



Under Cover: A mystery shopping study on the role of retailers

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The issue



Research Objectives

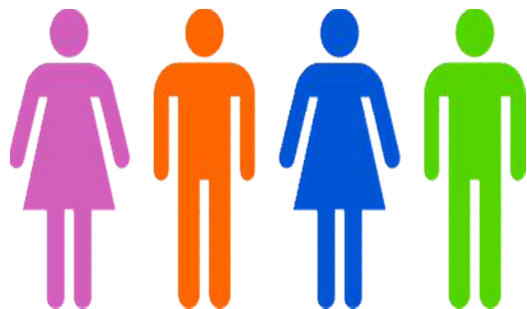
1. How are marketing mix **strategies** used by retailers to **influence consumer purchases towards energy and water efficient products** over conventional products?
2. What potential **barriers and incentives** exist for consumers at the point of purchase when attempting to purchase these products?



Study Design

4 Mystery Shoppers

Each with 60 shopping experiences



+



30

30

240

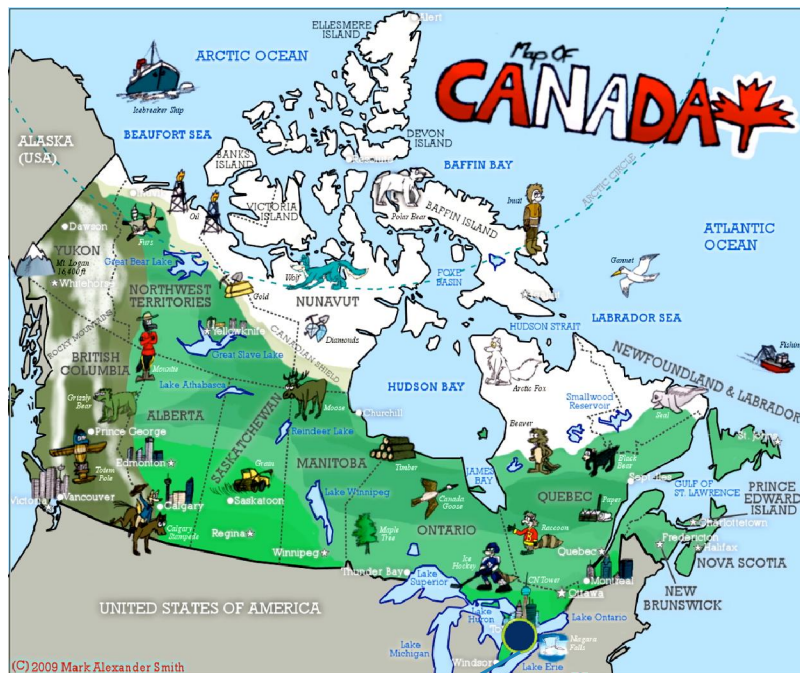
Shopping
Experiences



Retailers Sampled

38

retail stores included in the study across
Halton and Waterloo Regions



Area of study

