A STUDY OF CUSTOMERS' FOOD STORE PREFERENCES

Thesis for the Degree of M. A.

MICHIGAN STATE UNIVERSITY

Byron Edward Chalfant

1957

THESIS

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"The Food Distribution program at Michigan State University is under the sponsorship of the National Association of Food Chains"



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 $\mathbf{B}\mathbf{y}$

Byron Edward Chalfant

A THESIS

Submitted to the School of Graduate Studies of Michigan State University of Agriculture and Applied Science in partial fulfillment of the requirements for the degree of

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CHAPTER I

INTRODUCTION

During the past several years retail food companies have invested large sums of money in modernization, expansion, and relocation. Such programs have been designed to accommodate the large increase in the number of super market patrons. In addition, food store operators must provide new outlets to meet the needs of a population increase of sixty million people over the next eighteen years. As a result of the building and improvement boom, however, the number of food stores reached a saturation point in many areas. This condition has caused competition for customer patronage to become more intense each day, and food store operators are trying every means available to attract customers.

It is important for food store operators to increase their knowledge of customer preference. The store operator who best understands the whims and fancies of the food shoppers and serves them in a pleasing manner will gain their patronage.

Marketing research has already developed techniques for learning what customers want. Techniques such as observations, interviews, reporting panels, and controlled experiments at retail stores are making available to food store operators information hitherto unavailable.

^{1 &}quot;Where Will U. S. Put 60 Million More People," U. S. News and World Report, Vol. XLIII, No. 6, (August 9, 1957), p. 46.

Some of the studies made by marketing research organizations and educational institutions are: The Alderson and Session, marketing and management counsel, Philadelphia, study on "When a Woman Shops What's on Her Mind"; the agricultural experiment station of Michigan State University investigation on "What Consumers are Saying about Prepackaged Fresh and Frozen Meats"; and the extension service of the University of Maryland survey on Consumer Shopping Habits. These studies and many others have provided a basis for food store operators to make decisions regarding customer preferences.

Consumers' buying habits and preferences are not fixed. Through the years a series of changes have taken place which result in shifts of these preferences. Among these changes are the growth of frozen foods requiring little preparation for use, better home refrigeration, increased use of automobiles for shopping, self-service meats, etc. In view of the importance of marketing research and changing customers' preferences, the writer feels there is a continual need to learn more about the customers' buying habits and preferences.

Statement of the Problem

This study arose from an interest by the writer in obtaining a better understanding of what makes a satisfied customer. The specific



²"When a Woman Shops, What's on Her Mind, "Printers' Ink, Vol. 254, No. 3, (January 20, 1956), p. 25.

³H. M. Riley, "What Consumers Are Saying About Prepackaged Fresh and Frozen Meats," Agricultural Experiment Station, Michigan State University, Special Bulletin 406.

⁴S. C. Schull and M. R. Godwin, "Consumer Shopping Habits," Extension Service. University of Maryland, Extension Bulletin 137.

purposes of this study were to determine (1) the shopping habits and characteristics of customers of food stores, (2) why customers shop where they do, and (3) what the customer likes and dislikes about shopping at a particular food store.

The writer undertook this study with the purpose of testing these hypotheses: (1) customer's store patronage is influenced by the actions of the store employees; (2) customer's store patronage is influenced by the assortment of merchandise handled by a food store; (3) the quality of the store's merchandise influences customer patronage; and (4) services provided for shopping convenience influence the customer's patronage.

The intent in testing these hypotheses was to learn customers' reasons for patronizing one food store in preference to another in hope that the information presented will be helpful to the retail food industry.

Description of Methodology

Preliminary Investigation

A preliminary investigation consisting of thirty personal interviews was made in homes located in Lansing and East Lansing, Michigan.

The interview was based on eight major questions. See Appendix A,

Questionnaire 1, for questions asked. These questions were used as a

lead for a discussion of the interviewee's likes and dislikes about the

stores they patronized. These interviews lasted from twenty minutes

to one hour.

Selection of Areas and Stores

The cities of Lansing and East Lansing were stratified into

selected sub areas on an economic basis. The area selection was based on the economic appearance of the neighborhood and dwellings. The stores within each area were competitive. These areas and stores were plotted on a map.

Place and Time of Study

There were three areas chosen from which twelve super markets were selected. The bases for which the areas were chosen are (1) Area I for its high income district, and (2) Area II and Area III for the middle and low income districts.

Area I is located in East Lansing. Three stores were selected in this area. Two were super markets of national chains— Kroger Company and National Food Store; the other was a locally owned super market—Prince Brothers Market. The stores are located in an area bounded on the north by Linden Street, on the east by Bailey Street, on the west by M.A.C. Avenue, and on the south by East Grand River Avenue.

Area II consists of the Frandor Shopping Center and the eastern part of Lansing. Five stores were selected in this area. Four were national chains—Kroger Company, ACF Wrigley, The Great Atlantic and Pacific Tea Company, and the National Food Store; the other is a locally owned store—Stop and Shop. The stores are located in an area bounded on the north by Saginaw Street, on the east by Morgan Lane, on the west by Hosmer Street, and on the south by Eureka Street.

Area III is located in the western part of Lansing. Four stores are located in this area—three national chains, Kroger Company, The Great Atlantic and Pacific Tea Company, and National Food Store. The Other store in the area is a local chain, Schmidt's Super Food Market.

