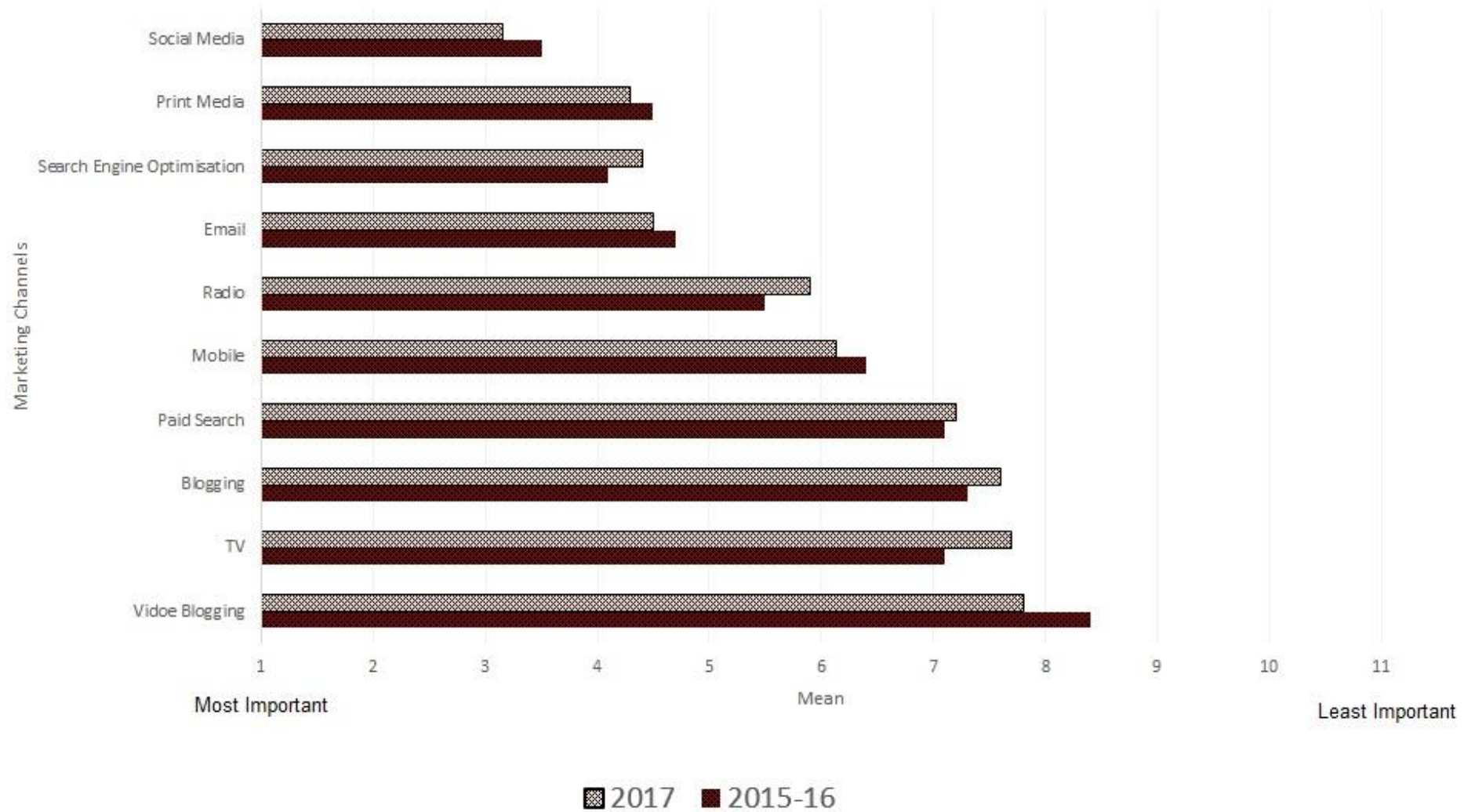
Drivers of Sales in Order of Perceived Best Performance (2015-16 vs. 2017)



