LPRC
LOSS PREVENTION RESEARCH COUNCIL

In-aisle ePVM Customer Interview Report

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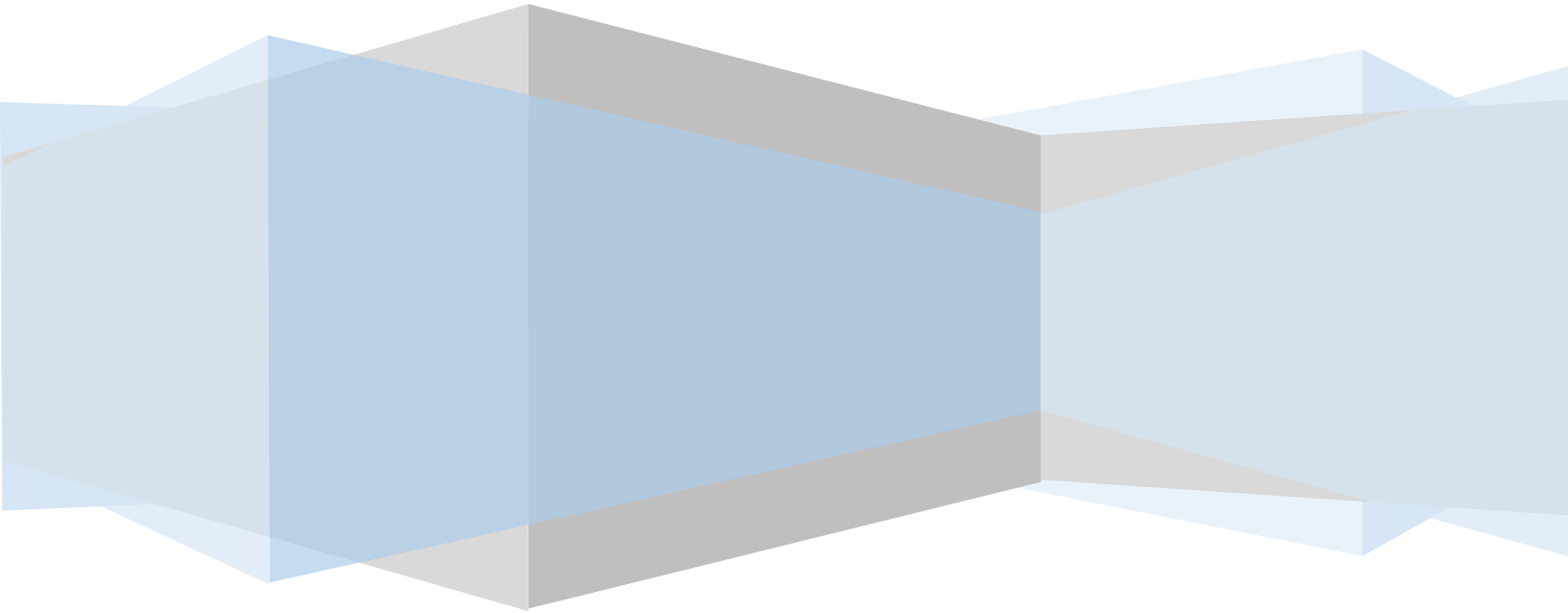


Introduction

The Loss Prevention Research Council (LPRC) conducted a series of in-person survey interviews in a Big-Box store in Gainesville, FL to better understand customers' perceptions of in-aisle mini enhanced public view monitors (ePVM). The interviews captured shoppers' perceptions surrounding safety and their overall comfort level whilst shopping area equipped with this advanced technology.

The ePVM was placed in the artificial jewelry and acrylic sections of the store, and displayed real-time images of customers shopping for action figure while the message "recording in progress" was displayed on the monitors.

The purpose of the customer interviews was to better understand awareness of in-aisle ePVMs, ePVM's impacts on customers' safety, comfort, and willingness to purchase products and return to the store.

To this end, a series of surveys was completed in the Gainesville StoreLab. This report details the responses of 30 shoppers who completed the survey at the Gainesville store in April 2017. The survey was administered verbally by two LPRC Researchers.

