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provides a basis for monitoring the changes in consumer buying behavior over time. For example, the store classification analysis could be made quarterly or annually, and any changes in the percentage profiles could be considered tentatively as representing shifts in consumer buying behavior. The specific causes of the shifts would not be of as much concern to the retailer as the fact that they are taking place. Knowing that such shifts in buying behavior are occurring would permit more informed procurement and distribution practices.

Third, the use of store classification analysis could be extended to develop some of the major determinants that cause specific percentage profiles. For liquor products, such variables as income, age, and ethnic origin appear to be significant determinants. With information on the ex-

pected product profile available to the retailer, initial stocking plans could be developed for new stores, which would more closely approximate the actual consumer demands in the new location. The actual percentage profiles experienced in a new store could be compared with what had been expected to determine if the store is realizing its potential.

¹Clyde Kenneth Walters, "An Empirical Analysis of Two Stockout Models," (unpublished Ph.D. dissertation, The Ohio State University, 1971), pp. 76-77.

²Bernard J. LaLonde, "A Summary Report of the Consumer Survey Segment of the Ohio Department of Liquor Control Study." Columbus, Ohio: The Ohio State University, 1972, p. 33 (Mimeographed).

NEW SOURCES OF INDUSTRY DATA

by
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The Super Market Institute has basically two types of research reports. There are regularly scheduled reports and research reports conducted for current industry needs. First I will describe the scheduled reports, which are distributed only to participants initially, and released to SMI's Information Service one year after issue.

Scheduled Reports

1. Operations Review (formerly Figure Exchange) - Profit, cost, and merchandising data with a store orientation. Four quarterly and one yearly report each

calendar year. Current Availability - Data from 1953 through the 2nd quarter 1972 is available now. Data from more current issues is available one year after the end of the calendar quarter of issue.

2. Headquarters & Distribution Cost Review - Itemized breakdown of expenses for the areas of distribution center, delivery, headquarters and electronic data processing. The first issue of this new report was distributed in July, 1973. Current Availability - Data not available until one year after issue.

3. Physical Distribution Review - Pri-

marily trend data on procedures used in distribution, with some production comparisons included. Current Availability - The 1972 report was issued in August, 1972 and the data is available now. The 1973 report is being issued this month, and the data will not be available for one year.

4. Compensation Study - Comparison of total compensation, bonus and fringe benefits for supermarketing companies. This report was initiated in 1971, and the first issue covered store managers, district supervisors, and buyers. Company volume, store volume and geographical location were used as criteria for grouping data. Current Availability - The 1971 report was distributed in January, 1971 and the data is available now. Data from the 1972 report, which covered department managers, headquarters positions, and four physical distribution levels, is available in February, 1974.

SMI also conducts research on topics of current interest. Additional consideration is given to topics that have not been surveyed at all, or those which have not been surveyed recently. Member requests to SMI's Information Service is a prime source for selection of topics.

This program of SMI Special Research Reports was initiated 14 months ago, and

includes five surveys to date. All five reports are available to non-members for \$1.00 each.

- #1 Approaches to Calculating Bonus for Store Managers
- #2 The Effect of Retailer Ordering Patterns on Wholesale Distribution Costs
- #3 Produce Practices and Problems
- #4 General Merchandise Practices
- #5 Bad Check Losses: A Report on Current Trends

To obtain data from regularly scheduled reports contact:

Information Service
Super Market Institute
200 East Ontario Street
Chicago, Illinois 60611
Phone - 312/664-4590

To obtain Special Research Reports, contact:

Darlene Gregoire
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