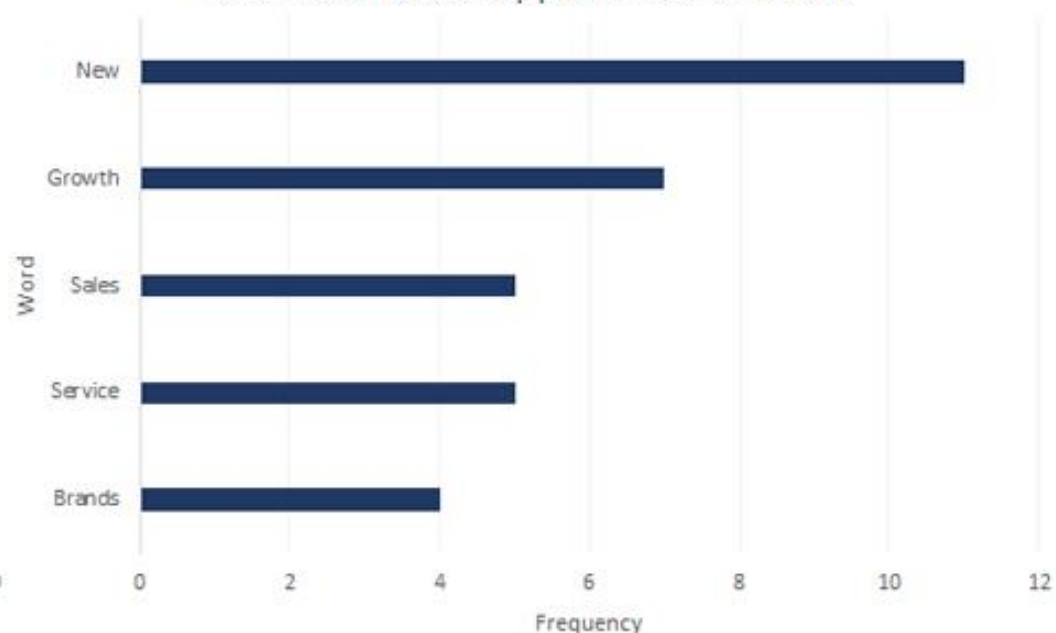


Marketing

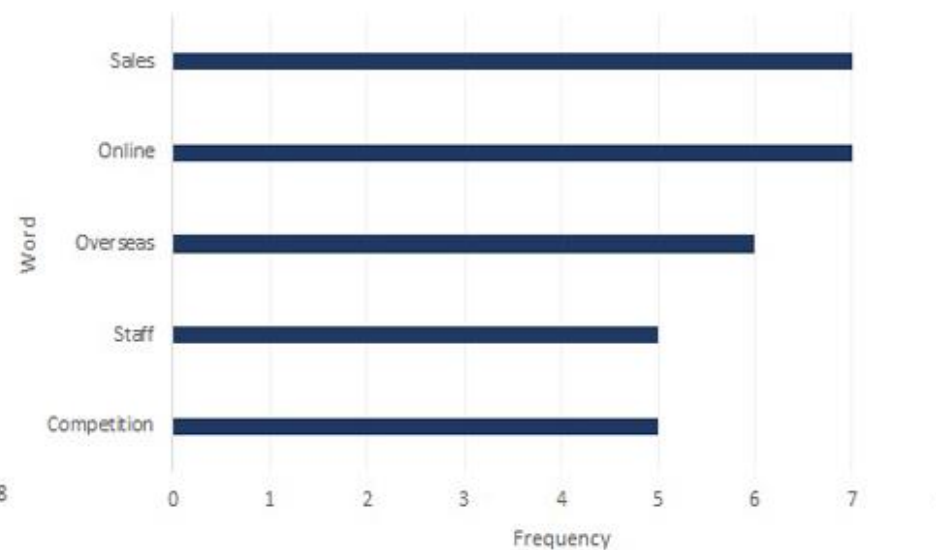
Communication Channels in Order of Perceived Importance
(2015-16 vs. 2017)



