A STUDY ON STORE ATTRIBUTES PERSUADING ON CUSTOMERS IN PATRONIZING A FOOD & GROCERY RETAILER

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Abstract

The retail store is the place where customers take a decision on the purchase of the products offered by the retailer. The store also influences the perceptions that customers form in their minds about the store, the products, services and staff. From the management's point of view operations of the store are a major element of the cost. As a consequence, the store itself becomes a critical asset of the retail business and it is imperative, that the operations are managed well to achieve and sustain customer satisfaction and be cost effective. Managing store operations for a retail business of any size or complexity, from the neighbourood grocer to the national retail chain, is a challenging task. It requires integration among various functions within the store. When all the functions are performed in an integrated manner, the store operations run smoothly. In case of staple products or food & grocery products, the store attributes like cleanliness, quality, freshness, availability, assortments, store layout, parking facility, information sources (inside the store), service people etc plays a large influencing factors on customers to decide about what to pick from the shelves.

Keywords: Consumer behavior, Demographic, Perception, Retailing, Store attributes

Introduction:

Considerable research has been done on people's attitudes toward shopping. Such attitudes have a big impact on the ways in which people act in a retail setting. Retailers must strive to turn around some negative perceptions that now exist. Shopping enjoyment: In general, people do not enjoy shopping as much as in the past. So, what does foster a pleasurable shopping experience – a challenge that retailers must address. Many shoppers enjoy bargain hunting, recreational browsing, being pampered by sales people and the opportunity to get out of the house or office. Attitudes towards Shopping time: Retail shopping is often viewed as a chore: "Consumers now attempt to limit the time they spend shopping. Time-pressed by family and work responsibilities, they spend fewer hours cruising the mall in search of the perfect item, and look to get what they need as quickly as possible. This trend has been dubbed 'precision shopping'. The upside of precision shopping is that consumers spend more money each time they visit a store.

There has been a major change in attitudes toward spending, value, and shopping with established retailers. The same shopper who buys commodity goods at one store may purchase expensive product at other store. This shift does not appear to be transitory; but

rather seems to define a more enduring pattern of behavior. In addition some customers seem to be tired of the big mall, with their close-in, windowless feel and identical cast of retailers and food court vendors. Why people buy or do not buy on a shopping trip? It is critical for retailers to determine why shoppers leave without making a purchase. Is it prices? A rude salesperson? Not accepting the customer's credit card? Not having an item in stock? Or some other factor?

Need & Importance of the Study:

Consumer patronage differs sharply by the type of retailer. Thus, it is vital for firms to recognize the venues where consumers are most likely to shop and plan accordingly. Many consumers do cross-shopping whereby they shop for a product category at more than one retail format during the year of visit multiple retailers on one shopping trip. The first scenario occurs because these consumers feel comfortable shopping at different format during the year, their goals vary by occasion they shop where ever sales are offered, and they have a favorite format for themselves and another one for other household members. The marketer's dilemma is that if he pitches high, creating high expectations, there would be likelihood that they may not meet them, and leave the customer unhappy. However, if he pitches too low, the customer may not try his service al all as he many not get attracted enough to it. There is a fine balance between hype and substance that the service provider should maintain while performing his marketing effort. As quality is a relative concept, a retailer may not always understand what features connote high quality to customers. The firm's lack of understanding may affect quality perceptions of customers. Delivery gaps will have an impact on the evaluation of service quality. If there is no gap it means consumer expectation.

Most of the customers believe that many retailers don't know how their customers prefer their shopping experience and compete by doing what their competitors do. But that doesn't work. Customer insight will allow a retailer not only to survive but to thrive against even the toughest competition. Visiting multiple outlets on one trip occurs because consumers want to save travel time and shopping time.

Objectives:
1) To understand the importance on store attributes and related operations
2) To identify the influencing attributes on consumer decision making at store level towards food & grocery products

Research Methodology:

Random sampling through the questionnaire. Respondents are the customers visiting the retail stores. Sample size of respondents: 300, in selected cities of Telangana and AP state randomly.

Measuring The Influencing Store Attributes On Customer's Decision Making

DISTRIBUTION OF SAMPLE RESPONDENTS

The present table shows the detailed break up of sample respondents from select cities of Andhra Pradesh.