These stores are located in an area bounded on the north by West Saginaw Street, on the west by Logan Street, on the east by Washington Avenue, and on the south by St. Joseph Street. The number of interviews made in each store may be seen in Appendix A, Table XLT, page 102.

The survey was made on Thursday, Friday, and Saturday during a two-week period from July 11 to July 21, 1957. Interviews were made during the morning, afternoon and evening of each day to secure a good cross section of customers. The day and time interviews were made may be seen in Appendix A. Tables XLII and XLIII mage 103.

Questionnaire:

A questionnaire composed of thirty-two questions was used to obtain the information presented in this study. The questionnaire was designed and then pretested in one store. The time required to complete each interview was approximately eight minutes. See Appendix A, Questionnaire 2, page 99, for the questionnaire used.

Method of Selecting Interviewees:

The sample consisted of 473 personal interviews made in the twelve stores. The interviewees were selected at random. A new respondent was selected immediately after the completion of an interview. In the event the respondent refused to answer the questionnaire, the next customer passing was asked to participate. If the person asked to answer did not buy most of the food for the family, the interview was discontinued, and, once again, the next customer passing was asked.

Approximately one third of the interviews were made by the writer.

The others were made by four male students of Michigan State University.



They were briefed as to the procedure being used prior to taking any interviews.

Limitations of the Study

The sample used in this study is small, therefore, the information presented may not be truly indicative of the characteristics of the total population. Limitations of time and money prohibited a larger and more extensive investigation. The information presented was collected from a non-random sample.

CHAPTER II

SHOPPING HABITS AND CHARACTERISTICS OF RESPONDENTS

The purpose of this chapter is to present pertinent facts about the characteristics, shopping habits, likes and dislikes of the respondents. These facts will be presented in three parts. Part one, Characteristics of Respondents, will include a discussion of respondents' marital status, age, education, occupation, family income, and number of people for whom the respondents buy food. Part two, Shopping Habits of Respondents, will be presented by taking into consideration the number of visits made in one week, shopping lists, distance traveled to the store, and day and time of day respondents shop. Part three, Likes and Dislikes of Respondents, will include a discussion of the respondents' likes and dislikes of food stores, check-out counters, and trading stamps.

Characteristics of Respondents

The marital status of the respondents is presented in Table I, page 8. The largest number of the persons interviewed were married, 90.7 percent. This group consists of three classifications of respondents: the wife, man and wife, and husband. The wife represented 68.7 percent of the total respondents interviewed. Other classifications of respondents interviewed are bachelors, unmarried women, and widows.

The age of respondents is presented in Table II, page 8. The



TABLE I

Marital Status of Respondents Interviewed

Marital Status	Number of Respondents	Percent of Respondents
Wife	325	68 .7
Man and wife	325 64	13.5
Husband	40	8.5
Bachelor	8	1.7
Unmarried woman	1 9	4.0
Widow	17	3.6
Total	473	100.0

respondents' ages were classified into five age groups. Each age group represents a period of ten years, as indicated in Table II. The largest number of the respondents were between the ages of 20 and 49 years, which includes three age groups and comprised 72.6 percent of the total respondents.

TABLE II

Age of Respondents Interviewed

Age Groups	Number of Respondents	Percent of Respondents
20 - 29 30 - 39 40 - 49 50 - 59 60 and over	110 114 118 80 49	23.3 24.2 25.1 17.0 10.4
Total	471	100.0

The sample of respondents' ages in this study reflects a good cross-section of food shoppers in Lansing and East Lansing. The age representation indicated in the Michigan State University study on fresh and frozen prepackaged meats is similar to the age sample in Table II.

The Michigan State University study revealed that 70 percent of the

3.982 respondents were classified in the age groups "under 30," and "30 to 49 years." 5

The education of the people interviewed is given in Table III. The largest number (78.7 percent) of the respondents had a high school education or higher. Thirty-four and five-tenths percent of the respondents interviewed completed high school.

TABLE III

Education of Respondents

Education	Number of Respondents	Percent of Respondents
Less than 8 years Some of high school High school graduate	29 72 163	6.1 15.2 34.5
Some of college College graduate	95 114	20.1 24.1
Total	473	100.0

The occupations of the female and male respondents are shown in Tables IV, page 10 and V, page 10, respectively. The majority of the females interviewed, 67.7 percent, were employed as housewives. A comparison of data in Tables I, page 8 and IV, page 10 indicates that approximately 24 percent of the married women were employed outside the home. Table V, page 10, indicates 78.7 percent of the male respondents are classified in three occupational groups: professional, laborer, and student.

The number of people for whom the respondents buy food is presented in Table VI, page 11. The average number of people the respondent buys



⁵H. M. Riley, "What Consumers Are Saying About Prepackaged Fresh and Frozen Meats," Agricultural Experiment Station, Michigan State University, Special Bulletin 406.

TABLE IV
Occupations of Female Respondents

Occupation	Number of Respondents	Percentage
Housewife	279	67 .7
Professional	46	11,2
Clerical	36	8.7
Sales clerk	6	1.5
Operative	13	3.2
Service worker	22	5.3
Student	2	0.5
Retired	8	1.9
Total*	412	100.0

*Note: When the husband and wife were interviewed together, the occupation of the sex who answered the question-naire was used.