Word	Frequency
New	26
Sales	13
Customer	12
Growth	11
Social	10



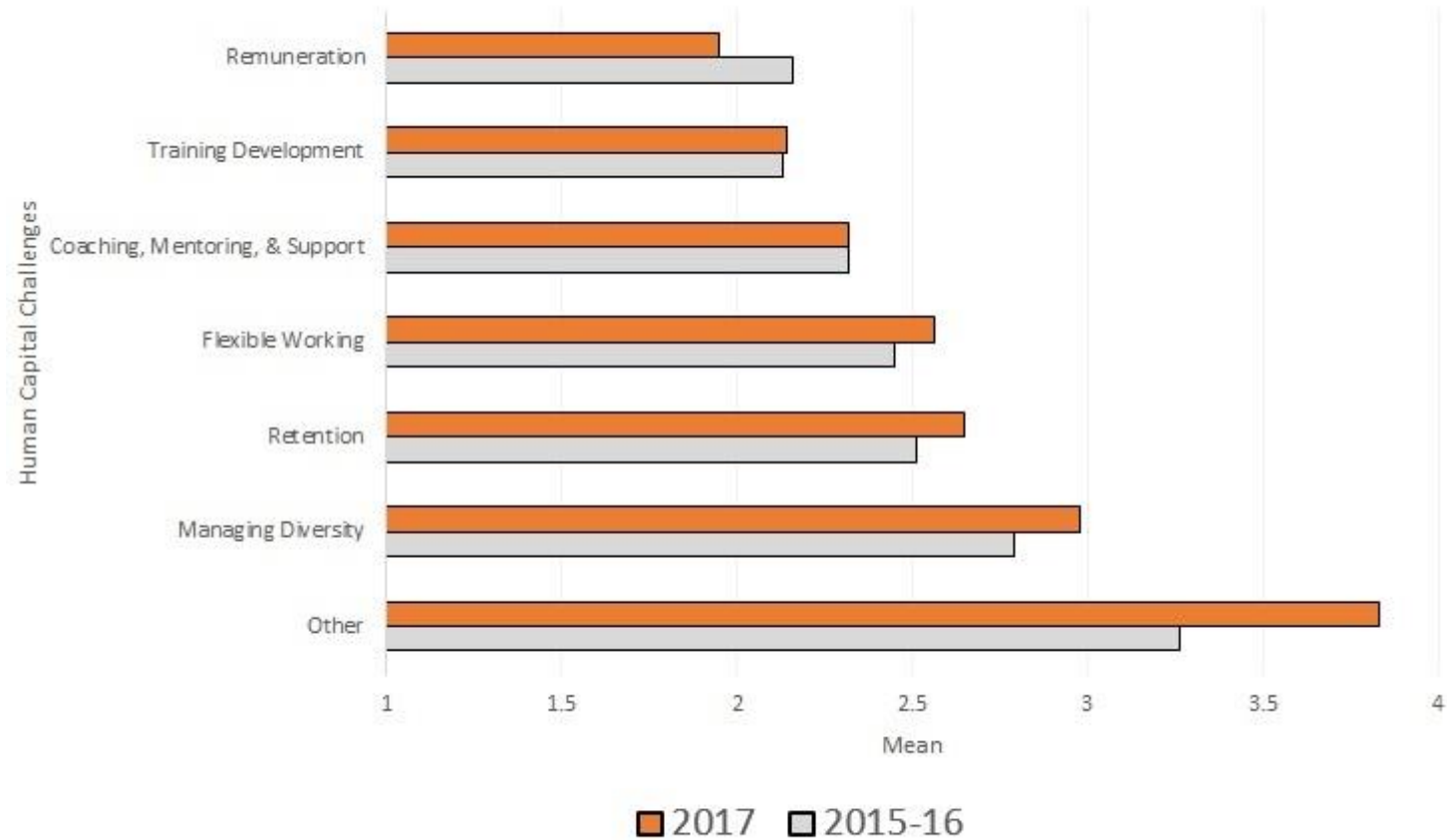
Word	Frequency
Staff	16
Sales	14
Keeping	11
Business	10
Online	9





