



**w f c a**  
**WORLD FLOOR COVERING  
ASSOCIATION**

**Clear Seas**  
**RESEARCH**  
*Making the complex clear*



# **WFCA Female Shopping Diary Report**

*Results of Specialty & Big Box Shopping Experiences*

# Research Overview

## **Background**

The World Floor Covering Association (WFCA) commissioned Clear Seas Research to conduct a two phase research program with female shoppers to understand their desires for the ideal flooring showroom experience.

## **Methodology**

The first phase was a national online survey that focused on understanding the differences in shopping behavior between Specialty and Big Box Shoppers. The results from the quantitative survey were used to develop phase two which consisted of 24 female shoppers preparing online diaries detailing their flooring shopping experiences.

## **Research Goals:**

- Understand how flooring purchase decisions are made
- Determine what factors are most influential in purchase decisions
- Identify ways to encourage shopping at a specific location
- Uncover ways to maximize the sale
- Discover what a WOW experience entails

## **Phase I: National 15 Min. Online Survey**

**Sample size: n=1,203**

The results from Phase I, which include feedback from 402 Specialty Shoppers, 400 Big Box Shoppers and 445 Flooring Intenders, are included in a separate report. These individuals reportedly were intending to purchase flooring within a 3-6 month time frame.

## **Phase II: In-Store Discovery Diaries**

**Sample size: n=24**

This Phase II report provides the findings from female shoppers that visited one Big Box store and two Specialty Flooring stores and detailed their experiences online using photos. All participants were reportedly intending to purchase flooring in the next 3-6 months.

The diaries provide insights into: store selection, initial impressions, location appearance, store appeal, customer service, product displays, etc.

# Key Findings

## ***Female shoppers have a variety of concerns when selecting flooring for different rooms in their homes.***

Regardless of the room they are selecting flooring for, **cost**, **durability** and **ease of cleaning** are of primary importance.

**Color** and **stain resistance** are also typically considered. Some concerns are room specific:

- Scratch resistance:** kitchen, master bath
- Design:** bathroom, living room
- Style:** living room, master bath
- Comfort:** master bedroom

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## ***Some flooring products are viewed as more versatile than others.***

**Laminate** flooring is perceived to be appropriate for all areas of the home. **Carpet** and **wood** are also viewed as good multipurpose solutions.

- Ceramic & Porcelain Tile:** Are better suited for the kitchen, bathrooms, and the laundry room
- Stone:** Is most appropriate for bathrooms
- Area rugs:** Are multifunctional considerations for the master bedroom, family room, guest bedroom, dining room, kids room and living room

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## ***The time required to make a flooring purchase may vary by room.***

On average, women consider their flooring options for 1-1 ½ years before making a purchase; but may make a decision in 5 months or less.

**Longest Consideration Time**

Dining Room, Family Room, Guest Room, Kitchen, Hallway, Master Bedroom  
Bathroom, Laundry Room  
Living Room  
Master Bath  
Kids Bedroom



**Shortest Consideration Time**

# Key Findings

***Frequently other purchases take priority over flooring, for the average \$2,000-\$2,250 initially budgeted, and it isn't until the flooring is really bad that it is replaced.***

Once homeowners have other priorities out of the way including: appliance purchases, car purchases/repairs, items for children (gifts up to weddings), family vacations, medical bills, property taxes, etc., they are ready to invest in new flooring for the home.

***Big Box and Specialty Flooring retailer websites along with manufacturer websites are important starting points for many in the shopping process.***

Shoppers visit the websites for information on styles, designs, new product availability, and pricing. For most, purchasing flooring is not something they do all the time, thus it is important to gather some preliminary information before setting out for the shopping experience.

Additionally, visiting the retailer websites is a valuable source of information regarding store hours, locations, product availability and any special promotions that may be running.

***Big Box retailers are often an initial source of information and comfort for shoppers as they begin the shopping process.***

These retailers are very familiar to shoppers and are good initial sources for gathering information because they are regularly visited by homeowners that are in search of other items. Additionally, they are conveniently located, well organized, offering a wide selection of good quality flooring solutions from various manufacturers, and have easy to find product information inclusive of pricing. Additionally, homeowners typically find that the Big Box salesperson is not pushy or overbearing.

However, Big Box retailers can fall short on customer service and product knowledge. Additionally, often times the displays are cluttered and overwhelming.