TABLE V

Occupations of Male Respondents

Occupation	Number of Respondents	Percentage
Professional	15	24.6
Laborer	25	41.0
Student	8	13.1
Retired	3	4.9
Salesman	5	8.2
Service worker	5	8.2
Total*	61	100.0

*Note: When the husband and wife were interviewed together, the occupation of the sex who answered the question-naire was used.

food for is 3.4 persons. Seventy percent of the total respondents purchased food for two to four persons. Again the information presented in this study is validated by the Michigan State University study on fresh and frozen prepackaged meats. The study made by Michigan State University indicated the average size of the family was 3.4 persons, and 71 percent of the families consisted of two to four persons. See Table VII, pages 12, 13, and 14, for the comparison of the number of people the respondents buy food for and the store at which respondents shop.

TABLE VI

Number of People for Whom Respondents Buy Food

Number of People For Whom Food is Bought*	Number of Respondents	Percentage
1	40	8.5
2	129	27.2
3	92	19.4
4	111	23,4
5	50	10. 6
6	29	6.2
7	14	3.0
g or more	8	1.7
Total	472	100.0

^{*}Number of people included the person interviewed.

Table VIII, page 15, shows the total weekly income of the families of the respondents. The incomes of the respondents are distributed rather equally among the various income groups. The largest number of respondents' families, 58.1 percent, had a gross income between \$61 and \$120 a week, or \$3,200 to \$6,200 a year. Twenty-four percent of the respondents had a family income of over \$140 a week.

Riley, op. cit.

TABLE VII

Comparison of Number of People the Respondents Buy Food for and Store at Which the Respondents Shop

			AREA I			
No. of People	Kroger		National	ıal	Prince Bros.	Bros.
for Whom Food is Bought	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent
8 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	ב 17 7 14: 2 3	8.0 १.पूर १.५.३ १.६.३ १.६.६ १.६.६ १.६.६	8 8 G Q TC G	18.2 18.2 27.3 20.4 11.4	157-02A -	25.0 15.0 15.0 15.0 15.0
Total	611	100.0	रान	100.0	50	100.0
*Percent	η*οι		9.3		4.3	

The figures are based on 472 resondents at the stores where they were interviewed. Note:

*Percentages are based on 472 respondents.

[continued on Page 13]



TABLE VII [continued]

Comparison of Number of People the Respondents Buy Food for and Store at Which the Respondents Shop

					AREA II	11				
No. of	Wrigley	4	лэдолу	Į.	National	ıal ·	d		Stop & Shop	doq
for Whom Food is Bought	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-
これでして	22 13 10	23.6 18.3	12 12 17	24.5 16.3 34.7	136	12.8 27.7 19.1 14.9	1725	4.5 31.9 22.7 22.7	nan	33.3 22.2 33.3
6 7 8 or more	ם ר	28.8	ר בי	8 G	. הה מ	7. 7. 7. 7. 9. 7.	2 1	9.1 4.5	ı	11,2
Total	55	100.0	£	100.0	L t1	100.0	22	0.001	6	100.0
*Percent	11.7		10.4		6.6		9°†1		1.9	

Note: The figures are based on 472 respondents at the stores where they were interviewed. *Percentages are based on 472 respondents.

[continued on Page 14]

		_		

TABLE VII [continued]

Comparison of Number of People the Respondents Buy Food for and Store at Which the Respondents Shop

				AREA III	111					
No. of People	Kroger		National	เลใ	d % ¥		Schmidt's	8 .	GRAND TOTAL	TVI.
for Whom Food 18 Bought	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent
8 0 0 1	ひになみなっ	100 100 100 100 100 100 100 100 100 100	15.5 L 18.5 S S S S S S S S S S S S S S S S S S S	0.00000 0.00000 0.00000	るよろならよる	7.11 2.5.5 2.5.5 2.6.5 2.6.5	\$ 00000	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	188 11884 14885	22.5 10.5 10.6 10.6 1.0
more					2	5.9	1	2.2	8	1.7
Total	ይተ	0.001	50	0.001	34	0.001	145	0.001	224	0.001
*Percent	10.2		10.6		7.2		9.5		100.0	

Note: The figures are based on 472 respondents at the stores where they were interviewed.

*Percentages are based on 472 respondents.



			T	ABLE	VIII	
Weekly	Gross	Income	of	the	Respondent's	Family

Gross Income Per Week	Number of Respondents	Percent of Respondents
Under \$60	38	8.2
\$ 61 to \$ 80	. 99	21.3
\$ 81 to \$100	106	22,8
\$101 to \$120	65	14.0
\$121 to \$140	45	9.7
\$141 to \$160	34	7.4
\$161 and over	77	16.6
Total	1 19 11 ∗	100.0

^{*9} respondents did not answer question.

Shopping Habits of the Respondents

Trips Made to the Food Store per Week

This study indicates that the average number of trips made to the food store by respondents was 2.3 per week. Table IX, page 16, shows 35.6 percent of the people interviewed visit food stores less than twice a week, and only 17.1 percent make four or more visits. A study made by Crowell-Collier in 1950 indicated customers make an average of four visits to the food store a week. In comparing figures, this study shows a decrease of 1.7 trips per week. The writer believes an increase in home deliveries of milk and bread is an important reason for the decrease in respondents' visits as indicated in this study.