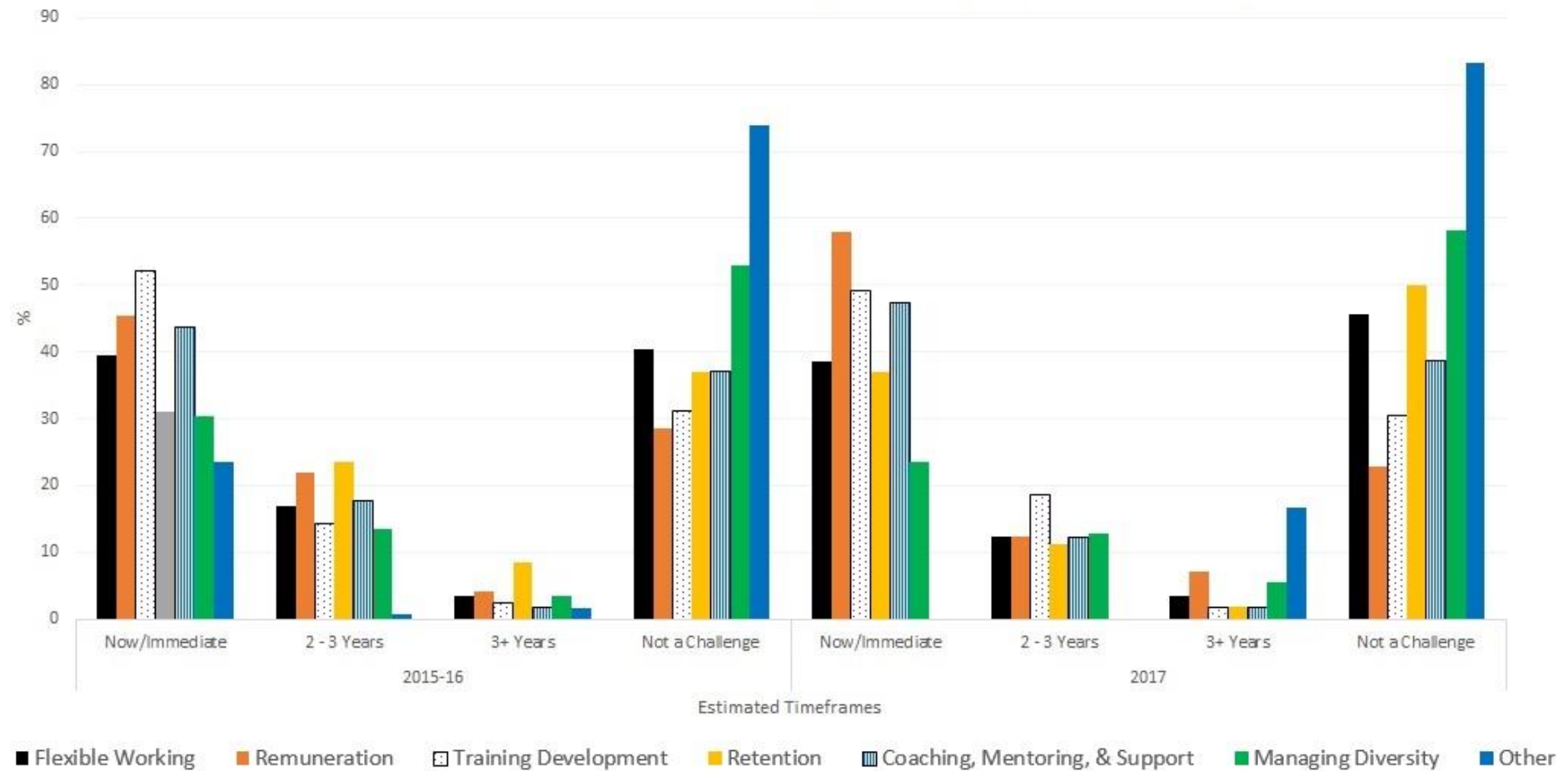
Human resources

Most to Least Imminent Human Capital Challenges Facing Retailers (2015-16 vs. 2017)