# Key Findings

***Visiting a specialty retailer requires a special trip for the female shopper who's time is limited and information needs may be many.***

Specialty retailers are frequently identified through friend & family referrals and are likely found by shoppers that are just past the initial stages of product fact finding.

Because she likely has some preliminary information, and may have specific ideas about what she wants, it is important that she can easily find what she is looking for, get her questions answered, and become more knowledgeable of other products available.

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***Shopping for flooring may take the female shopper out of her comfort zone; the challenge to the specialty retailer is...how do you make her comfortable and get her business?***

*1. Provide her with a positive experience starting from the parking lot.*

The exterior of the building should be clean, well maintained and inviting, not overwhelming. Too many signs in the window can cheapen the experience. It should be obvious that the store is open and ready for business.

*2. Welcome her, but don't overwhelm her.*

Upon entering the store she should be able to identify where the products she is most interested in are located.

Greeting her promptly will help make her feel welcome. Ask if it's her first time to your location, determine where she is in the shopping process and what products she is most interested in.

If just starting, out she'll need time to review products and then will have questions. Make sure you are available (within sight, not on the phone or engaged in conversation with a co-worker), but don't hover.

Lighting and product displays are important to ensure she can accurately experience the various offerings and easily make comparisons.

# Key Findings

## ***Continuing on...how do you make her comfortable?***

### ***3. Make sure product information & pricing is detailed and easy to find.***

The more information available, the more comfortable the experience, and the more confident she will be in her purchase decision.

The saying “If you have to ask you can’t afford it” may be in the back of her mind. Don’t make her ask. Show product pricing and let her decide on her own what she can or cannot afford. She may be willing to hold off the purchase to save for what she really wants.

### ***4. Provide her with information on new products and the advantages or disadvantages of products in different applications that are within her current budget or just outside of it.***

Be genuinely interested in her flooring needs, likes/dislikes. Provide information (warranty, durability, installation, price, etc.) not judgment. Remember she’s shopping for her home and wants to make an informed decision for this very important purchase that reflects directly on her.

### ***5. Ensure the retail environment is conducive to decision making.***

She needs time to think about all her options, consider them side-by-side and weigh the pluses and minuses of each. A quiet area, that is well lit, and provides her with an area to sit and ponder her options without interruption is appreciated.

Product displays that show how different materials work together, photos of different rooms and virtual imaging programs may help her with the decision making process. Additionally, suggestions for how “accessories” such as trim work, area rugs, lighting, can impact her space may also be very useful.

### ***6. Give her time and be available today, tomorrow or weeks/months from now if she has questions. Don’t pressure her to buy today.***

She’ll appreciate your helpfulness, will believe you want to help her find the best solution for her, and likely will return to make the purchase.

# Key Findings

***The Specialty Flooring Retailer can provide a better overall experience than the Big Box Retailer.***

While the amount of information, manufacturers and products offered are viewed similarly with Big Box retailers, the product quality is believed to be better and the overall shopping experience at a Specialty Retailer receives higher marks.

Specialty retailers can further improve the experience by providing more product information inclusive of easy to view pricing, enabling comparisons to be easily made.

Additionally, sales people that are available and willing to help find the most appropriate solution for her project, without hovering or pushing different products, will be most successful in providing the best overall shopping experience.

# Important Takeaways for Specialty Retailers

## Implications & Recommendations

### What does this all mean?

- At a minimum provide information on product cost, durability, ease of cleaning, color options, and stain resistance.
- Showcase product versatility in showroom displays and photos of different product solutions to illustrate how different flooring options can impact the look and feel of a space.
- Be patient, determine where she is in the shopping process and provide product information and alternative solutions as appropriate.
- She's waited a long time to replace her current flooring and is likely making sacrifices to do so. If an alternative product is more desirable she may be willing to delay the purchase to save more and get exactly what she wants.
- Your website is an important source of not only location information but product information and viable solutions. The more informative it is, the more information can be gathered prior to shopping, possibly reducing the purchase process.
- Product quality and overall experiences at Specialty Retailers are believed to be superior to Big Box outlets, however many believe the costs are also much higher. Communications that promote better value in terms of competitive pricing, higher quality, broader selection and better service may increase specialty retailer traffic.
- Be respectful of her time and provide her with project solutions that are relevant to her needs.
- Provide a comfortable experience from parking lot to purchase.