Washington, DC

Bad Boy
Superstore

The Bay

Best Buy

The Brick

Canadian
Tire

Future
Shop

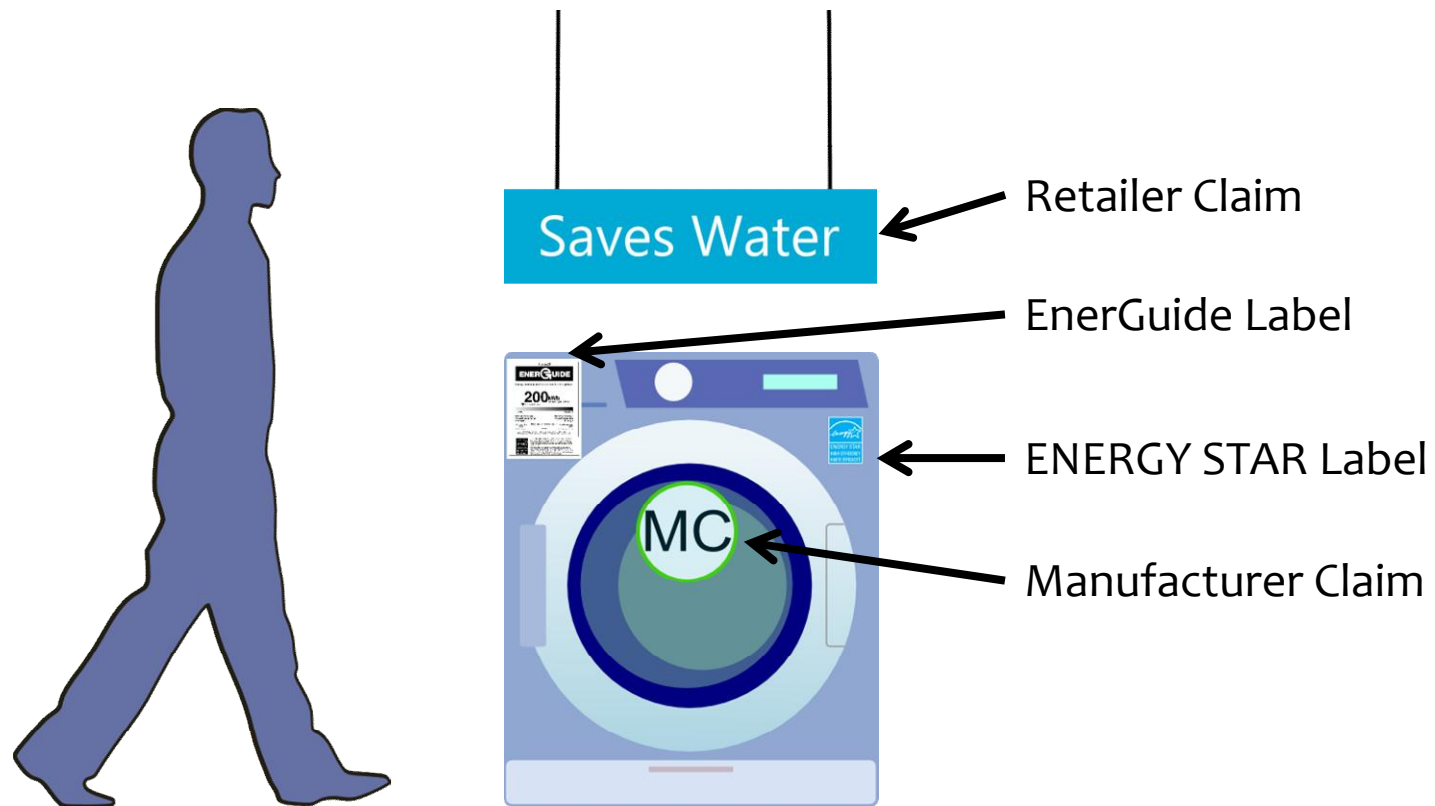
Home
Depot

Leon's

Sears

Walmart

Study Design



Study Design



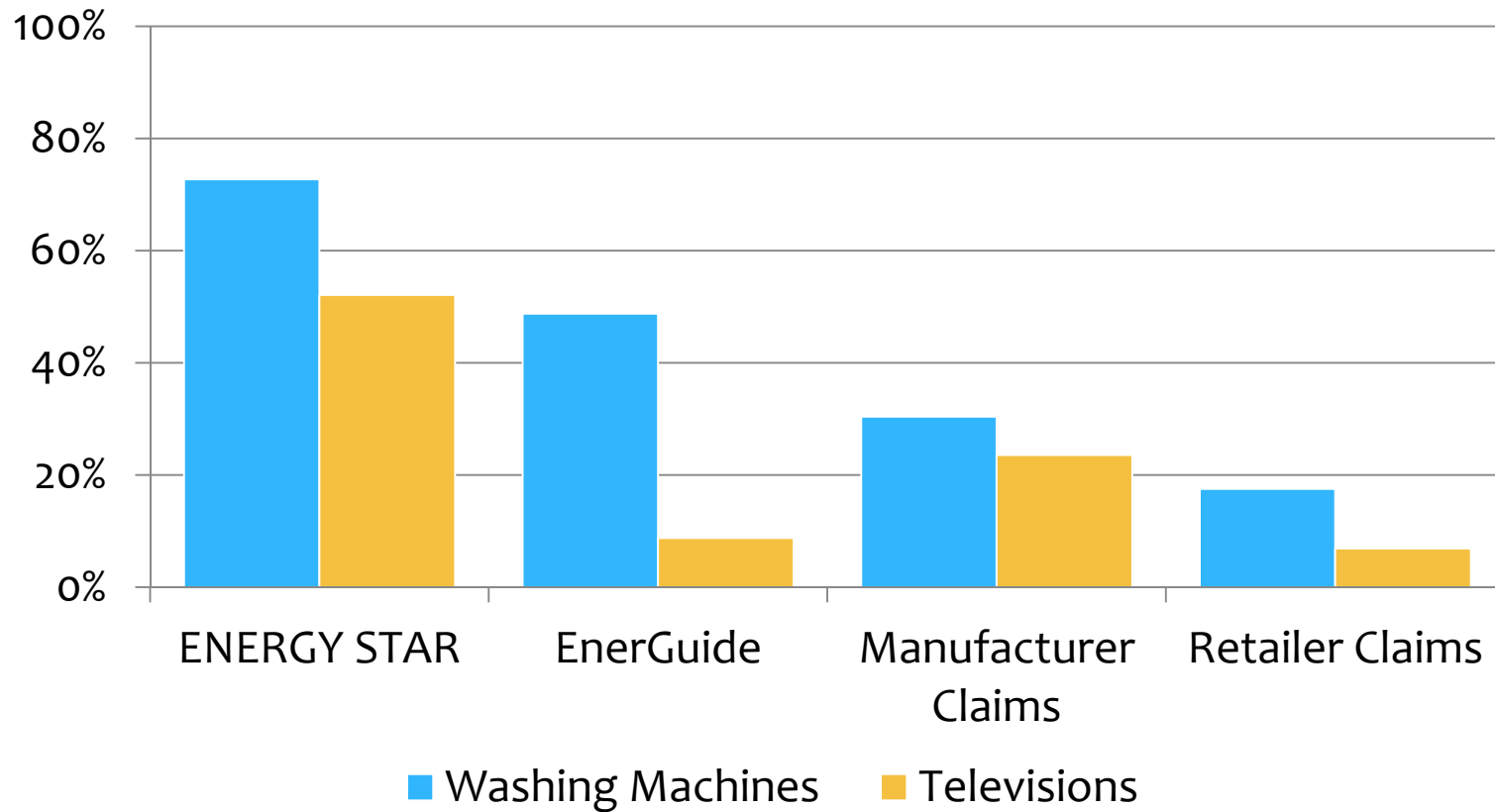
In-Store Marketing and Promotion

66%

of retailers in 152 shopping
experiences displayed
None or **Very Little**
environmental messaging