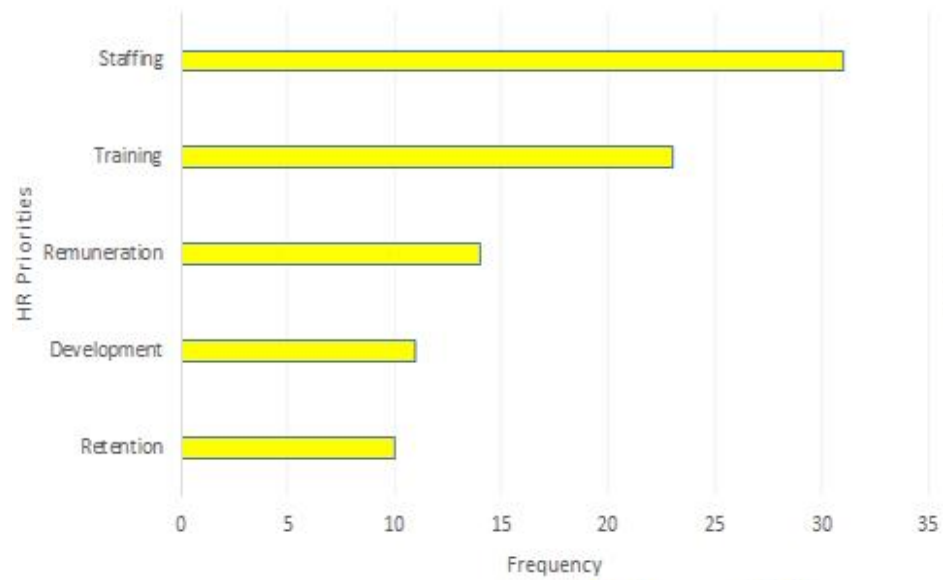


Key: 1= Immediate Challenge (within 12 Months); 2 = Challenge within 2-3 Years; 3= Challenge in 3+ Years; and 4= Not a Challenge.

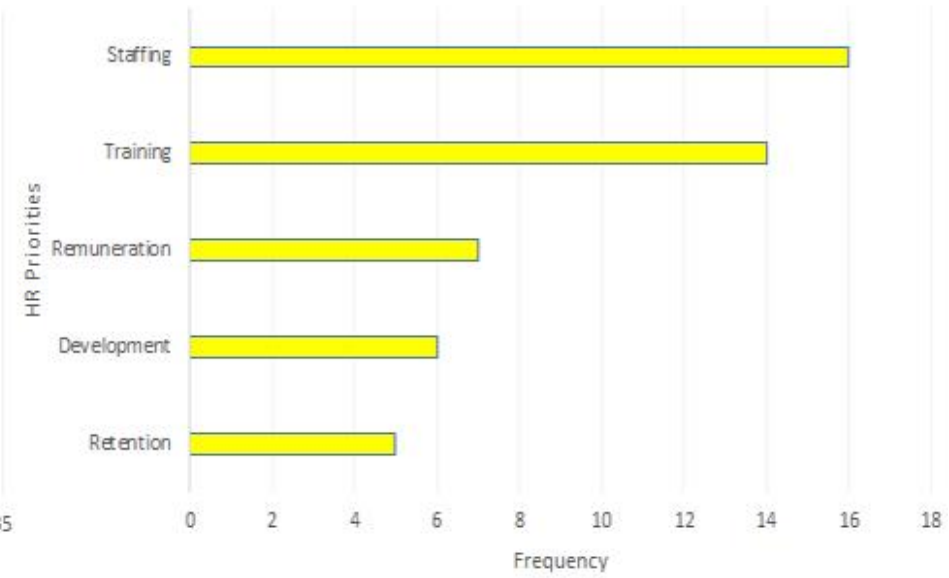
Time Estimates for the Occurances of Human Capital Challenges (2015-16 vs. 2017)