Day Respondents Shop and Reasons

Respondents were asked questions 10 and 11 (Questionnaire 2, Appendix A, page 99) in order to learn what day they purchased most of their

^{7&}quot;New Survey Reveals Facts On Consumer Shopping Habits," <u>Progresive</u> Grocer, Vol. 29, No. 11, (November, 1950), p. 76.

TABLE IX

Average Number of Times Respondents Shopped for Food Each Week

Number of Visits Each Week	Number of Respondents	Percentage
Less than 1	8	1.7
1	1 59	33.9
2	134	28.6
3	88	18.7
Ţ	40	8.5
5 6	14	3.0
6	16	3.4
7	5	1.1
8 or more	<u> </u>	1.1
Total	469	100.0

food and reasons why they shopped on that day. The information obtained from these questions is presented in Tables X and XI.

TABLE X

Day That Respondents Purchase Most of Their Food

Day	Number of Respondents	Percentage
Monday	8	1.7
Tuesday	6	1.3
Wednesday	72	15.2
Thursday	74	15. 6
Friday	209	44.3
Saturday	77	16.2
No special day	27	5.7
Total	473	100.0

Friday was indicated by 44.3 percent of the respondents as the day they purchase most of their food. The two reasons given by most of the respondents who shopped on Friday were: (1) stock up for the weekend, and (2) pay day. Forty-seven percent of the respondents indicated they buy most of their food on three days: Wednesday, 15.2 percent; Thursday,

TABLE XI

Reasons Why Respondents Shop on a Particular Day

	Monday and Tue	and Tuesday	WEdnesday	Ь	Thursday	A
Reasons	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per-
Stock up for weekend and week	ή	28.5	91	8.3	وأو	12.2
Fay day	ઋ (28°.5	7 2 <u>1</u>	16.7	36	39.50
Double stamp day	у г	7.1	ት ሥ	ง รูง รูง	ນູ	8,9
Sales and specials offered	· д	7.1	N	8	νo	8.1.
Better selection on weekend	ณ	14.2	ℷŧ	5,6	₹0	13.5
Open nights	ત	7.1			# M	10°
•			1	ተ•ተ	N	2.7
For specials advertised in newspenson that day	1	7.1			3	0"#
Total	91	113.8	78	108.5	96	132.4
Number of respondents*	† I		72		πL	

Percentages are based on the number interviewed. Percentage totals will equal more than 100 percent because some gave more than one answer. *Note:

[continued on page 18]

TABLE XI [continued]

Reasons Why Respondents Shop on a Particular Day

	Friday	ау	Saturday	day	TOTALS	LS
Reasons	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent
Stock up for weekend and week	83 70	39.7	ୡୄୣ୷	26.0	122 114	4.75 4.55.6
Less crowded	7	3.3	A	1.3	12	
Double stamp day	9	o.;	58	₹°96	£3	
Access to car	12	5.7°	๛ณ	11.7	23	6 4 6
Better selection on weekend	o	¥.3	7	1.3	† 7	3,1
Habit	25	10.5	80 /	10.	91	10.3
Open nights	~ ~	00. 5.5.	-1 PC	 	13	9 9 9
Get shopping out of way so weekend is free	r	0.5	Ţ	1.3		1.1
For specials advertised in newspaper on that day	‡	2.0			-	1.7
Totals	232	0,111	98	127.4	522	117.0
Number of respondents*	509		11	•	91111	

Percentages are based on the number interviewed. Percentage totals will equal more than 100 percent because some gave more than one answer. *Note:

15.6 percent; and Saturday, 16.2 percent. The five most frequent reasons given for shopping on these days were: (1) payday, (2) stock up, (3) double stamp day, (4) less crowded, and (5) day off from work.

The information presented above indicates respondents do most of their shopping on the last four days of the week, Wednesday, Thursday, Friday, and Saturday, Friday being the most popular shopping day.

Table XI, pages 17 and 18, presents the reasons respondents buy most of their food on a particular day. The reason given by 27.4 percent of the respondents was "stock up for the week and weekend." Closely following this reason was "pay day" which was stated by 25.6 percent of the respondents. These two reasons suggest many people wait until pay day to use the money to purchase the large food order needed to last over the weekend.

The reason, "less crowded," given by 11.9 percent of the respondents suggests that they are looking for leisurely shopping without being annoyed by a crowd of people. The three reasons discussed above represent the largest percentage of respondents; however, the other reasons given in Table XI are equally important.

Comparison Study of Shopping Day Preference

A comparison study was made to show the change of shopping days indicated in this study. Information was obtained from a survey made in 1955 by nineteen newspapers in various parts of the country. See Table XII, page 20.

The newspaper survey indicates 36 percent of the respondents chose Saturday as their shopping day, and only 18.2 percent of them shop on the days from Monday to Thursday.

TABLE XII⁸

Favorite Shopping Day

(Survey made by nineteen newspapers)

Days	Percent
Monday through Thursday	18.2
Friday	45.2
Saturday	36.0
Sunday	0.7
Total Friday and Saturday	81.2

The local study indicated 16.2 percent of the respondents chose.

Saturday as the day they shopped, and 33.8 percent shop during the period,

Monday through Thursday.

