

Retailers Unhappy with Displays from Manufacturers

>Abstract

This case asks the student to design an experiment to test a new display design for Raid, following the release of survey results by a retail advisory board that revealed 60 percent dissatisfaction with current tracking systems provided to retailers by manufacturers.

>The Scenario

Supermarket executives are unhappy with manufacturer-provided displays, according to a recently released study by the Howard Marlboro Group (HMG), New York.

Of the 129 members of HMG's Retail Advisory Board who were surveyed, 60 percent indicated they were at most marginally satisfied with their current racks.

Reasons for dissatisfaction included such things as the racks were ineffective for inventory control, they used space poorly, and they did not aid consumers in shopping, the study said. Retailers also noted many of the racks were unattractive and did not fit their store's décor.

Although supermarket executives were not enthused with most manufacturer-provided racks, they rated L'eggs displays the best, the study said. The retailers indicated the racks had a "consistent presentation and appearance," and that the company showed its support by regularly providing renewal parts for the displays, according to the survey.

HMG also questioned retailers on their use of interactive merchandising systems (IMS).

Forty-five percent of the retailers already use at least one IMS, and these displays are used in a variety of departments, the study said, including generic grocery, meat and seafood, spices, and electrical and hardware.

Seventy-seven percent of the retailers surveyed said IMS use will continue to increase, the report found, and 93 percent were interested in learning more about the systems.

Raid, the popular insecticide, has developed an Insect-A-Guide to help people learn about the pests they're trying to kill. The in-store display features various Raid products arranged under a color code to help consumers pick the right spray for the right bug. A flip chart gives information on the habits of insects and suggests ways to "knock 'em dead." The unit, designed by the Howard Marlboro Group, New York, can be arranged in three configurations to accommodate various store sizes.

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- > **Discussion**
1. Design an experiment to test the new display for Raid. Be sure your design will test for both customer and retailer satisfaction with the display.

- > **Source**
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