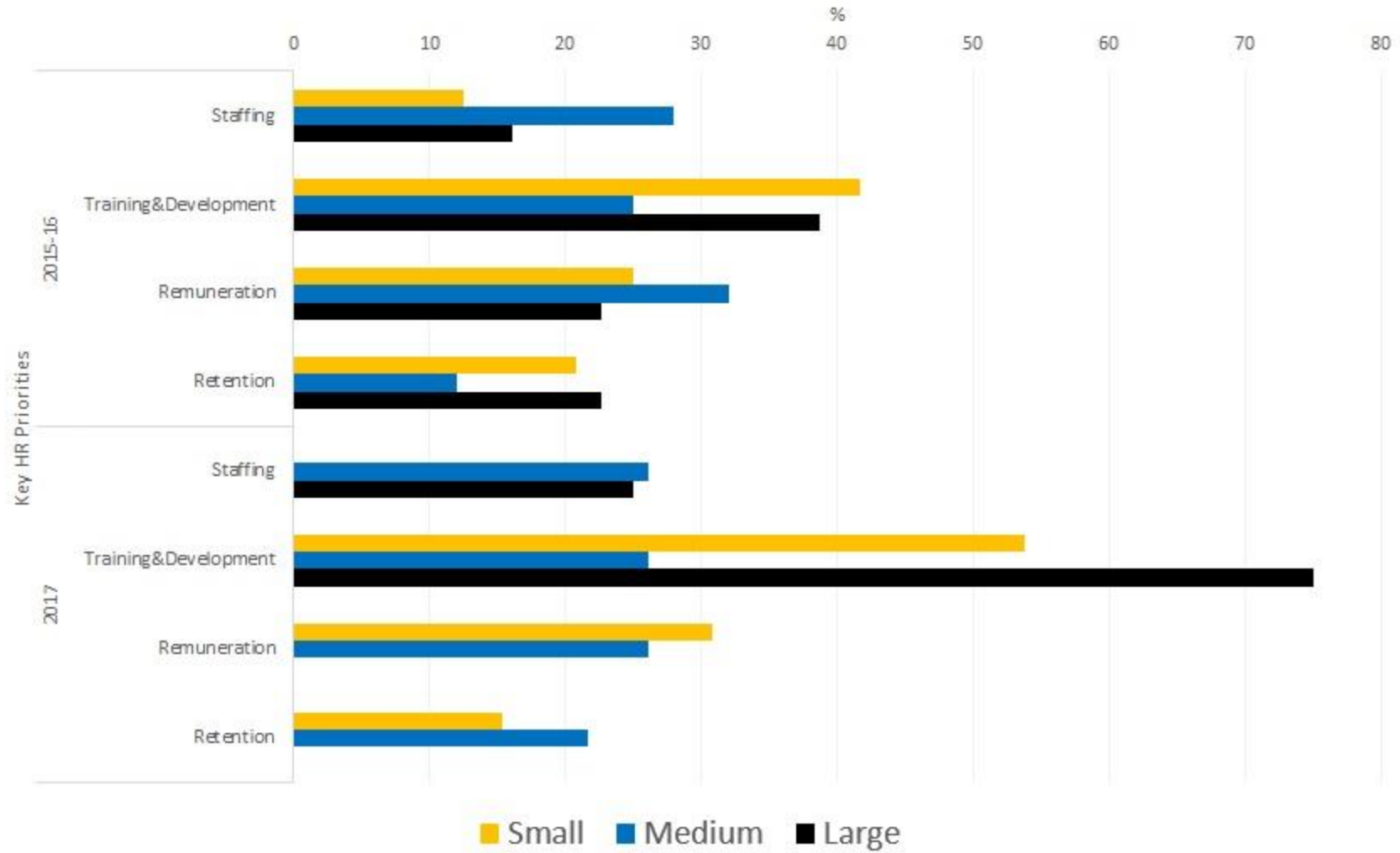
Top 5 Most-Frequently Mentioned HR Priorities in 2015-16