### General Observation of Female Shopping Behavior:

When a woman shops for clothes/shoes/accessories she has the ability to try on many combinations to select the look that is **just right for her**. When shopping for a vehicle she'll want to know **how she looks** driving it before purchasing it.

Similarly, when shopping for flooring, she needs to be able to envision **her space** with different flooring options so she can determine what different products say about her and her home.

# Participating Shoppers



*Karen D., 52  
West Chester, OH  
Married  
Chemical Engineer  
Pets: Cat  
Ages of Kids: None  
Rooms: Hallway,  
Master Bathroom,  
Master Bedroom, Stairs*



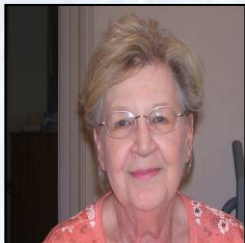
*Alia F., 31  
Canton, MI  
Married  
Nurse  
Pets: None  
Ages of Kids: 5 and 2  
Rooms: Master Bathroom*



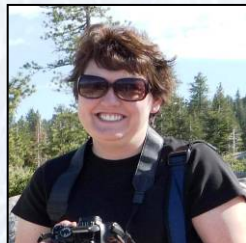
*Bonnie G., 40  
West Chicago, IL  
Married  
Teacher  
Pets: None  
Ages of Kids: 10, 8, and 4  
Rooms: Basement*

No Picture  
Available

*Kendra G., 33  
Kingsland, GA  
Married  
Homemaker  
Pets: None  
Ages of Kids: 8 and 6  
Rooms: Kid's Room,  
Master Bedroom*



*Irel G., 70  
Springfield, MO  
Single  
Self-Employed  
Pets: None  
Ages of Kids: None  
Rooms: Bathroom,  
Family Room,  
Kitchen, Laundry Room,  
Living Room*



*Karen G., 39  
Fresno, CA  
Single  
Homemaker  
Pets: None  
Ages of Kids: 8 and 5  
Rooms: Dining Room,  
Family Room, Hallway,  
Kitchen*

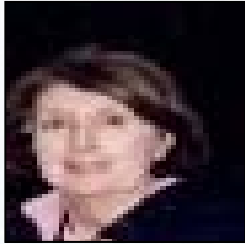


*Katy H., 31  
Davie, FL  
Married  
Project Coordinator  
Pets: Cat, 2 Dogs  
Ages of Kids: 3 Weeks  
Rooms: Bathroom, Guest Room  
Kitchen, Master Bathroom,  
Master Bedroom*



*Erin K., 28  
Rockford, IL  
Married  
Title Insurance Closer  
Pets: 2 Dogs  
Ages of Kids: None  
Rooms: Guest Room,  
Hallway, Office  
Master Bedroom*

# Participating Shoppers



*Joan M., 67  
Loveland, OH  
Married  
Retired  
Pets: None  
Ages of Kids: None  
Rooms: Bathroom,  
Dinning Room, Family Room,  
Guest Room, Hallway,  
Kitchen, Laundry Room,  
Master Bathroom,  
Master Bedroom*



*Heather N., 31  
Monmouth, IA  
Married  
Homemaker  
Pets: 2 Cats, 7 Dogs  
Ages of Kids: 9, 7, and 1  
Rooms: Kid's Room,  
Living Room,  
Master Bedroom*



*Janice N., 43  
Plano, TX  
Married  
Architect  
Pets: Dog  
Ages of Kids: None  
Rooms: Library, Guest Room,  
Hallway, Master Bedroom,  
Office, Workout Room*



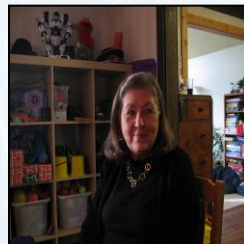
*Lisa P., 40  
Woonsocket, RI  
Married  
Retailer  
Pets: 4 Cats  
Ages of Kids: None  
Rooms: Bathroom,  
Guest Room, Hallway,  
Master Bathroom,  
Master Bedroom,  
Powder Room*