Research Goals

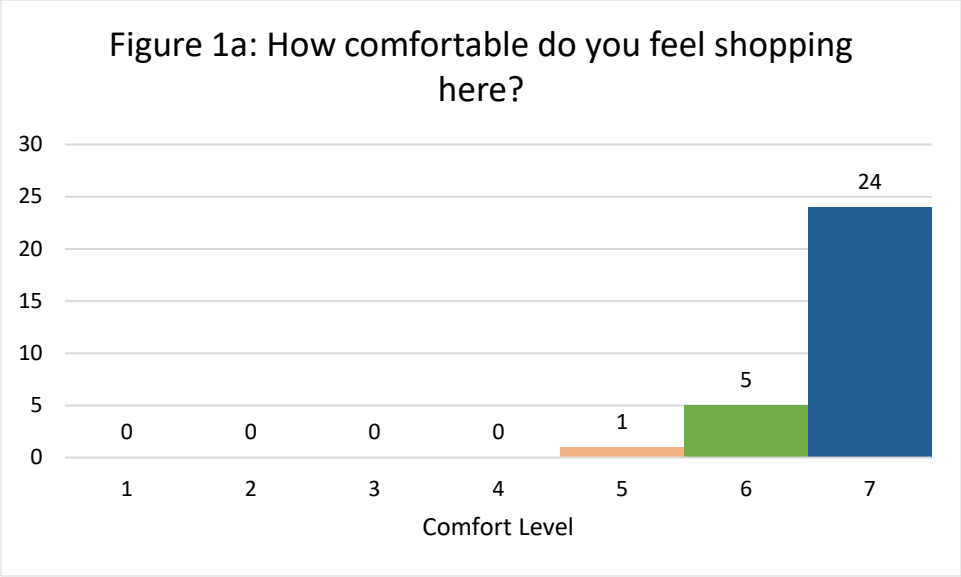
1. Do regular shoppers notice (See it) the new ePVM in the store?
2. Do shoppers perceive greater or reduced safety or comfort in the shopping environment with ePVM?
3. What do shoppers believe the ePVM is doing (Get it)?
4. Does the ePVM affect customer's purchasing decision?
5. How likely are shoppers to continue shopping at this store location?

Results: Customer Interviews on In-aisle ePVM

The following sections present detailed results of 30 interviews conducted with customer on-site at a location featuring an in-aisle enhanced public view monitor (ePVM)

Overall Customer Perception of the Store

The two questions in the customer survey measure the safety and comfort level in the store where the interviews took place. The results appear in Figure 1a and 1b.



All the customers who were interviewed indicated that were at least somewhat comfortable shopping at the store. A large majority (N=24, 80%) of the customers expressed that they were extremely comfortable shopping at the store.

All of the customers who were interviewed indicate that are somewhat safe shopping at the store. Large majority (N=26, 87%) of the customers express they were extremely safe shopping at the store.

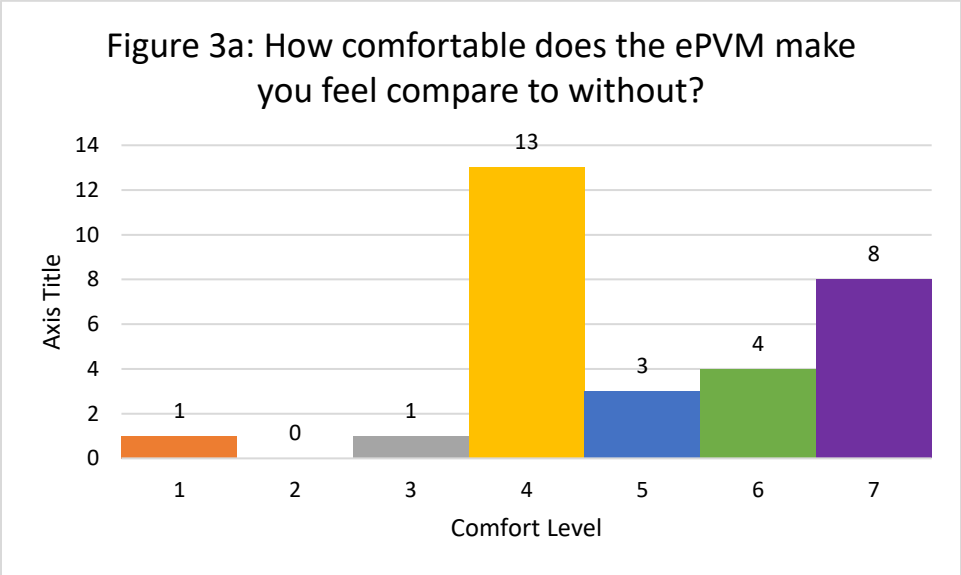
Customer Awareness of the Security Measure