By comparing the data of this study with that made by nineteen newspapers, it will be noted that the local study shows an increase of 46.2 percent in the number of people who shop on the days, Monday through Thursday.

The writer believes that giving double stamps was the major cause for the increase in the number of people who shop on Wednesday. Sixty-two percent of the respondents, who indicated Wednesday as their shopping day, gave as their reason for choosing this day to shop:

"double stamps."

Part of Day Respondent Shops

A comparison of the day and part of the day when respondents do most of their shopping is shown in Table XIII, pages 21 and 22. The morning was the most popular part of the day to shop for 38.5 percent of those

[&]quot;What's The Favorite Shopping Day in Your Community?" Progressive Grocer, Vol. 34, No. 11, (November 1955), p. 56.

TABLE XIII

Day and Part of Day Respondent Shops

	Day o	n Which Re	Day on Which Respondents Buy Most of Their Food	y Most of	Their Food	
Part of Day for	Monday and Tue	and Tuesday	Wednesday	lay	Thursday	lay
Shopping	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-
Morning	80	57.2	28	38.8	22	36.5
Afternoon	3	ħ•12	25	30.6	23	31.1
Evening	3	21 . 4	22	30.6	₹	32.4
No special time						
Total	14	14 100.0	72	100.0	47	100.0
Percent*	3.0		15.2		15.6	

*Total percentages are based on 473 respondents.

[continued on page 22]



TABLE XIII [continued]

Day and Part of Day Respondent Shops

No. of Respond- ents No. of ents No. of ents No. of ents Per- ents Respond- ents Per- ents Per- ents Respond- ents Per- ents 69 33.0 μ2 33 μ2.9 13 μ8.2 7.4 14.8 60 20 100.0 77 100.0 27 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 1		Day on	Thich Re	Day on Which Respondents Buy Most of Their Food	duy Most	of Their E	lood	S AT BIOCE	,
No. of Respond- ents Respond- ents Per- ents Per- ents Cent Per- ents 74 30.6 2.6 2.6 2.6 2.6 7.4 100.0 100.0 100.0 100.0 100.0 100.0 100.0	Part of Day for	Frid	æy	Saturo	lay	No Specie	al Day	IOIVE	<u>.</u>
69 33.0 42 54.5 8 29.6 74 35.4 33 42.9 13 48.2 64 30.6 2 2.6 2 7.4 209 100.0 77 100.0 27 100.0	Shopping	No. of Respond- ents	1	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-
74 35.4 33 42.9 13 48.2 64 30.6 2 2.6 2 7.4 209 100.0 77 100.0 27 100.0	Morning	69	33.0	टम्	5,42	89	29.6	182	38.5
20,4 30.6 2 2.6 2 7.44 21.0 4 14.8 209 100.0 77 100.0 27 100.0	Afternoon	77	35.4	33	42.9	13	Z•8t	168	35.5
209 100.0 77 100.0 27 100.0 27 100.0	Evening	₫	30.6	Ω.	2.6	α	7.4	117	7.42
209 100.0 77 100.0 27 100.0	No special time	8	1.0			†	14.8	9	1.3
111.2	Total	209	100.0	11	100.0	27	100.0	473	100.0
1.C	Percent*	₹		16,3		5.7		100.0	

*Total percentages are based on 473 respondents.



questioned. The reason given by 41.2 percent of the respondents for the morning hours was that the store is less crowded (Table XIV, page 24). This reason, again, indicates the respondents' desire for leisure shopping. Two recommendations that will help solve the problems of a crowded store are: (1) schedule employees to restock gondolas after store hours; and (2) keep the aisles clear of unnecessary displays, shopping carts, empty cartons, etc.

Thirty-five and five-tenths of the respondents do their shopping in the afternoon. Of the respondents who preferred to shop in the afternoon, 21 percent gave the reason, "do my housework in the morning and then go shopping" and 18.5 percent stated, "convenient time--on my way home after work." It is interesting to note that more respondents shopped on Friday afternoon than any other time during the week. The two reasons indicated by respondents for shopping on Friday afternoon are: (1) "On way home from work," and (2) "Do my housework in the morning and then go shopping." Friday is pay day in many establishments and both wife and husband want to have weekends to themselves, especially in the summer.

The largest number of the respondents who shop in the evening gave two reasons: (1) "Access to the car (23.1 percent), and (2) "Work during the day" (38.5 percent). Only 2.6 percent of the respondents shopped on Saturday evening. The fact that most food stores close at six or seven o'clock on Saturday attributes to this low percentage.

Shopping Lists

Of the people interviewed in this survey, 45.2 percent used a shopping list (see Table XV, page 25). This does not mean that the shopping lists used contained every item purchased by respondents.