Table No.1: City wise sample respondents

S.No.	Cities	Frequency	Percent
1	Hyderabad	50	16.7
2	Warangal	50	16.7
3	Visakhapatnam	50	16.7
4	Vijayawada	50	16.7
5	Tirupati	50	16.7
6	Kurnool	50	16.7
	Total	**300**	**100.0%**

Source: Field Survey

From the table1, it is clear that, equal proportion of sample respondents, i.e., 16.7% of them were selected from each city. Further, each city comprise of 50 sample respondents.

URBAN/RURAL SPLIT UP OF THE SURVEY

While analyzing the respondents over residence basis-Urban and Rural, it is analyzed that out of the 300 respondents, 197 respondents(65.7%) respondents belongs to urban area and remaining 103(34.3%) customers n the rural area.

URBAN/RURAL SPLIT UP OF THE CUSTOMER SURVEY

Table No.2: Urban and Rural respondents

S.No.	Cities	Residence		Total
		Urban	**Rural**	
1	Hyderabad	43 (44.3%)	7 (6.8%)	50 (100%)
2	Warangal	32 (16.2%)	18 (17.4%)	50 (100%)
3	Visakhapatnam	39 (19.8%)	11 (10.67)	50 (100%)
4	Vijayawada	21 (10.6%)	29 (28.1%)	50 (100%)
5	Tirupati	33 (16.7%)	17 (16.5%)	50 (100%)
6	Kurnool	29 (14.7%)	21 (20.38%)	50 (100%)
	Total	**197 (65.7%)**	**103 (34.3%)**	**300 (100%)**

It is to conclude that, majority of the customers are in the urban area. The table shows that Hyderabad has highest percentage of urban customers and Vijayawada has highest percentage of rural customers.

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CUSTOMERS PERCEPTION ON PURCHASE OF GOODS DURING THE VISIT

Table No.3: Customer's perception on purchase of goods

S.No.	Perception on purchase of goods			Total
	Name of the Retailer	Yes	No	
1	Reliance	232(77.3%)	68(22.7%)	300(100%)
2	More	218(72.6%)	82(27.4%)	300(100%)
3	Spencer's	241(80.3%)	59(19.7%)	300(100%)

Source: Field Survey

Table No.3 shows the field survey results with reference to the customers' perception on purchasing the goods during their visit to retail outlets. From the results, it is clearly observed that, from Reliance, majority of the sample respondents, i.e., 77.3% of them have opined 'yes' which indicates that they purchase goods during their visit. 72.6% of the customers from More and 80.3% of the customers from Spencer's' also opined that they will purchase the goods during their visit to the store.

Table No.5.10: Chi-square test results

Expected: contingency table		
	A	B
1	230.	69.7
2	230.	69.7
3	230.	69.7
Chi-square = 5.02 degrees of freedom = 2 probability = 0.081, tabular value = 5.99		

Chi-square test is applied in order to analyze the significant difference in the opinion of the customers of three retail outlets on visiting retail outlets. The expected observations and chi-square value is obtained and shown in the above table. Chi-square calculated value from the test result is 5.02 at 2 degrees of freedom and 5% level of significance and the calculated value is less than the tabular value (5.99), hence, null hypothesis is accepted. Therefore, it is to conclude that, there is no significant difference in the perceptions of the customers with reference to visiting retail outlet for purchase of goods.

CUSTOMERS PERCEPTION ON ITEM THEY PURCHASE USUALLY WHEN THE SHOP IN RETAIL STORE

Table No.4: Customers' perception on item they shop in the retail store

| S.No | Name of the Retailer | Perception on item they shop | | | | | | | Total |
		Grocery products	Cosmetics	Packed / Frozen food items	Electrical/ Electronic goods	Crockery	Gift item	Others	
1	Reliance	171 (57%)	47 (15.6%)	40 (13.3%)	11 (3.6%)	9 (3%)	14 (4..6%)	8 (2.6%)	300 (100%)
2	Spencer's	159 (53%)	33 (11%)	38 (12.7%)	29 (9.7%)	18 (6%)	9 (3%)	14 (14.6%)	300 (100%)
3	More	167 (55.6%)	44 (14.7%)	52 (17.3%)	15 (5%)	7 (2.3%)	5 (1.6%)	10 (3.3%)	300 (100%)

Source: Field Survey

From the field survey, it is clear that, majority of the sample respondents from Reliance have opined that, they purchase Grocery product when shop at reliance outlet. From Spencer's and More retail, it is observed that, majority of the sample respondents have opined 'grocery products' as the item they purchase More. From the result, it is observed that "packed/frozen food items' are the second major items they prefer to purchase at above retail stores. Chi-square test is applied to analyze the association between customers of three select retail stores and their opinion on the type of item they purchase during their visit to retail outlet.