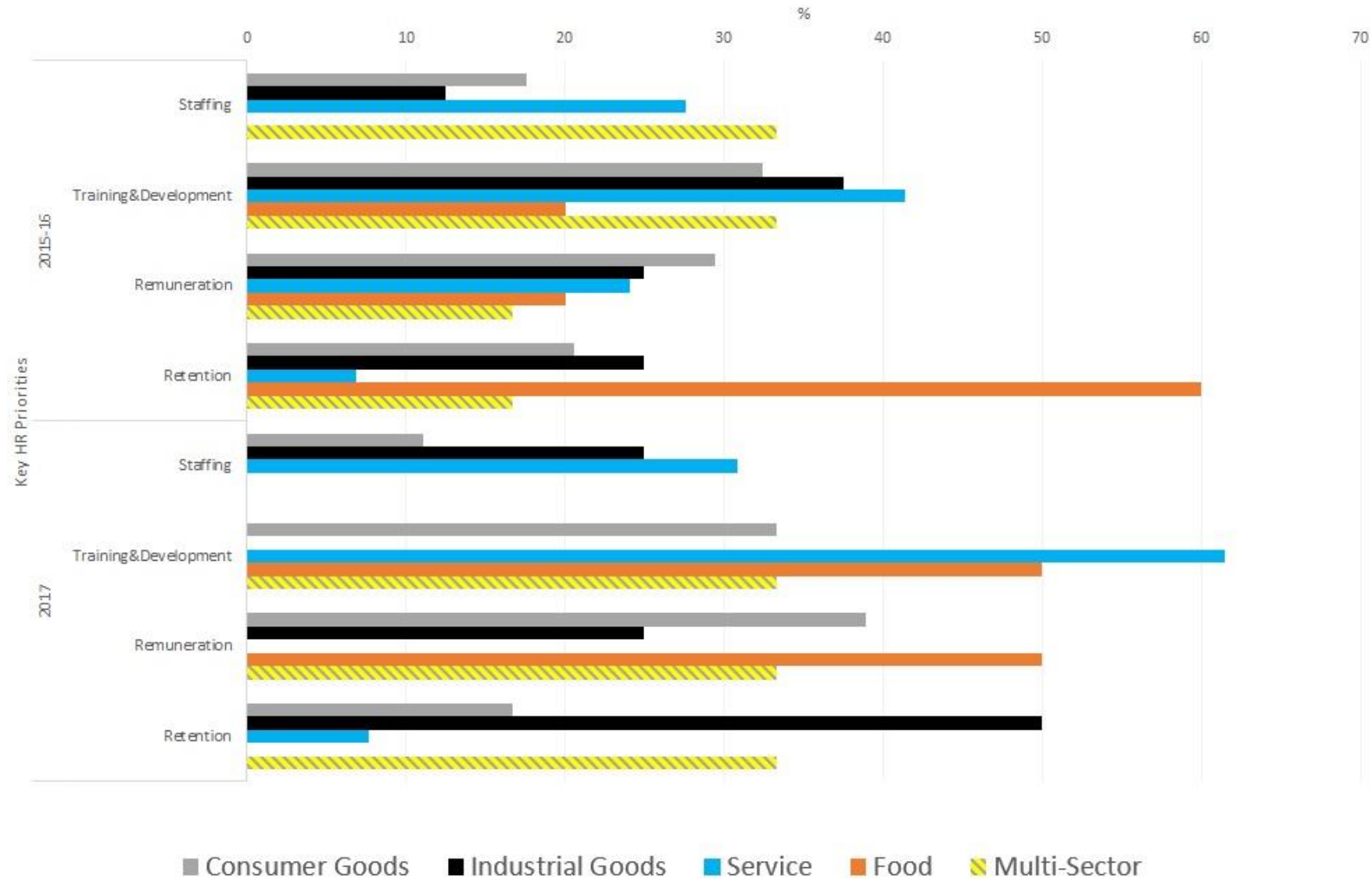
Top 5 Most-Frequently Mentioned HR Priorities in 2017