In-Store Marketing and Promotion



Product Features

Top Four Product Features Discussed

Washing Machines

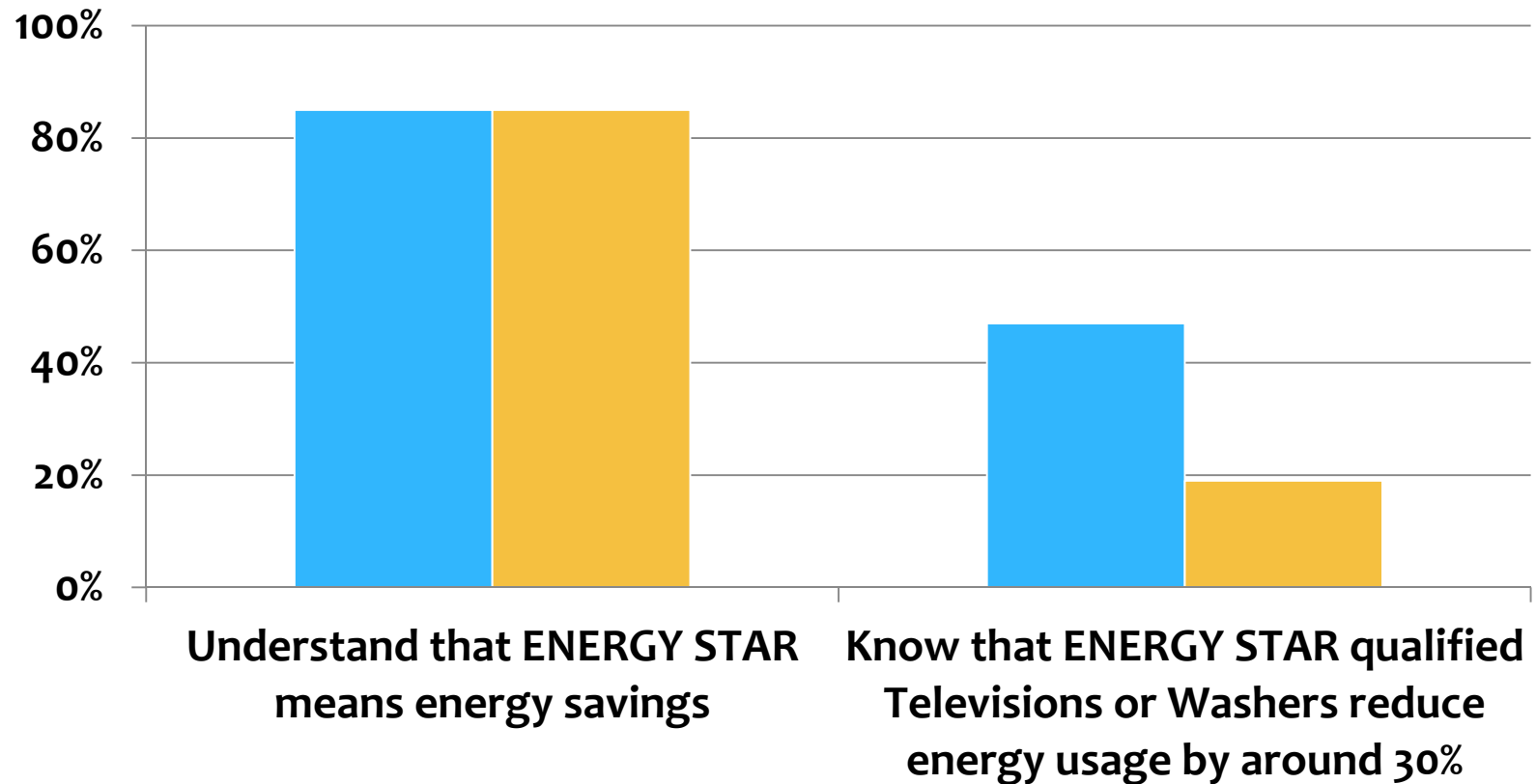
1. Type of Washer)
2. Size/Capacity
3. **Water Savings**
4. **Energy Savings**