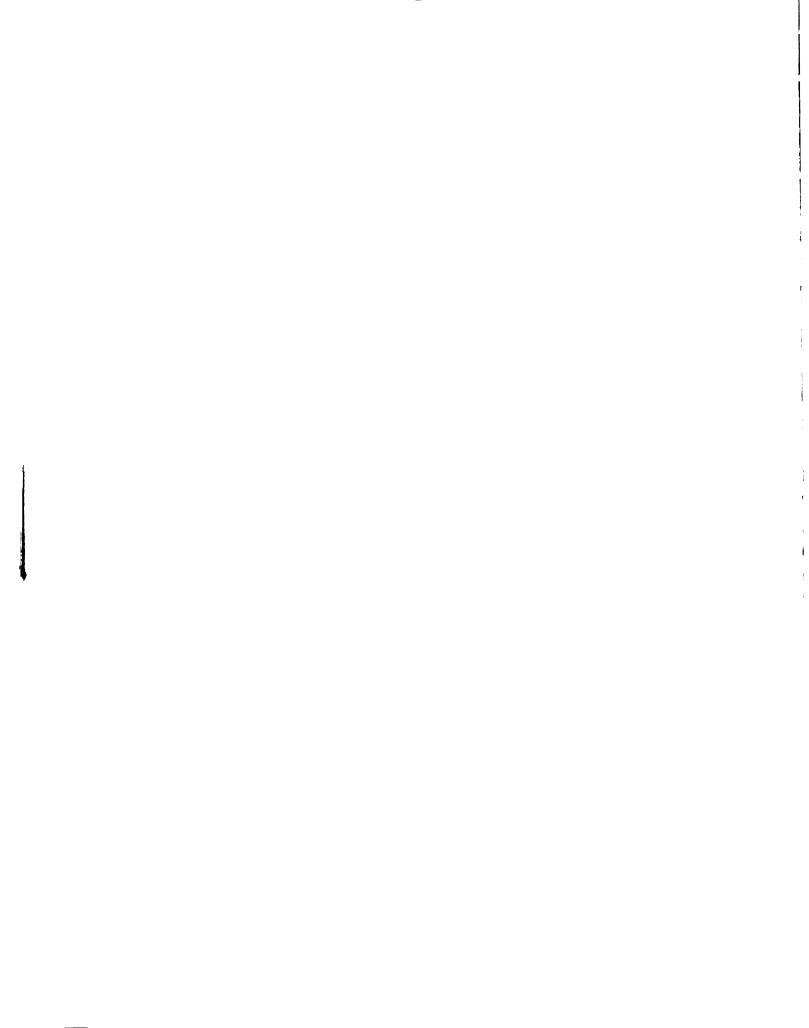


TABLE XIV

Reasons People Shop During a Certain Part of the Day

	E	Time of	Day Respondents	ndents	Shop		πOm AT.	
	Morning	ě		noc	Brening	36		
	No. of		No. of		No. of		No. of	
Reggons	Replies	Per- cent	Replies	Per-	Replies	Per-	Replies	Per-
Less crowded	75	2.14	01	6.2	8	8.9	66	20°5
ConvenientFits family schedule	56	14.3	九	21.0	12	10.3	27.	15.6
Access to car	#	ณ ณ	2 2 5	3°1	£2	23.1 38.5	አ ጼ	10.8
Better selection and fresher merchandise	30	16.5	~	1.9	н	6.0	37	₹.7
Convenient timeOn way home after work	<i>=</i> 1	0,10	30	18.5	≉	य.ह	38	8 r
Get it done and out of way Do housework then shop (morning)	7 2	ירי ירי	<u>ጉ</u> ቷ -	2.0.0 .0.0	rd (0.0		
Work nights	m± '	, W ,	- 0	50 50 50	~右=	12.0	22.6	N 10'=
Cooler Habit	99		<i>‡</i>	2,5	t 01	1.7		101
Feel better at this time	ĸч	1.6	و1	3.7	2	1.7	13	0 N 8 8
Total replies*	503	114.7	991	102.7	122	10,401	161 1	107.7
Number of respondents	182		162		711		191	

*Percentages are based on the number of respondents that shop that part of the day.

TABLE XV
Respondents Who Used A Shopping List

Answer	Number of Respondents	Percentage
Yes	214	45.2
No	259	54.8
Total	473	100.0

Table XVI, page 26, shows that the shopping lists used by 48.1 percent of the respondents contained fourteen or less items; only 17.3 percent of the shopping lists included 25 or more items. The information presented indicates that many of the respondents used a "mental" shopping list in conjunction with the written list. Some of the respondents used the shopping list as a guide or reminder, which contained only the name of the food items such as meat, corn, fresh vegetables, etc., and not specifying the brand names or a particular type of corn, fresh vegetables, etc.

To obtain additional information about shopping lists, respondents were asked questions 17 and 18 in Questionnaire 2, Appendix A, page 99.

regarding when and who made the shopping lists.

Table XVII, page 27, indicates that women made 88.7 percent of the shopping lists used by respondents, and only five percent of the shopping lists used were made by men. A comparison of this data with that presented in Table IV, page 10, indicates approximately 87 percent of the women make the final decisions on what is bought at the food store realizing of course that the women's decisions are influenced by the other members of their families. The Fortune magazine, August, 1956, disclosed that some authorities stated "the women spend 85 cents out of every dollar spent

TABLE XVI

Comparison of Number of Items on the Shopping List and When the List was Made

		Num	ber of I	Number of Items on Shopping List	Shopping	List				
When Shopping List Was Made	Less Than t	⊅ 3 0	15 to	15 to 19	20 to 24	25 to 29	30 to 34	35 and over	Total	Percent
Running list		16	23	50	π	3	3		92	35.5
Same day as shopping	8	19	₹⋜	12	1,4	13	72	N	95	0°£4
Day before shopping		2	11	<i>‡</i>	80	ſζ	5		38	17.7
Two days before shopping		N.					r		7	3.3
Three days before shopping					Т				1	0.5
Total	3	2 ₁₁	58	纤	34	21	14	2	717	100.0
Percent*	η.ι	19.6	27.1	18.7	15.9	9.8	9.9	6.0		100.0