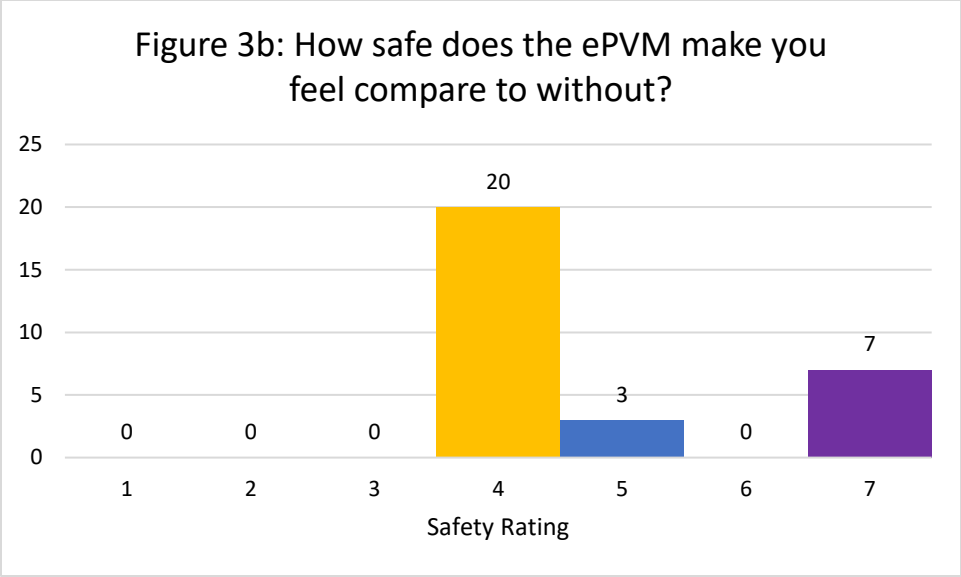
Customer were then asked if they noticed any security measures in the locations in the store where the interviews took place. The results appear in Figure 2a.

Only 30% (N=9) of the customers noticed the monitor in the two interviewed sections without pointing out the ePVM to them. Whereas, majority (N=21, 70%) of the customers interviewed did not noticed the monitor.

Customer Reactions to the Monitor

Customers who did not noticed the enhanced public view monitor were shown the security measure and all customers were asked for their immediate perceptions to the ePVM. Overall, customers offered positive or neutral initial remarks about the in-aisle ePVMs. The results appear in Figure 3a and Figure 3b.

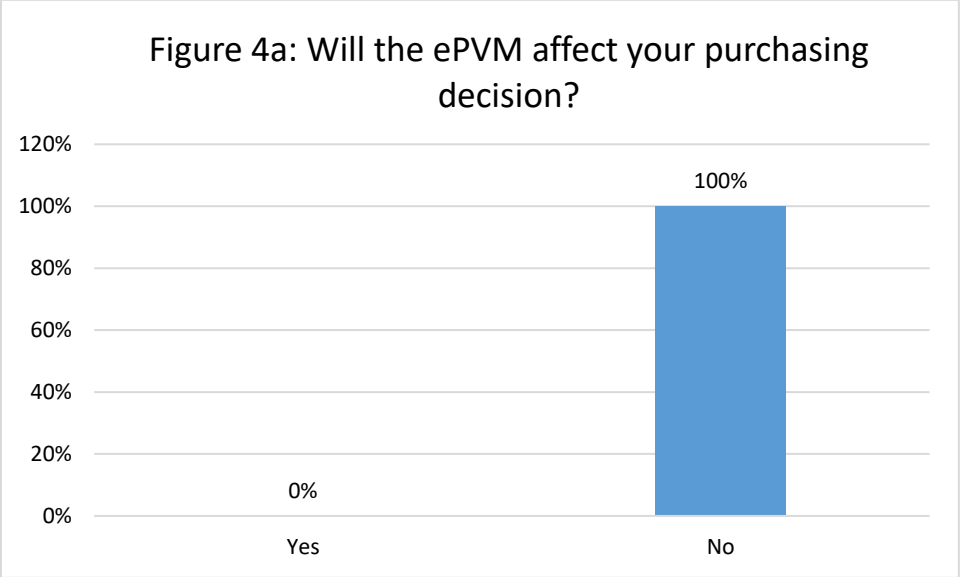




On average, customers felt slight more comfortable (5.0 out of 7) and safer (4.8 out of 7) with the presence of the in-aisle ePVMs. Most customers indicated that ePVMs do not affect their comfort nor safety perception of the store. The small number (N=2, 7%) of negative reactions to the monitors can potentially relate to respondents feeling nervous or worried about being watched.