Table No.: Chi-square test results:

Expected: contingency table									
	A	B	C	D	E	F	G	H	I
1	112.	68.7	36.3	20.0	41.7	9.33	3.67	3.00	5.67
2	112.	68.7	36.3	20.0	41.7	9.33	3.67	3.00	5.67
3	112.	68.7	36.3	20.0	41.7	9.33	3.67	3.00	5.67

Chi-square = 8.88
degrees of freedom = 12
probability = 0.918

Tabular Value = 21.02 at 5% level of significance

The calculated value obtained is 8.88 at 12 degrees of freedom and 5% level of significance and this is less than the tabular value, hence null hypothesis is accepted. Therefore, it is to conclude that, there is no significant association between customers of three select retail stores and their opinion on the type of item they purchase during their visit to retail outlet.

GROUP RETAIL HOUSES HAS CLEANLINESS

Table No.6: Retail houses has cleanliness

S.No.	Retail houses has cleanliness						Total
	Name of the Retailer	Extremely Satisfactory	Satisfactory	Neutral	Dissatisfactory	Extremely dissatisfactory	
1	Reliance	29 (9.6%)	73 (24%)	139 (46.6%)	42 (14%)	17 (5.6%)	300 (100%)
2	Spencer's	22 (7.3%)	113 (37.6%)	103 (34.3%)	43 (14.3%)	19 (6.3%)	300 (100%)
3	More	26 (8.6%)	125 (41.6%)	89 (29.6%)	44 (14.6%)	16 (5.3%)	300 (100%)

Source: Field Survey

The table results shows that, majority of the sample respondents of Reliance have opined Neutral(139) which indicates they have neutral opinion on cleanliness of the retail outlet. From Spencer's retail and More retail, majority of the sample respondents have opined 'satisfactory' which indicates they were satisfied with the cleanliness of the retail outlets. Chi-square test is applied to analyze whether there is a significant difference in the perceptions of the customers of three select retail outlets with regard to cleanliness in the retail outlet. Test results are specified below.

Table No.7: Chi-square test results

Expected: contingency table					
	A	B	C	D	E
1	17.3	43.0	116.	98.0	25.7
2	17.3	43.0	116.	98.0	25.7
3	17.3	43.0	116.	98.0	25.7

Chi-square = 3.61
degrees of freedom = 8
probability = 0.891, tabular value = 15.507

From the comparison of test result, it is clear that, the tabular value of Chi-square is 15.507 which is higher than the calculated value, i.e., 3.61, hence null hypothesis is accepted, therefore, it is to conclude that, there is no significant difference in the perceptions of the customers of three select retail outlets with regard to cleanliness in the retail outlet.

CUSTOMERS' PERCEPTION ON STORE LAYOUT

Table No.8: Retail houses have good layout

S.No.	Name of the Retailer	Retail houses has good layout					Total
		Extremely Satisfactory	Satisfactory	Neutral	Dissatisfactory	Extremely dissatisfactory	
1	Reliance	25(8.3%)	147(49%)	81(27%)	33(11%)	14(4.6%)	300(100%)
2	Spencer's	27(9%)	130((43.3%)	83(27.6%)	44(14.6%)	16(5.3%)	300(100%)
3	More	23(7.6%)	132(44%)	57(19%)	43(14.3%)	45(15%)	300(100%)

Source: Field Survey

The above table shows that, majority of the sample respondents of Reliance, Spencer's retail and More retail have opined Satisfactory which indicates they have satisfaction on layout of the retail outlet. From, More significant number of the sample respondents have opined 'extremely dissatisfactory' which indicates they were not at all convinced with the layout out of the stores. Chi-square test is applied to analyze whether there is a significant difference in the perceptions of the customers of three select retail outlets with regard to layout in the retail outlet.