Televisions

1. Size
2. Resolution
3. Refresh Rate
4. Colour Gamut



Interaction with Salesperson: Knowledge of ENERGY STAR



- % Washing Machine Shopping Experiences
- % Television Shopping Experiences



Finding Efficient Washers and Energy Efficiency Info

Good or Very Good
Ability to find efficient
products

72%

Good or Very Good
Ability to find energy
efficiency information

60%



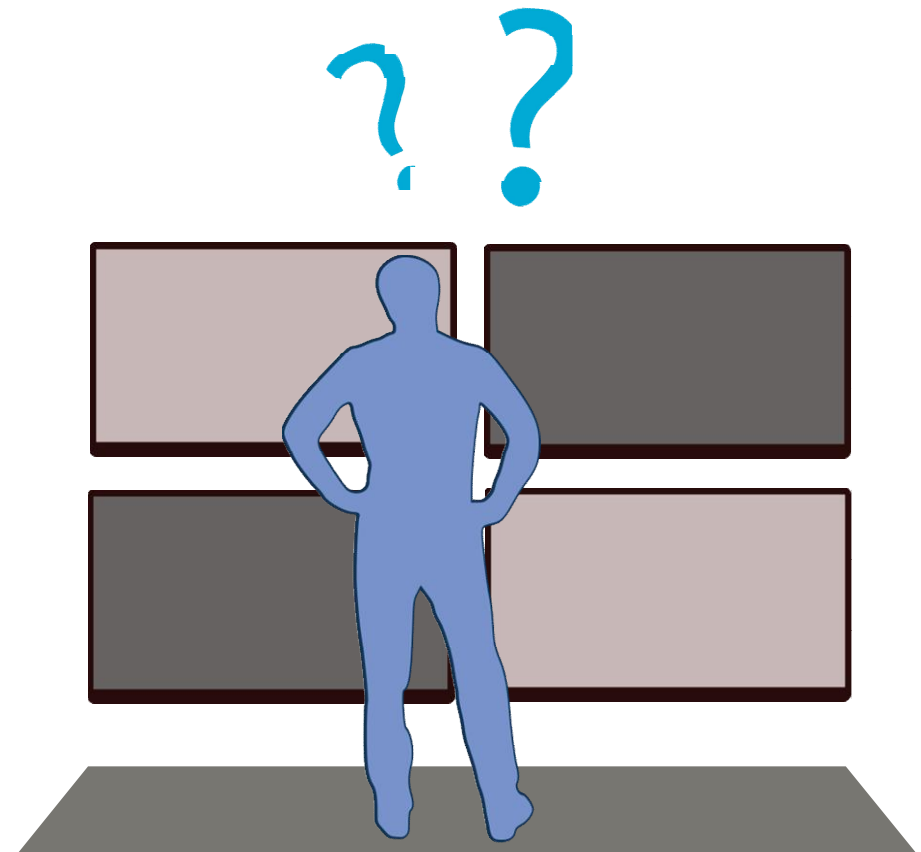
Finding Efficient Televisions and Energy Efficiency Info

Good or Very Good
Ability to find efficient
products

53%

Poor or Very Poor Ability
to find energy efficiency
information

64%



Recommendations



Labeling

- * Most retailers presented consumers with little or no environmentally-related messaging in the store environment

Consider increasing upfront labelling of appliances (e.g. Australia)