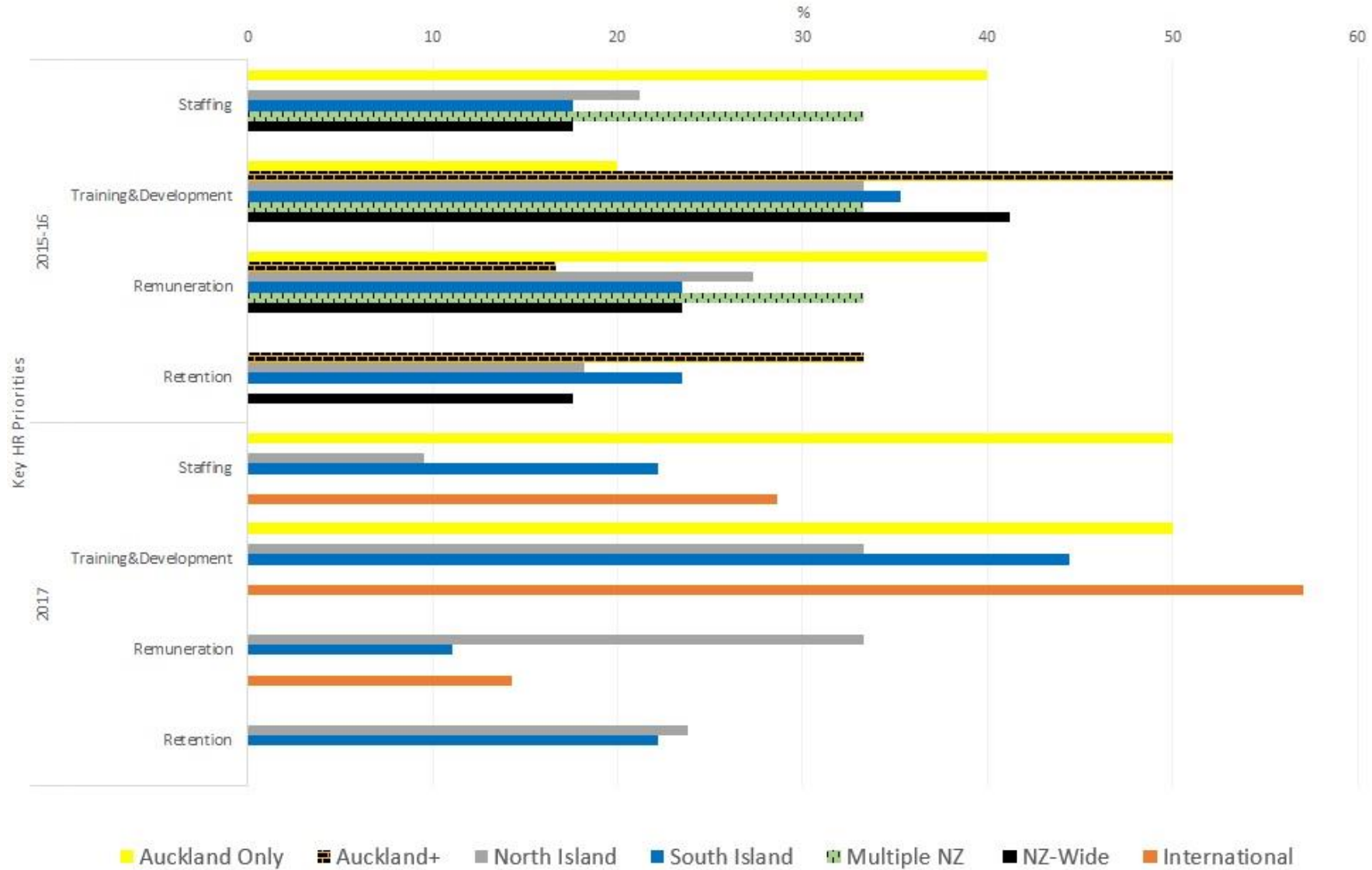
Comparison of Key HR Priorities by Business Size



Comparison of Key HR Priorities by Sector



Comparison of Key HR Priorities by Location





For further information, please contact:

Professor Jonathan Elms

The Sir Stephen Tindall Chair in Retail Management
Director, Centre for Advanced Retail Studies (CARS)

j.r.elms@massey.ac.nz