

MEMO REPORT

1989 REMINGTON FIREARMS
BUYER SATISFACTION STUDY
AMONG 1990 FIREARMS PURCHASERS
(PG90-019)

Start
Some interesting material.
Will plan to cover with R101 info.
UP
2/24/90

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APRIL, 1990

BACKGROUND

In December 1989, 4200 questionnaires (a copy of the questionnaire is included in Appendix "A") were mailed out to a sample of consumers who purchased Remington firearms in 1988 (obtained from product warranty card returns) to determine their overall satisfaction with the gun they bought. Questions included in the study concerned owner-satisfaction with various features of their guns, the importance of these features, their likes (and dislikes) and repair experiences with their guns. Demographic information about firearms buyers that is collected on the product warranty card is also included in the study. Of the 4,200 questionnaires sent out, 2177 (52%) were returned completed.

This study replicates studies done annually from 1982-1988 and tracks changes in the satisfaction levels of buyers of selected models of Remington guns. In 1989, questionnaires were sent to 600 purchasers of each of the following models:

- Model 870;
- Model 870 Express;
- Model 1187;
- Model 700 (ADL and BDL combined);
- Model 700 MTN;
- Model Seven;
- Models 7400 and Four combined.

Customer satisfaction with the Model 870, the Model 700, and Model 7400 have been tracked since inception of the study in 1982. However, prior to the 1988 study the sample for the Model 700 was limited to 600 purchasers randomly chosen from Models 700 ADL, BDL and Mountain Rifle combined. Although previous results were reported for M/700 combined, most of these purchasers had bought either an ADL or BDL as they account for the majority of M/700 sales. In 1988 the sample of purchasers of the Model 700 was expanded to 1200 buyers (300 buyers of M/700 ADL, 300 buyers of M/700 BDL, and 600 buyers of M/700 MTN) to permit a comparison of satisfaction with the three M/700 styles.

The M/1187, M/870 Express and M/66/77 were added to the study in 1988; the M/552, M/1100, M/Seven, M/Six, and M/7600 were dropped. In 1989 the M/Seven was added back in, while the M/66/77 was dropped. These changes in the models sampled in the past two years should be kept in mind when comparing customer satisfaction in 1989 with that for prior years.

In attempting to track changes over time for this study information on models which were dropped from the 1988 and 1989 studies is still included for 1982-1987/1988 where the models which replaced them were similar enough to make comparisons meaningful. Another wave of the buyer satisfaction study is planned for December, 1990.