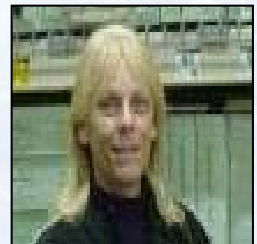
*Deanne P., 42  
Lenexa, KS  
Married  
Brand Manager  
Pets: Dog  
Ages of Kids: None  
Rooms: Hallway,  
Master Bedroom, Office,  
Powder Room, Theater*



*Lisa P., 40  
Johnson City, TN  
Single  
Grant Writer  
Pets: 2 Dogs  
Ages of Kids: 13  
Rooms: Family Room,  
Landings*



*Dawn R., 70  
Chicago, IL  
Married  
retired  
Pets: None  
Ages of Kids: None  
Rooms: Basement*



*Irene R., 55  
Avenel, NJ  
Married  
Homemaker  
Pets: 2 Dogs, 1 Snake  
Ages of Kids: 28,  
25, and 22  
Rooms: 2 Bathrooms,  
Dinning room, Hallway,  
Kid's Room, Living  
Room,  
Master Bedroom*

# Participating Shoppers



*Gina R., 51  
Atlanta, GA  
Married  
Self-Employed  
Pets: Dog  
Ages of Kids: 16, 11, and 9  
Rooms: Bathroom, Kitchen,  
Laundry Room*



*Katherine S., 63  
Chatsworth, CA  
Married  
Self-Employed  
Pets: Cat  
Ages of Kids: None  
Rooms: Kitchen*



*Carolyn S., 58  
Tifton, GA  
Married  
Nursing Instructor  
Pets: None  
Ages of Kids: None  
Rooms: Kitchen,  
Laundry Room, Master Bedroom*



*Serrena S., 35  
Long Beach, CA  
Single  
Project Manager  
Pets: 2 Dogs  
Ages of Kids: 14  
Rooms: Bathroom,  
Dinning Room,  
Hallway*



*Lisa S., 46  
Great Falls, MT  
Married  
Music Instructor  
Pets: Cat, Dog  
Ages of Kids: None  
Rooms: Bathroom*



*Tammy T., 30  
Kansas City, MO  
Single  
Bank Employee  
Pets: Dog  
Ages of Kids: Not provided  
Rooms: Kitchen*



*Gerry W., 68  
Isanti, MN  
Married  
Retired  
Pets: 2 Cats, Dog  
Ages of Kids: None  
Rooms: Kitchen*



*Ginger W., 40  
Granger, IN  
Married  
Homemaker  
Pets: Dog  
Ages of Kids: 15,  
12, and 4  
Rooms: Family Room*

# Rooms Considered for Flooring



## **Kitchen:**

- ❖ Thinking about: Cost, Durability, Ease of Cleaning, Scratch Resistance and Stain Resistance
- ❖ Products considering: Ceramic Tile, Laminate and Porcelain Tile
- ❖ Average length of time considering redoing flooring: 13-18 months/1 year to 1 ½ years



## **Hallway:**

- ❖ Thinking about: Color, Cost, Durability, Ease of Cleaning and Stain Resistance
- ❖ Products considering: Carpet, Laminate and Wood
- ❖ Average length of time considering redoing flooring: 13-18 months/ 1 year to 1 ½ years



## **Bathroom:**

- ❖ Thinking about: Color, Cost, Design, Durability and Ease of Cleaning
- ❖ Products considering: Carpet, Ceramic Tile, Laminate, Porcelain Tile and Stone
- ❖ Average length of time considering redoing flooring: 12 months/1 year

# Rooms Considered for Flooring



## **Master Bedroom:**

- ❖ Thinking about: Color, Comfort, Cost, Durability and Ease of Cleaning
- ❖ Products considering: Area Rug(s), Carpet and Laminate
- ❖ Average length of time considering redoing flooring: 13-18 months/1 year to 1 ½ years



## **Family Room:**

- ❖ Thinking about: Color, Cost, Durability, Ease of Cleaning and Stain Resistance
- ❖ Products considering: Area Rug(s), Carpet, Laminate and Wood
- ❖ Average length of time considering redoing flooring: 13-18 months/ 1 to 1 ½ years



## **Laundry Room:**

- ❖ Thinking about: Color, Cost, Durability, Ease of Cleaning and Stain Resistance
- ❖ Products considering: Ceramic Tile and Laminate
- ❖ Average length of time considering redoing flooring: 12 months/1 year