*Percentages based on the total 214.

by the family."9

The information presented in Table XVI, page 26, indicates 60.7 percent of the shopping lists were made one day before or the same day respondents shopped. The same table indicates that thirty of the shopping lists made one day before or the same day respondents shopped contained 25 to 35 items. Another 35.5 percent of the shopping lists were made between weekly shopping trips, classified as "running list." The classification "running list" indicates the food items added to the shopping list throughout the week when the supply of an item was low or needed to be replenished. Only 3.8 percent of respondents used a shopping list that was made two or three days before they went shopping. Table XVIII, pages 28 and 29, shows when women made shopping lists compared to the number of items on the list.

TABLE XVII

Person Who Made the Shopping List

Person	Number of Respondents	Percentage
Wife	188	87.8
Husband and wife	12	5.6
Unmarried woman	2	0.9
Unmarried man	8	3.8
Husband)	1.9
Total	214	100.0

The information presented on shopping days and shopping lists can be used by food retailers and manufacturers as an aid for planning their advertising schedule. For example, Table X, page 16, indicates 91.3

⁹ What Makes Women Buy?" Fortune Magazine, Vol. LIV, No. 2, (August, 1956). p. 98.

TABLE XVIII

When Women Made Shopping List Compared to Number of Items on the List

			Number of	f Items	Number of Items on Shopping List	ing Lis	t	
When Women Made	Less Than 4	tan 4	ly to 9	6	10 to 14	14	15 to 19	19
the Shopping List	No. of Respond- ents	Per-	No. of Respond- ents	Per-	No. of Respond- ents	Per-	No. of Respond- ents	Per-
*Running List		,	174	38.9	23	41,2	8	52.6
Same day as shopping	2	100.0	16	1. 11.	18	35.3	12	31.6
One day before shopping			77	13.9	12	23.5	α	5.3
Two days before shopping			1	2,8			2	7.9
Three days before shopping							1	2.6
Total Lists	3	100.0	36	100.0	51	100.0	38	100.0
**Percent of Lists	1,	1.6	18	18.9	56	56.9	20.0	0

. All through the week the list was being made.

**Percent based on 190 shopping lists used by 190 respondents.

[continued on next page]

TABLE XVIII [continued]

When Women Made Shopping List Compared to Number of Items on the List

			Number of Items on Shopping List	Items	on Shoppir	g List			TA POP	
When Women Made	20 to 24	77	25 to 29	29	30 to 34	34	35 and over	ver		
ore Surphyside Street	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent
*Running List	10	32.3	ณ	11.1	2	25.0	н	100.0	τl	37.14
Same day as shopping	13	41.9	12	2.99	≠	33.3			18	ויון
One day before shopping	∞	25.8	*	22.2	≉	33.3			35	18.4
Two days before shopping.					٦	ተ•8			2	%
Three days before shopping									1	0.5
Total Lists	31	100.0	18	100.0	12	0.001	1	0.001	190	100.0
**Percent of Lists	16,3	.3	9.5	;	6.3		0.5		0.001	c.

. All through the week the list was being made.

^{**}Percent based on 190 shopping lists used by 190 respondents.

percent of the respondents shop on Wednesday, Thursday, Friday, or Saturday. Table XVI, page 26, indicates approximately 95 percent of the consumers, who make shopping lists, made them or added items to the list one day before the same day they shopped. The data presented suggests the best time to advertise in newspapers, over radio, television, etc. is during Wednesday, Thursday, Friday, and Saturday, to reach the majority of the potential customers for that week.

Transportation

The method of transportation used by respondents on the day they buy most of their food is shown in Table XIX. The automobile was the method of transportation used by 91.3 percent of the respondents.

TABLE XIX

Methods Used by Respondents
to go Shopping

Methods Used	Number of Respondents	Percent
Automobile Walk Bus Cab	432 29 10 2	91.3 6.2 2.1
Total	473	100.0

The remainder (8.7 percent) of the respondents used a bus, cab, or walked as a method to go to the food store. It is interesting to note in Table XXII, page 36, only 4.5 percent of the respondents indicated

parking most important when they shop. A comparison of these two percentages suggest customers consider parking facilities conventional with super markets. Parking facilities were provided by super markets used in this study.

Distance Respondents Traveled to Store

The data presented in Table XX was compiled by plotting the addresses of the respondents on a map, using the map scale to measure the approximate distance traveled. (See map, Appendix C, page 110) The approximate average distance respondents traveled to the store was three miles, 39 percent traveling one to two miles. The largest number of the respondents, 60.9 percent, traveled two miles or less to the store. This might suggest that the store location is more important than is indicated by the respondents in Table XXII, page 36.

