



Health Promotion Evaluation Unit

# 2010 Smoke Free Perth Royal Show: Showbag Purchasing

School of Sport Science, Exercise and Health

**Brief Report:  
November 2010**

## Background

The Smoke Free Perth Royal Show offers patrons the opportunity to purchase “showbags”. In 2010, showbags were marketed as confectionery showbags, luxury showbags, lifestyle showbags, showbags for teens, boys, girls and young children (Royal Agricultural Society, 2010). Dependent on the brand, showbags typically included food, drinks, toys, merchandise or reading material and were offered at a lower ‘Show price’ compared with the normal retail price (Royal Agricultural Society, 2010). In 2010, a total of 255 showbags were advertised on the Smoke Free Perth Royal Show website, of which, over half were confectionery based showbags (Royal Agricultural Society, 2010). Historically, showbags have been sold as part of the Royal Show experience. Research suggests that sampling of food products increases immediate purchasing behaviour of both the product sampled and other varieties of products (Lammers, 1991) and that small price reduction incentives can lead to repeat purchase behaviour (Scott, 1976).

In the Show’s large food sampling environment, patrons may be purchasing multiple showbags and food products. Given that food products offered in showbags are available in the market place, patrons may be more inclined to purchase products again once outside of the Show environment. As such, the lower price and perceived value for money of the showbag may increase the energy dense foods people consume, at the Show, afterwards at home and their future purchases outside of the Show environment.

In the wider context of food at the Perth Royal Show, in 2008, the majority of food options available from vendors operating at the Show were unhealthy, with relatively few vendors selling predominately healthy options to patrons (Ferguson, 2009). In 2009 patrons indicated high levels of support towards plans to increase the number of healthy options (Ferguson, 2010). However, no information has been collected exploring patrons attitudes and practices towards food based showbag purchases. As such, the purpose of this study was to gather information on patron’s attitudes and behaviours towards food based show bags.

## Method

A 10 minute interviewer administered survey was used to intercept Western Australian adults attending the Smoke Free Perth Royal Show. The data were collected on Wednesday 29th September 2010 at a variety of places within the showgrounds. A descriptive analysis of the data was conducted using SPSS for Windows (Version 17).

## Respondents

A total of 205 patrons completed the survey, a response fraction of 61%. Approximately one half of respondents were female (55%) with 42% aged 30 to 49 years. Approximately two fifths of respondents (42%) reported consuming ‘fast food’ on one or more days in the past week, this was higher than the West Australian average (34%) (Joyce & Daly 2010).

## Key Findings

### Number of showbags purchased

- Most respondents (62%) indicated they had purchased or intended to purchase food based showbags whilst at the Show in 2010. No significant differences were observed by gender, age or ‘past week’ fast food consumption.
- One half of respondents indicated they had purchased or intended to purchase multiple showbags whilst at the show in 2010 (51%) (Figure 1).

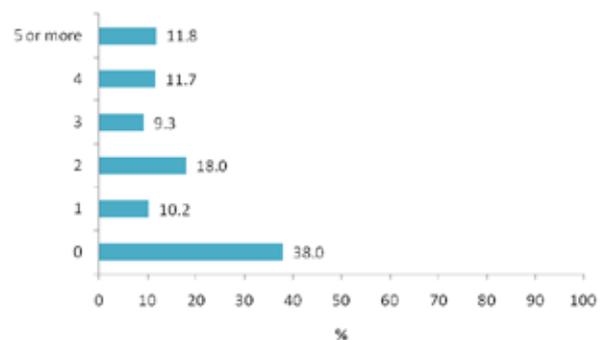


Figure 1: Number of food based showbags patrons had purchased or intended to purchase

## Feeling towards food based showbag purchases

- A similar proportion of respondents indicated they felt that the food based showbags were a big part of 'a day out at the Show' (43%) or that the food in show bags 'are a treat, I normally wouldn't buy this much at one time' (42%) (Figure 2).
- Few respondents indicated they purchase food based showbags for the specific food brand or products (10%) or that food based showbags are good value for money (6%) (Figure 2). No significant differences were observed by gender, age or 'past week' fast food consumption.

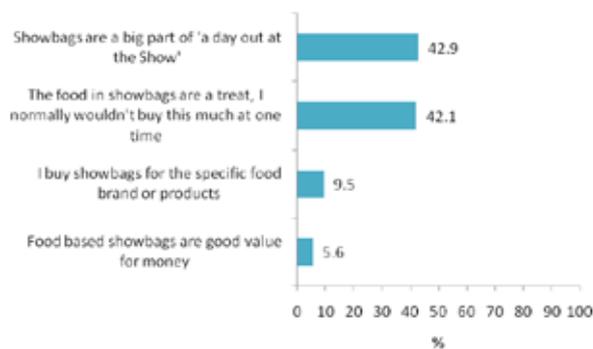


Figure 2: Feelings towards the food based showbags patrons purchase at the Show

## Who are the food based showbags for?

- Of those who purchased, or had intentions to purchase food based showbags, most respondents brought them for children (59%) (Figure 3).

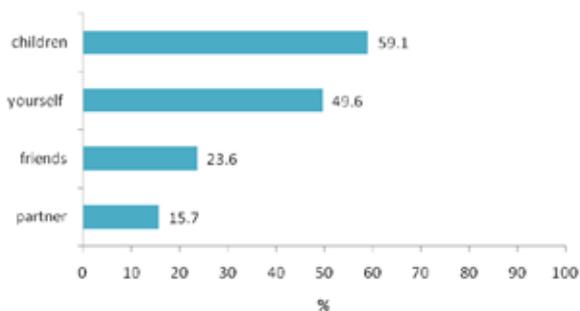


Figure 3: When you purchase showbags, who do you buy them for? \*Multiple responses allowed

- A significantly higher proportion of respondents aged 30 to 49 years (80%) indicated their food based showbag purchases were for children compared with those aged 15 to 29 years (19%;  $p < 0.01$ ) and 50+ years (61%,  $p < 0.05$ ).
- Significantly more respondents aged 15 to 29 years indicated they purchased food based show bags for themselves (84%) and for friends (47%) compared with those aged 30 to 49 years (themselves 41%  $p < 0.01$ ; friends 15%  $p < 0.01$ ) and 50+ years (themselves 33%  $p < 0.01$ ; friends 17%  $p < 0.01$ ).
- A significantly higher proportion of respondents who consumed fast food on one or more days in the past week reported purchasing showbags for themselves (60%) compared with those who had not consumed fast food in the past week (42%) ( $p < 0.05$ ).

## Conclusion

- The results suggest that most respondents who attend the Show purchase food based showbags, with over one half reporting they purchase multiple showbags. Almost one half of respondents felt showbags were a big part of their day at the Show, with the highest number of respondents reporting purchasing showbags for either themselves or for children. Few respondents indicated that they felt food based showbags were good value for money, suggesting that patrons do not identify the reduced price of showbags as a reason to purchase them. Almost one half of patrons indicated that food based showbags were a treat and that they usually would not purchase that many 'treats' at one time.

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## Health Promotion Evaluation Unit

School of Sport Science, Exercise and Health  
The University of Western Australia  
M408, 35 Stirling Highway, Crawley WA 6009

Tel +61 8 6488 5608

Fax +61 8 6488 1039

Email [hpeu@cyllene.uwa.edu.au](mailto:hpeu@cyllene.uwa.edu.au)

Web [www.sseh.uwa.edu.au/about/research/hpeu](http://www.sseh.uwa.edu.au/about/research/hpeu)

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