# Rooms Considered for Flooring



## **Guest Bedroom:**

- ❖ Thinking about: Color, Cost, Durability and Ease of Cleaning
- ❖ Products considering: Area Rug(s), Carpet, Laminate and Wood
- ❖ Average length of time considering redoing flooring: 13-18 months/1 year to 1 ½ years



## **Master Bathroom:**

- ❖ Thinking about: Color, Ease of Cleaning, Scratch Resistance and Style
- ❖ Products considering: Ceramic Tile, Laminate, Porcelain Tile and Stone
- ❖ Average length of time considering redoing flooring: 9 months



## **Dining Room:**

- ❖ Thinking about: Color, Cost, Design, Durability and Ease of Cleaning
- ❖ Products considering: Area Rug(s), Laminate and Wood
- ❖ Average length of time considering redoing flooring: 13-18 months/1 year to 1 ½ years

# Rooms Considered for Flooring



## Kids Bedroom:

- ❖ Thinking about: Cost, Durability, Ease of Cleaning and Stain Resistance
- ❖ Products considering: Area Rug(s), Carpet, Laminate, Vinyl and Wood
- ❖ Average length of time considering redoing flooring: 5 months



## Living Room:

- ❖ Thinking about: Cost, Design, Durability, Ease of Cleaning and Style
- ❖ Products considering: Area Rug(s), Carpet and Laminate
- ❖ Average length of time considering redoing flooring: 11 months

## Average Total Budget (all rooms)

**\$2,000 to less than \$2,250**

# Purchase Considerations

## Common Reason for New Flooring

- Remodeling
- Flooring is old and stained
- Can now afford it
- It's time for an upgrade
- Now have time to take on project

## Purchases of Greater Priority

- Other home renovations
- Purchase of appliances
- Vehicles/car repairs
- Children's wedding
- Items for our children (i.e. braces, college, birthdays)
- Family vacation
- Property taxes
- Medical expenses

## Purchases Put on Hold

- Other home renovations
- Appliances
- Family vacations
- Furniture
- New car

# Sources of Flooring Information

## Websites

### Web address

- www.lowes.com
- www.homedepot.com
- www.carpetone.com
- www.tileshop.com

### Reason informative

- Prices; helped find what styles, sizes, patterns and combinations appealed to me
- Do-it-yourself and project guides. Projects and type of flooring
- Got an idea of what they had to offer
- DIY information on installing tile

## Manufacturer Websites

### Web address

- www.flor.com
- www.shaw.com
- www.mohawk.com
- www.mannington.com

### Reason informative

- How I could use product in home
- Types and colors of carpet. Information on tiles types, color, size and grout
- Green section
- Great product information. Construction, care and maintenance

## Magazines

### Magazine

- Real Simple
- Vanity Fair
- W
- Metropolitan Home
- Dwell
- Martha Stewart Living

### Reason informative

- Design ideas
- Ads were inspiring

# Big Box Experiences



## Common Sources of Awareness

- ❖ Shopped there before; near my house.
- ❖ Some shoppers went to a big box retailer's website before visiting the store.

## Website Likes/Dislikes Before Store Visit



### ❖ Likes

- Well organized
- Informative
- Layout
- Project guide
- Lots of products to choose from



### ❖ Dislikes

- Too long to get to pages needed
- Not much information

## Expectations Based on Exterior Appearance

### Observation:

- Large store
- A lot of cars and people
- Big sign
- Large parking lot

### Implication:

- Long walk
- Busy
- Looks like every other big box store
- Can find a parking spot

## Emotions as Prepare to Enter Store

- Comfortable – Company has a good reputation and is welcoming
- Determined – Looking forward to getting new information and options
- Curious – Lack of cars in the parking lot
- Anxious – Lots of cars in the parking lot

# Big Box Experiences



## Expectations Based on Interior Appearance

### Observation:

- Large warehouse style store
- There is so much to see
- Large signs hanging from ceiling

### Implication:

- Lots of walking
- May get distracted by other items
- Will be easy to find flooring department



### ❖ Likes

- Wide aisles
- Vast selection of flooring products
- More than just flooring
- Products on sale



### ❖ Dislikes

- Cluttered aisles
- Customer service was hard to find
- Displays are too high

# Big Box Product Displays



## Product Displays Overall



### ❖ Likes

- Ample space around display to flip through cards and take out
- Good size
- Product available below display