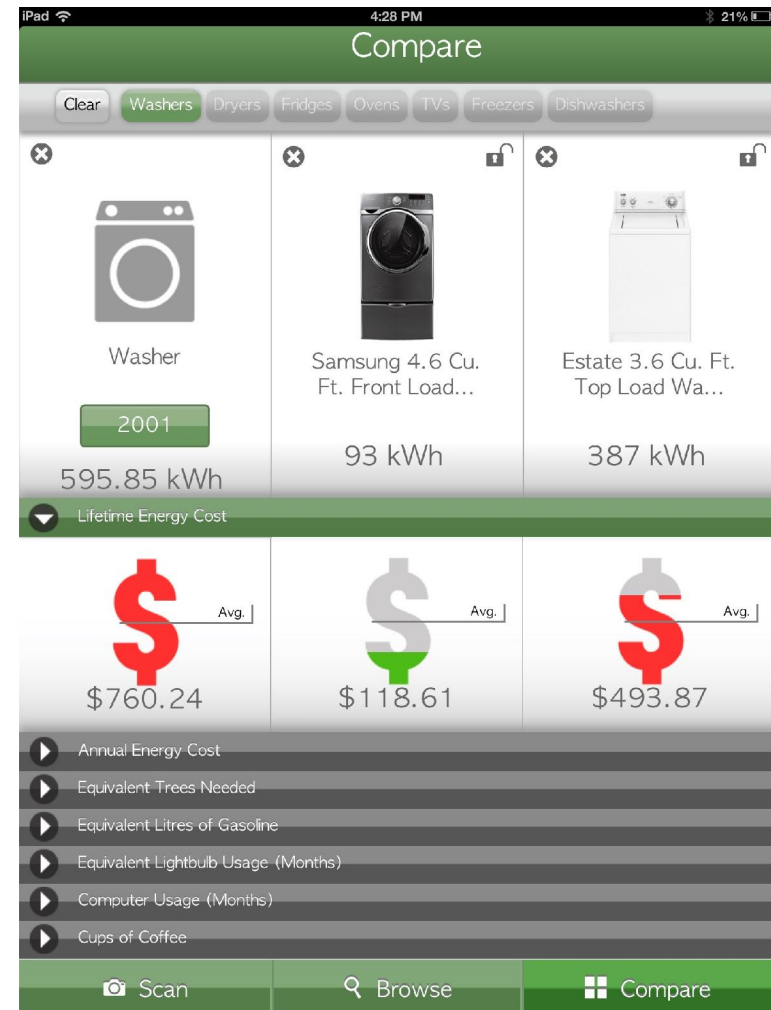
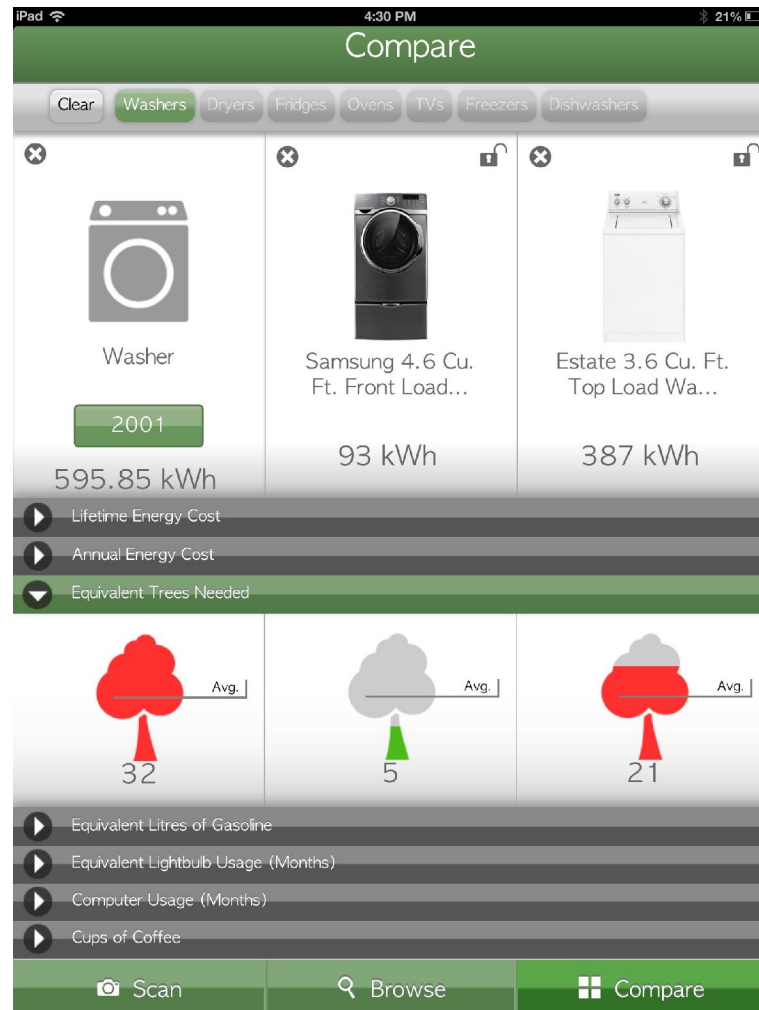


Sales Associate Interaction

- * Salespeople were unlikely to discuss ENERGY STAR or EnerGuide prior to being
- * The majority of salespeople understood the main benefit of ENERGY STAR (i.e. energy savings) but had more trouble recalling specific details
- * Salespeople tend to have more trouble finding energy and water efficiency information than they do finding efficient products

Develop tools to encourage sales associates to discuss energy/water information with customers (e.g. training, commission models, in-store tools such as apps)

In-store App



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