Table No.9: Chi-square test results

Expected: contingency table					
	A	B	C	D	E
1	15.0	40.0	83.7	136.	25.0
2	15.0	40.0	83.7	136.	25.0
3	15.0	40.0	83.7	136.	25.0

Chi-square = 3.79
degrees of freedom = 8
probability = 0.875, tabular value = 15.507

From the table, it is clear that, the calculated value is 3.79 which is less than the tabular value, i.e., 15.507 at 5% level of significance. Hence, null hypothesis is accepted. Therefore, it is to conclude that, there is no significant difference in the perceptions of the customers of three select retail outlets with regard to layout in the retail outlet.

CUSTOMERS PERCEPTION ON AVAILABILITY OF CATALOGUES

Table No.10: customers' perception on availability of catalogues

S.No	Name of the Retailer	Perception on availability of catalogues					Total
		Extremely Satisfactory	Satisfactory	Neutral	Dis-satisfactory	Extremely disatisfactory	
1	Reliance	44(14.6%)	111(37%)	72(24%)	56(18.6%)	17(5.6%)	**300 (100%)**
2	Spencer's	37(12.3%)	117(39%)	78(26%)	53(17.6%)	15(5%)	**300 (100%)**
3	More	42(14%)	118(39.3%)	73(24.3%)	47(15.6%)	20(6.6%)	**300 (100%)**

Source: Field Survey

Field survey result clearly show that, majority of the sample respondents of Reliance have opined Satisfactory which indicates they have satisfaction on catalogue of the retail outlet. From Spencer's retail and More retail, majority of the sample respondents have opined 'satisfactory' which indicates they were satisfied with the catalogue of the retail outlets. Chi-square test classification is applied to analyze whether there is a significant difference in the perceptions of the customers of three select retail outlets with regard to catalogues in the retail outlet. Test results are specified below.

Table No.11: Chi-square test results

Expected: contingency table					
	A	B	C	D	E
1	17.3	52.0	74.3	115.	41.0
2	17.3	52.0	74.3	115.	41.0
3	17.3	52.0	74.3	115.	41.0
Chi-square = 2.70					
degrees of freedom = 8					
probability = 0.952, tabular value = 15.507					

From the test result, it is to interpret that, the calculated value is less than the tabular value, hence null hypothesis is accepted. Hence**,** there is a no significant difference in the perceptions of the customers of three select retail outlets with regard to catalogue in the retail outlet.

CUSTOMERS PERCEPTION ON PARKING FACILITY

Table No.12: customer's perception on availability of parking facility

S.No.	Retail houses has parking facility						Total
	Name of the Retailer	Extremely Satisfactory	Satisfactory	Neutral	Dis-satisfactory	Extremely dissatisfactory	
1	**Reliance**	44 (14.6%)	112 (37.3%)	71 (23.6%)	57 (19%)	16 (5.3%)	**300 (100%)**
2	**Spencer's**	38 (12.6%)	115 (38.3%)	76 (25.3%)	56 (18.6%)	15 (5%)	**300 (100%)**
3	**More**	42 (14%)	116 (38.6%)	73 (24.3%)	51 (17%)	18 (6%)	**300 (100%)**

Source: field survey

Field survey result clearly shows that, majority of the sample respondents of Reliance have opined Satisfactory which indicates they have satisfaction on the parking facility of the retail outlet. From Spencer's retail and More retail, majority of the sample respondents have opined 'satisfactory' which indicates they were satisfied with the parking facility of the retail outlets. Chi- square test classification is applied to analyze whether there is a significant difference in the perceptions of the customers of three select retail outlets with regard to parking facility in the retail outlet. Test results are specified below.

Table No.13: Chi-square test results

Expected: contingency table					
	A	B	C	D	E
1	16.3	54.7	73.3	114.	41.3
2	16.3	54.7	73.3	114.	41.3
3	16.3	54.7	73.3	114.	41.3
Chi-square = 1.36 degrees of freedom = 8 probability = 0.995, tabular value = 15.507					

From the comparison, it is clear that, the calculated value of Chi-square is less than the tabular value, hence null hypothesis is accepted. Hence, it concludes that, there is no significant difference in the perceptions of the customers of three select retail outlets with regard to parking facility in outlet.