### ❖ Dislikes

- Too many; made it crowded
- Too high to see
- Disorganized

### The most helpful product displays are:

- ❖ The larger tile displays
- ❖ Displays with all the information (i.e. price, installation, padding and warranty) clearly visible and easy to understand
- ❖ Displays that showed variety and sample ideas

Overall amount of information provided in displays: ★★☆☆☆

## Ceramic Tile Displays



### ❖ Likes

- Availability
- Showing tiles of different sizes
- Pre-grouted tiles
- Tiles are portable



### ❖ Dislikes

- Not visually stimulating
- Too high to see
- Ceramic and porcelain are side by side
- Messy

# Big Box Product Displays



## Carpet Displays



### ❖ Likes

- Easy to find colors
- Prices clearly displayed
- Samples are available
- Cards are able to be removed



### ❖ Dislikes

- Confusing; didn't know where to start
- Too many manufacturers to review
- Disorganized

## Laminate Displays



### ❖ Likes

- Large samples
- Displays with detailed information



### ❖ Dislikes

- Crowded
- Too high to see

## Room for Improvement

### Additional information that would be useful:

- Bring displays down to eye level
- Create space between displays; less crowded
- Have displays accessible for touching and moving

# Big Box Sales People

## The typical Big Box Salesperson is...

- Friendly
- Fairly knowledgeable
- Hard to find

## The typical Big Box Salesperson is NOT....

- Pushy
- Overbearing

- ❖ **There is no preference for male or female salespeople.**
  - ❖ **Most important characteristic of a good salesperson is knowledge of the product(s).**

### Product Quality



### Product Selection



### Manufacturers Offered



# Big Box Experience Changers

Average Overall Experience Rating: ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Idea/Product/Concept Changers

- Advised that hardwood would not be able to be installed in the area I needed
- Advised that marble is too slick when wet for bathrooms
- May use laminate if it fits in budget
- Started to consider special order because of choices and not as expensive as I first thought
- Pattern carpet because I like the way it looks
- Click-in wood flooring because I found out there were some brands you could use in the basement
- Laminate type tile because of cost and ease of installation

## Areas of Greatness

- Selection
- Lots of parking
- Tags listed all major information in one place
- Supply of supplemental products
- Well-labeled departments
- The Do-It-Yourself aspect
- Planning area
- Pricing
- Convenience

## Areas of Improvement

- More salespeople
- Cleanliness
- More space to look at product; too crowded
- More information/details
- Free samples
- Better design center
- Lower displays

## Learning for Other Retailers

- Friendly staff
- Samples available
- Easily labeled displays
- Inexpensive and quick installation
- Large inventory
- Do-It-Yourself aspect
- Low prices
- Easy to find information
- Financing available
- Variety

# Specialty Store Experiences



## Common Sources of Awareness

- ❖ Shopped there before; near my house; recommended by a friend/family member; found on the Internet
- ❖ Few shoppers went to a specialty retailer's website before visiting the store.

## Website Likes/Dislikes Before Store Visit



### ❖ Likes

- Informative
- Layout
- Easy to navigate
- Design ideas
- Lots of products to choose from



### ❖ Dislikes

- No product information to research
- Somewhat overwhelming

## Expectations Based on Exterior Appearance

### Observation:

- Plenty of parking space
- Smaller building
- Clean store front and parking lot
- Can't see light on from outside

### Implication:

- Not crowded or maybe closed
- May not have much variety
- Inside of the store will be neatly organized and very clean
- Don't know if they are open

## Emotions as Prepare to Enter Store

- Comfortable – Lots of things to see; big and well lit.
- Optimistic – I felt like I would be noticed
- Anxious – A lot of sale signs displayed outside or in window
- Annoyed – Can't tell if store is closed or open
- Enthusiastic – May get more information

# Specialty Store Experiences



## Expectations Based on Interior Appearance

### Observation:

- Big Place
- Upscale place
- Inviting atmosphere

### Implication:

- Will have to find help
- Probably can't afford anything inside
- Excited to look at products



### ❖ Likes

- Lots of floor space/wide aisles
- Great lighting
- Many products
- Very organized selections
- Separate area for kids to play while parents shopped around



### ❖ Dislikes

- Cramped and messy floors
- Salesperson was pushy and hovered too close
- Displays being too close together