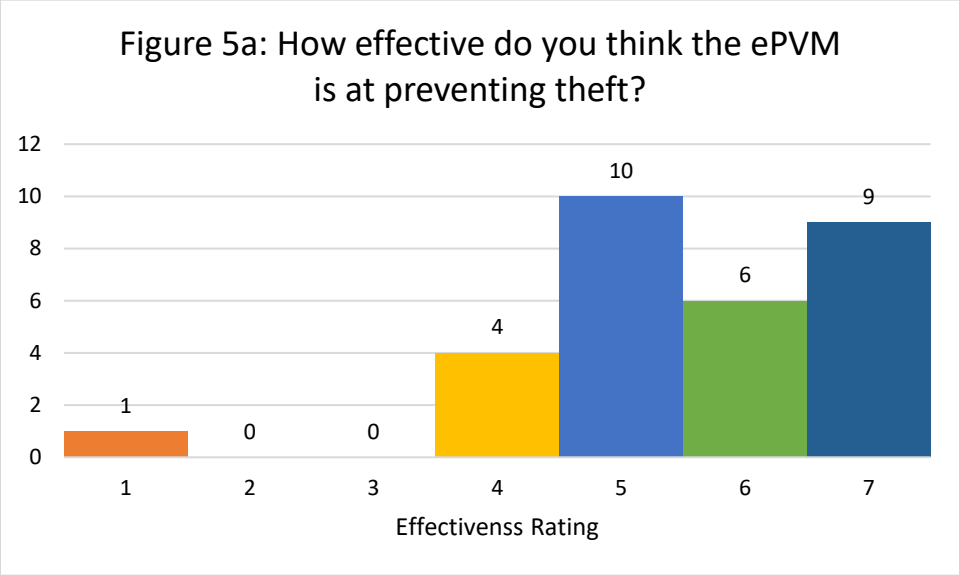
Impact of Monitors on Customer Purchasing Behavior

Customers were then asked if the ePVM will affect their purchasing decision at this store. Surprisingly, all customers interviewed indicated the presence of the in-aisle ePVMs would not affect their purchasing decision. The responses are presented in Figure 4a.



Customer Perceived Effectiveness of the Monitor

A large majority (N=25, 83%) of the customers interviewed stated that the in-aisle ePVMs were somewhat effective at preventing theft. A small portion (N=4, 13%) of customers interviewed offered neutral remarks about the effectiveness of the ePVMS at preventing theft. One customer indicated the security measure is ineffective at preventing theft because “there are bold shoplifters out there who will not stop stealing, despite the technology the store put<s> in place.” The results appear in Figure 5a.



Lastly, the customers were asked to rate the likelihood their revisiting the store in the future. All of the customers interviewed indicated they are at least somewhat likely to visit the store again. The clear majority (N=26, 90%) of the customers interviewed indicated they will definitely visit the store again in the future, and the rest (N=4, 10%) of the customers interviewed indicated they will be very likely to visit the store again. The results appear in Figure 6a.

Statistical Analysis:

Sample:

- Sample size N=30.
- 23 Female customers and 7 Male customers.
- One customer was below the age of 18, 11 customers between the ages of 18 and 29, 10 between the ages of 30 to 44, five between the ages of 45 and 59, and two older than 60 years of age.

Background:

- All survey questions adopted a one to seven rating scale or a zero (no) or one (yes) rating.
- Surveys were administered verbally and completed by two LPRC Researchers.

Gender Differences:

- Male customers felt slightly more comfortable (m=6.74 vs. 6.86) than female customers in the store. However, differences are not statistically significant.
- Male customers felt about equally as comfortable (m=5.0 vs. 5.1) as female customers with the presence of the in-aisle ePVMs. And Male customers felt safer (m=5.3 vs. 4.7) with the presence of the in-aisle ePMVs than female customers. However, the difference is not statistically significant.
- Male customers were twice as likely to notice the in-aisle ePVMs than female customers. (These statistics should be interpreted cautiously given the small proportion of males in the sample).