CUSTOMERS PERCEPTION ON TROLLEYS AND BASKET FACILITY

Table No.14: customer's perception on availability of trolleys & baskets

S.No.	Name of the Retailer	Retail houses have trolleys & baskets facility for moving goods					Total
		Extremely Satisfactory	Satisfactory	Neutral	Dissatisfactory	Extremely dissatisfactory	
1	Reliance	27(9%)	45(15%)	85(28.3%)	74(24.6%)	69(23%)	**300(100%)**
2	Spencer's	24(8%)	49(16.3%)	56(18.6%)	101(33.6%)	70(23.3%)	**300(100%)**
3	More	23(7.6%)	40(13.3%)	54(18%)	108(36%)	75(25%)	**300(100%)**

Source: Field Survey

Field survey result clearly shows that, majority of the sample respondents of Reliance have opined neutral which indicates they have dissatisfaction on the trolleys & baskets facility of the retail outlet. From Spencer's retail and More retail, majority of the sample respondents have opined 'Dissatisfactory' which indicates they were not satisfied with the trolley facility of the retail outlets. Chi- square test classification is applied to analyze whether there is a significant difference in the perceptions of the customers of three select retail outlets with regard to trolley facility in the retail outlet. Test results are specified below.

Table No.15: Chi-square test results

Expected: contingency table					
	A	B	C	D	E
1	71.3	104.	55.0	44.7	24.7
2	71.3	104.	55.0	44.7	24.7
3	71.3	104.	55.0	44.7	24.7

Chi-square = 1.82
degrees of freedom = 8
probability = 0.986, tabular value = 15.507

From the comparison of test results, null hypothesis is accepted. Hence, it is to conclude that**,** there is no significant difference in the perceptions of the customers of three select retail outlets with regard to trolley facility in the retail outlet.

CUSTOMERS' PERCEPTION ON VISITING RETAIL STORE

Table No.16: customers' perception on visiting retail store

S. No	Perception On Visiting Retail Store						Total
	Name of the Retailer	Once in a week	Twice in a week	Thrice in a week	Once in a fortnight	Once in a month	
1	Reliance	132(44%)	87(29%)	15(5%)	43(14.3%)	23(7.6%)	300 (100%)
2	Spencer's	147(49%)	81(27%)	14(4.6%)	33(11%)	25(8.3%)	300 (100%)
3	More	130(43.3%)	83(27.6%)	16(5.3%)	44(14.6%)	27(9%)	300 (100%)

Source: Field Survey

From the table, it is clear that, majority of the sample respondents have opined 'Once in a week' which indicates that, they are frequent visitors to the store. Majority of the customers from Spencer's retail and More retail have also opined that they visit retail store once in a week. It is also observed that interestingly there is a good number of customers who visit the retail store 'twice in a week' which is an encouraging factor for the all the retail outlets. And it is also observed that only few members are visiting the store 'once in a month'.

CUSTOMERS' PERCEPTION ON AWARENESS ABOUT RETAIL STORE

Table No.17: customers' perception on awareness about retail store

S.No.	Name of the Retailer	Awareness about retail store				Total
		Outdoor Media	Electronic Media	Print Media	Reference groups	
1	Reliance	56(18.6%)	93(31%)	40(13.3%)	111(37%)	**300(100%)**
2	Spencer's	59(19.6%)	90(30%)	38(12.6%)	113(37.6%)	**300(100%)**
3	More	62(20.6%)	92(30.6%)	34(11.3%)	112(37.3%)	**300(100%)**

Source: Field Survey

From the survey, it is clear that, majority of the sample respondents from reliance, i.e., 37% of them have opined 'reference group' which indicates that, majority of the customers came to know about the Reliance from reference group. From Spencer's and More, it is also observed that, majority of the sample respondents, i.e., 37.6% and 37.3% have opined 'reference group', which indicates that, majority of the customers came to know about the Retail stores from 'Reference Groups'. And also electronic media is the next effective media in creating the awareness of the retail stores and next follows is the outdoor media.

