

Background

by Bob McKenna, NAPA President

Throughout 1983, NAPA commissioned considerable research in the form of a NAPA Jobber Survey and a consumer and dealer attitude and awareness study. We thought you might like to share an overview of this research to see how the highlights were incorporated into your 1984 marketing programs, which are described in this issue of OUTLOOK.

Consumer & Dealer Study

The purpose of this research was to obtain a "baseline" measurement of awareness, perceptions and attitudes toward NAPA versus leading competition among two of NAPA's target markets: a). dealers (service stations and garages); and b). do-it-yourself consumers (aged 18-65).

The study was conducted by telephone in 30 areas, and the topic of the interview was described by the interviewer as "automotive products;" NAPA was not identified anywhere as the sponsor of the survey.

Awareness: Awareness was obtained at three levels: the first auto parts wholesaler or jobber thought of (top-of-mind); others coming to mind (unaided); and then a direct question — "are you familiar with . . . ?" (aided).

The results of the awareness portion of the study were as follows: NAPA dominates unaided awareness in all parts of the country, with relatively little difference among the four major geographic regions.

Compared to competitors, NAPA's unaided awareness stacks up as follows:

- 27% as a "jobber" among dealers (the next closest competitor came in at 3%)
- 25% as an "auto parts store" among consumers (with the next closest competitor coming in at 11%)

Ratings/Attitudes: Respondents who were familiar with NAPA were asked to rate it overall and then on specific attributes. This segment of the research study concentrated on NAPA versus its competition among "unaided awarers" — respondents who mentioned NAPA spontaneously as opposed to those who merely said "yes, I'm familiar with NAPA" after the name was read to them. Logically, this means that the respondents questioned for this portion know enough about NAPA to have a valid opinion.

On this basis, NAPA holds a strong edge over combined competition in overall ratings. Dealers rate NAPA higher than competitive jobbers for sales force, knowledgeable personnel, machine shops and reasonable prices. Among the consumers, NAPA is rated higher than the regional retailers overall, and especially for quality



In this issue of OUTLOOK, you'll be reading about your new NAPA marketing programs for 1984. In light of this, we thought it would be appropriate to provide you with a little background on some of the research and considerations that went into the planning and development of your new programs . . .

products and personnel.

However, while NAPA is rated highly on these attributes by both dealers and consumers, it does not dominate the ratings on certain individual attributes — specifically, providing clearly stated store locations to these customers.

A predominant dealer complaint about NAPA was that it doesn't have enough store locations — "they're too hard to find."

At the same time, a primary consumer complaint focused on the same problem — not knowing *where* NAPA stores are located. Interestingly, a second consumer complaint dealt with NAPA advertising — specifically, that it doesn't give them enough information as to where their nearest NAPA store is located.

NAPA Jobber Owner Survey

The goal of NAPA's Jobber Owner Survey was to determine usage of existing NAPA programs and to obtain feedback as to what jobbers thought could be done to improve these programs to make them even more productive.

When asked to rate NAPA's Car Care Days, 83.5% of the jobbers surveyed gave the overall promotions a favorable rating.

However, 40% of those respondents felt that the availability of more local advertising combined with increased product spe-

cials would help them increase dealer participation.

These same two responses — increased local advertising and additional price/product promotions — struck a common chord throughout the jobber survey.

For example, in answer to the question, "what suggestions do you have for improving your sales?", the two predominant responses were: more special promotions and more advertising.

In answer to the question, "how do you think NAPA's advertising could be improved?", the common response was as follows: NAPA needs more advertising weight — especially at the local level.

Summary

Dealers and do-it-yourself consumers want more information on *where* their local NAPA store is located.

NAPA Jobbers want more price/product promotions available to draw customers into their stores, along with added advertising weight in their local areas — which is *exactly* what is needed to tell customers where they can find the nearest NAPA store.

These expressed concerns formed the basis of much of your 1984 marketing programs.

First of all, in 1984 you'll have a wide selection of brand new price/product promotions. And of course, each comes with a complete assortment of local advertising materials to let your customers know where they can find these advertised specials.

Secondly, in 1984 NAPA's national advertising program includes a large increase in the amount of advertising bought *at the local level*. This means that all areas of the country will have either local television or newspaper space which can be used for either price/product promotions or for generic commercials.

Thirdly, an all new Local Ad Builder Kit contains everything you need for planning your own special sales events and local advertising campaigns — including service ads to help tie your dealer customers into your advertising.

NAPA's increased emphasis on local advertising in 1984 is a direct result of your input. The importance of local advertising, as you well know, cannot be understated. Although NAPA's national advertising goes to great lengths to create nationwide awareness, it's up to your local advertising efforts to let customers in your specific area know exactly where they can go to "Make it NAPA BRAND New!"

With these thoughts in mind, have a happy and prosperous 1984 — and once again, NAPA thanks you for your business.