# Specialty Store Product Displays



## Product Displays Overall



### ❖ Likes

- Various different flooring displays
- Large floor samples to look at
- Design area
- Sections were clearly marked



### ❖ Dislikes

- No sample products to take home
- Displays too close together

### The most helpful product displays are:

- Displays that provided pricing and product information
- Displays that allowed me to compare different colors and styles
- Full product displays that let me see product in use
- Displays that provided design ideas and possible accessories to go with flooring, such as grout colors and molding

Overall amount of information provided in displays: ★★★★★

## Ceramic Tile Displays



### ❖ Likes

- Full size product displays; can see results
- Groupings of related colors
- Examples of grouting
- Portable; can be handled
- Pictures of tile in room
- Trim pieces included



### ❖ Dislikes

- No prices shown
- No samples to take with you

# Specialty Store Product Displays



## Carpet Displays



### ❖ Likes

- Ability to feel different padding options
- Cleaning examples
- Array of colors
- Prices and other information listed
- Samples available
- Displays that looked more like cabinetry



### ❖ Dislikes

- The huge rolls of carpet
- Disorganization
- Tired/cheap looking displays

## Hardwood Floor Displays



### ❖ Likes

- Small squares that can be carried
- Ability to see results on floor
- Everything is side by side so you can compare
- Hardwood and laminate wood next to each other to compare
- Having countertop samples available to see how flooring would look with it



### ❖ Dislikes

- Nothing mentioned

# Specialty Store Product Displays



## Laminate Displays



### ❖ Likes

- Prices shown
- Able to walk on flooring
- Information is listed
- Hardwood and laminate wood next to each other to compare



### ❖ Dislikes

- No design area to sit and compare
- Accessory display was under a larger display

## Room for Improvement

### Additions that would be useful:

- Include pricing
- Include all product information (i.e. warranty, durability, installation)
- Create space between displays; less crowded
- Eliminate repetitive displays
- Room design software to see how product will look in your area

# Specialty Store Sales People



## The typical Specialty Store Salesperson is...

- Someone that made suggestions
- Knowledgeable
- Friendly
- Professional
- Interested in my project
- Interested with the sale/commission

## The typical Specialty Store Salesperson is NOT....

- Willing to give me space – hovered; overbearing
- Flexible with pricing

- ❖ **There is no preference for male or female salespeople.**
  - ❖ **Most important characteristic of a good salesperson is knowledge of the product(s).**

### Product Quality



### Product Selection



### Manufacturers Offered



# Specialty Store Experience Changers

Average Overall Experience Rating: ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Idea/Product/Concept Changers

- Engineered wood flooring or laminate wood because I was advised hardwood could not be installed in the area I needed it
- Area rug because they are shown when you first walk in
- Cork flooring because I like the look, it's sustainable and it's beautiful and unique
- In stock carpets because they are cheaper and quicker to install
- Special order carpet because free installation and padding was offered with purchase
- Different textures and colors because of product displays

## Areas of Greatness

- Large selection
- Customer service
- Design center
- Flooring displayed on floor
- Cleanliness
- Remnant areas
- Samples available to take home

## Areas of Improvement

- Make showroom less crowded
- Display prices for every product
- Keep displays at eye level
- Include a Do-It-Yourself area

## Learning for Other Retailers

- Variety of low and high end products
- Cash and Carry items for Do-It-Yourself projects
- Knowledgeable salespeople
- Ability to take product samples with you throughout the store for comparison

# Big Box vs Specialty Store

## Big Box Retailer

Overall Experience Rating



Product Quality



Product Selection



Manufacturers Offered



Amount of Information  
Provided in Displays



### Excels at:

- Information availability
- Product selection
- Product availability
- Friendly sales staff
- Ample space/wide aisles
- Department labels
- Pricing
- Convenience

### Needs Improvement:

- Customer service/availability of sales staff
- Displays are too high
- Cleanliness/organization
- Design center is small

## Specialty Retailer

Overall Experience Rating



Product Quality



Product Selection



Manufacturers Offered



Amount of Information  
Provided in Displays



### Excels at:

- Organization of products
- Full size product displays
- Availability of samples
- Knowledgeable and professional sales staff
- Design center
- Cleanliness
- Large selection

### Needs Improvement:

- Sales person hovered/didn't give space
- Pricing and product information was hard to find
- Eliminate repetitive displays