CUSTOMERS' PERCEPTION ON VISIBLE & EASY ACCESS

Table No.18: customers' perception on visibility and accessibility

S.No.	Perception On Visibility & Easily accessibility			Total
	Name of the Retailer	**Yes**	**No**	
1	**Reliance**	230(76.6%)	70(23.3%)	**300(100%)**
2	**More**	218(72.6%)	82(27.3%)	**300(100%)**
3	**Spencer's**	241(80.3%)	59(19.7%)	**300(100%)**
Chi-square test value		7		
Degrees of freedom		2		
Tab-value		5.99 at 5% level		

Source: Field Survey

From the test results, it is clear that, 76.6% of the Reliance customers have opined that the store is visible and easily accessible for shopping. 72.6% of the More retail and 80.3% of the Spencer's retail have also opined that the store is highly visible and easily accessible for the customers. Chi-square test is applied to analyze the significant association between the type of retail outlet and the customers' perception on the visibility and accessibility for shopping. From the results, it is clear that, chi-square calculated value is 7 and this is greater than the tabular value, i.e., 5.99, hence null hypothesis is rejected. Therefore, there is an association between the type of retail outlet and the customers' perception on the visibility and accessibility for shopping.

CUSTOMERS' PERCEPTION ON AMBIENCE AT THE STORE

Table No.19: customers' perception on ambience at the store

S.No.	perception on satisfaction over ambience at the store			Total
	Name of the Retailer	**Yes**	**No**	
1	**Reliance**	183(60.1%)	117(39.9%)	**300(100%)**
2	**More**	206(68.6%)	94(31.4%)	**300(100%)**
3	**Spencer's**	217(72.4%)	83(27.6%)	**300(100%)**
Degrees of freedom		2		
Chi-square test value		0.44		
Tabular value		5.99 at 5% level		

Source: Field Survey

From the test results, it is clear that, 72.4% of the Spencer's customers have opined that the ambience at the store is satisfactory. 68.6% of the More retail and 60.1% of the Reliance retail have also opined that the ambience at the store is satisfactory. Chi-square test is applied to analyze the significant association between the type of retail outlet and the customers' perception on the ambience at the store.   The results clearly show that the calculated value of Chi-square is 0.44 which is less than the tabular value, i.e., 5.99, hence null hypothesis is accepted. Therefore, it is to conclude that, there is no significant association between the type of retail outlet and the customers' perception on the ambience at the store.

Suggestions & Conclusion:

The demographic profile of sample respondents has shown that, majority of the sample respondents are resident of urban areas because of the reasons that, majority of the retail outlets are located in urban areas, further, it is observed hat Hyderabad comprises highest urban customers and Vijayawada has highest percentage of rural customers. Further, age class has shown that, majority of the customers are belongs to 45-60 years. Further, majority of the sample respondents are from male category (i.e., 73.8%). From the study on product mix, it is observed that, majority of the customers are preferred to purchase Grocery products from the retail stores from all the three companies' select retail outlets. And further, it is observed that majority of the customers shopping duration is 30-60 minutes. With reference to perception on retail outlets' layout structure, it is observed that majority of the customers have given satisfactory rating to all the three select retail companies' outlets. Chi-square test results have shown that there is a significant difference in the perceptions of the customers of three select retail outlets with regard to layout in the retail outlets. From Spencer's retail and More retail, majority of the sample respondents have opined 'satisfactory' on availability of catalogues.

With regard to parking space availability, customers are satisfied with the ample space provided at all the three retail chains. Trolleys & baskets facilities are observed that they are not sufficiently provided for carrying goods in the spencer's and more outlets. Further, Chi-square test results have shown that there is no significant difference in the perceptions of the customers of the three select retail outlets with regard to parking and trolleys & basket facilities in the retail outlets.

From the analysis on the warrantees, sufficiency stock, quality level of the products and the employee's knowledge on products, it is observed that, majority of the customers have given satisfaction rating. Further, Chi-square test results have shown that there is no significant difference in the perceptions of the customers of the three select retail outlets in this regard. The study on visiting retail outlet has shown that, majority of the customers have opined that they will visit the retail stores once in a week. With regard to convenience of location for shopping, it is observed that, the retail outlets' location is convenient for shopping. With regard to ambience at the stores, it is observed that, retail outlets are providing convenient ambience at the store. The chi-square test results have shown that, there is no significant difference in the perception of the customers of select retail outlets.

The preference of the customers with regard to type of goods, it is observed that, majority of the customers have given that, they prefer indigenous goods than the imported goods. With regard to overall perception on the product mix of retail outlets, the following observations are made. With regard to reliance retail outlets basing on the average weights, the customers are not satisfied by the location distance from home, product mix store brands product display, home delivery and customer service. Whereas the customers are satisfied by the safety & security, store interior & exterior, quality level of goods and loyalty programs.

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