

NORFOLK ISLAND TOURISM FACTSHEET 2

What Norfolk Island Visitors like in their Shopping Experiences

OBJECTIVES

The aim of this research is to develop an understanding of the 'fit' between Norfolk Island's retail sector and the spending interests of Island visitors. The aim of this factsheet is to explore and discuss what visitors to Norfolk Island like in their shopping experiences, based on a series of shopping attributes.

METHODOLOGY

The data presented in this factsheet draws on a visitor survey conducted in Norfolk Island to profile visitors and elicit their views on a range of shopping related issues. The survey was administered by survey staff employed by Norfolk Island Tourism and data was collated and analysed by JCU researchers. 403 surveys were collected during August and September 2008.

The survey included a mix of closed questions where respondents were asked to give a rating and open ended questions where respondents were able to give their views in written form. Specific questions were based on the outcomes of the focus group discussion, the Mystery Shopping exercise, retail audit based on previous research (Prideaux and Crosswell, 2006; Prideaux, Crosswell and Ng 2007).



Enhancing the shopping experience

Results indicated that some aspects of the Norfolk shopping experience could be enhanced at relatively low cost and through a more detailed understanding of the needs of customers. Targeting these issues will be an effective strategy for enhancing the overall quality of Norfolk Island shopping.

- Only a small number of respondents indicated that staff were helpful and gave good advice. Improving staff training is one strategy that may be used to increase the level of satisfaction with staff advice.
- Many respondents expressed concern about the limited availability of fresh food. As the numbers of baby boomers and Gen X visitors increase the demand for fresh food will increase. This issue will continue to draw negative comments until the supply and variety of fresh food is increased.
- Most visitors did not exceed their shopping budget. This may indicate the Norfolk shopping experience is not seen to be particularly exciting.
- Shopping hours were identified as an issue of concern to respondents with results indicating that visitors would like longer hours and Wednesday afternoon opening.
- The groups who reported spending the most were people on incomes over \$60,000 per annum and were currently employed. A greater understanding of this market may produce higher shopping spends.



SHOPPING PATTERNS AND ATTRIBUTES

Table 1 provides a summary of the importance of a number of shopping attributes to visitors on Norfolk Island.

Table 1: Importance of shopping attributes on Norfolk Island (n = 389)

Ranked shopping attributes	Mean	Rank
Attitude of sales staff	4.25	1
Choice of payment methods	4.21	2
Accessibility of shops	4.11	3
Cleanliness of shops	4.10	4
Product reliability	4.07	5
Items that will remind me of my visit	3.97	6
Value for money	3.96	7
Shopping on Norfolk Island met my expectations	3.86	8
Variety of product selection	3.79	9
Availability of price labels	3.75	10
Price of products	3.74	11
Lighting and physical settings of shops	3.73	12
Window display	3.69	13
Availability of specific products	3.69	14
Opening hours of shops	3.50	15

Table 2 details the attitudes of respondents to shopping on Norfolk Island using a scale where 1 is strongly disagree, and 5 is strongly agree.

Table 2: Attitudes to shopping on Norfolk Island (n = 389)

Statements	Mean	Rank
I looked carefully to find the best value for money	4.12	1
Customer service of a high standard	4.06	2
When travelling I buy presents for myself	3.88	3
When travelling I buy presents for others	3.85	4
I enjoy shopping when on holidays	3.81	5
There is a wide variety of shopping	3.69	6
Burnt Pine shopping area is visually attractive	3.63	7
Brand names are irrelevant to me	3.51	8
Restaurants were above average	3.48	9
Shopping (excluding food) is expensive	3.29	10
Australian brands are best for me	3.28	11
Excess baggage was a consideration in my shopping	3.27	12
There are the latest styles and models of goods	3.24	13
There are large differences between brands	3.24	14
Differences between brands are hard to judge	3.15	15
International brands are best for me	2.88	16
I would be prepared to pay more for a holiday	2.69	17
The higher the price of products, the better their quality	2.57	18
The more expensive brands offered are usually my choice	2.53	19

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Photographs courtesy of Professor Bruce Prideaux and Factsheet prepared by Dr Karen McNamara