



ACRS Research Capabilities

The Australian Centre for Retail Studies (ACRS) provides knowledge to those involved in the retail sector through broad based research, information dissemination via reports, publications and presentations.

The Centre also delivers customised primary and secondary research solutions to clients in retail and related industries through Australia, New Zealand and Asia.



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ACRS Overview

The ACRS is dedicated to the production and dissemination of the latest retail knowledge, as well as conducting commercial research to meet specific client (member and non-member) needs. Through its affiliation with Monash University, the ACRS research team has access to a wide variety of resources including databases, cutting edge information, research findings, leading scholars, and expertise in a range of data collection and analysis techniques.

ACRS Membership above Supporter level (i.e., Member, Research Sponsor, and Club 30) provides access to ACRS research capabilities, with members entitled to engage the commercial research as part of their entitlement. Research may be used for a specific secondary or primary research project, or it is commonly used as part of a larger commercial research project.

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Secondary Research

At the ACRS, secondary research involves a comprehensive summary or collection of previous research that is available. Secondary research is conducted using the extensive Monash University database system, online trade magazines and publications, as well as data from government and associated industry websites. The value of this type of research lies in collecting existing information and interpreting its meaning. Secondary research is often undertaken in the preliminary stages of primary research to determine what is known already, or to inform the research design. At other times, it may be the only research technique used, for example if an overview of a particular topic area is all that is required.

Primary Research

Primary research involves collecting data directly from respondents for the express purposes of a project. The ACRS takes a focused, planned approach to primary research, which ensures that the results are accurate, generalisable, and most importantly actionable.

To obtain primary data, the ACRS research team has a range of qualitative and quantitative methods at its disposal. The particular methodology and ultimate design of a project is dictated by the individual client's objectives, as well as their financial resources and time constraints.

Examples of the methods employed include:

- Survey research, including online, mail, in-store, touch screen, and CATI (Computer-Aided Telephone Interviewing)
- In-depth interviews and focus groups, including VoxPops
- Online research, including bulletin boards and online discussion forums
- Market analysis, including market segmentation and positioning research
- Behavioural research, including understanding and predicting store choice and in-store behaviour
- Product research, including optimum pricing and new product development
- Quantitative analysis techniques, ranging from multivariate methods to advanced statistical modelling

The research team at the ACRS have the capability to determine the most appropriate research technique for the project and assist the client to interpret the findings from the research project.

Further Information

For more information about Research at the Australian Centre for Retail Studies, please contact us:

Telephone: +61 3 9903 2455

Email: acrs@buseco.monash.edu.au

Website: www.buseco.monash.edu.au/centres/acrs

Mail: Australian Centre for Retail Studies
Monash University, PO Box 197,
Caulfield East, Victoria 3145, Australia