TABLE XX

Distance That Respondents Travel to the Store

Distance Traveled	Number of Respondents	Percentage
Less than 1 mile 1 to 2 miles 3 to 4 " 5 to 6 " 7 to 8 " 9 to 10 " 11 to 12 " 13 to 14 " 15 to 16 "	100 178 72 37 17 26 9	21.9 39.0 15.9 8.1 3.7 5.7 2.0 0.9
17 and over	10	2.2
Total	456	100.0

A breakdown showing the stores where respondents were interviewed and the distance they traveled from their homes to the markets is shown in Table XXI, pages 32, 33, and 34. Of the respondents interviewed in

TABLE XXI

Distance People Travel to the Store

AREA I

	Kroger	Je	National	1 8]	Prince Brothers	rothers
Distance Traveled	No. of Respond- ents	Per- cent	No. of Rewpond- ents	Per- cent	No. of Respond- ents	Per- cent
Less than 1 mile 1 to 2 miles 3 to 4 " 5 to 6 " 7 to 8 " 9 to 10 " 11 to 12 " 13 to 14 " 15 to 16 "	27 27 11 12 3	14.89 57.45 8.51 2.13 2.13 6.38	14 6 7 7 3 1	17.07 14.63 17.07 17.03 2.44 2.44 2.44	9 10	150.0 50.0 50.0
Total	Z†t	100.0	Iή	100.0	8	100.0

[continued on next page]

TABLE XXI [continued]

Distance People Travel to the Store

AREA II

	d % W		National	nel	Wrigley's	r's	Kroger	er
Distance Traveled	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Per-
ess than 1 mile	9	27.26	13	28.26	τ	1.89	N	0 #
1 to 2 miles	יטת	22.73	18	39.13	19	35.85	16	32.6
5 to 6 t	. ~	50.0	- (1)	4.35	J 10	70°07	را ار	10.2
7 to 8 = =	ч о	1. 20.	<i>~</i>	6.52 125	יוטיי	24.0	, (A) &	7
1 to 12 #	J	0.	J	·	ט וע	9.43	0 11 1	70,0
.5 to 14 ". .5 to 16 ". .7 miles and over	ı	հ . 55	1	2.17	1	1.89 1.89	√ ⊓⊓	5.5°
Total	22	100.0	94	100.0	53	0.001	61	100.0

[continued on next page]



TABLE XXI [continued]

Distance People Travel to the Store

AREA III

Distance	A&P		Kroger	er.	National	าลไ	Schmidt's	د. د ا
Traveled	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent
Less than 1 mile 1 to 2 miles 3 to 4 "	7 7 10 10	20.23 20.23 20.51	11 99 8	23.40 40.45 19.15	10	20.41 20.41 20.41	25 14 1	59.52 33.33 2.38
11 to 12 = = = = = = = = = = = = = = = = = =	· מחח	6.06 3.03	\r r	2.13) El	70.3	CV.	11.11
15 to 15 " 17 miles and over	1	3.03	1	2.13				
Total	33	100.0	<i>L</i> t ₁	100.0	61	100.0	24	100.0



the Wrigley or Kroger Super Market located in the Frandor Shopping Center, approximately 32 percent (23 respondents) traveled seven or more miles. The following information obtained from Table XXI, pages 32, 33, and 34, indicates the drawing power of a food store located in a shopping center compared to a food store not surrounded by a group of stores. Seventeen percent or seven respondents interviewed in the National Food Store located in East Lansing traveled 7 or more miles compared to the 32 percent or twenty-three respondents who were interviewed at each of the two food stores in the Frandor Shopping Center.

M app

The approximate locations of the stores where interviews were made and the respondents home are illustrated on the map, of the city of Lansing, East Lansing, and environs, in Appendix C, page 110. The map illustrates that most of the customers interviewed live within a radius of one mile from the store where they were interviewed, with the exception of those respondents interviewed at either of the super markets in the Frandor Shopping Center and the A and P Super Market on North Washington Avenue. The respondents interviewed in these super markets are distributed over a larger area than the respondents interviewed in the other stores. The map also indicates that respondents living in Charlotte, Dewitt, Bath, Mason, and Williamston, Michigan come to Lansing and East Lansing to do their food shopping. For a further analysis, see the Map in Appendix C, page 110.

Likes and Dislikes of the Respondents

That which the respondents considered most important about a food store is presented in Table XXII, page 36. To obtain this information

TABLE XXII

What Respondent Considered Most Important About A Store

	First Choice	oice	Second Choice	hoice	Third Choice	noice		
Кевѕопв	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Per- cent	Total Replies	Percent of Respondents
Quality of all foods	162	35.1	π ₈	18,2	79	13.9	310	67.1
Prices	83	18,0	110	23.8	51	11.0	1 1172	52.8
Variety of merchandise	53	11.5	69	14.9	79	13.9	186	2°0η
Store location	t ₁ 3	9.3	37	8,0	63	13.6	143	30.9
Brands of foods	35	9.7	## ##	9.5	38	8.2	117	25.3
FriendlyStore and personnel	27	5.8	32	6.9	45	11.7	113	21.4
Parking	เร	4.5	33	7.2	∄	9.5	96	21,2
Appearance of store	9	1.3	17	3.7	25	₽•€	817	10.14
Meats	32	6.9	36	7.8	59	12.8	127	27.h
Totals Respondents	794	100.0	794	100.0	1462	100.0		•

*There is no percent total because percentages are based on number of respondents.



respondents ranked three of the nine items listed in question 21, Questionnaire 2, Appendix A, page 99. The largest number of respondents, 67.1 percent, indicated the quality of all foods as their first, second, or third choice, of which 35.1 percent of the respondents interviewed ranked "quality of all foods" as their first choice. Another 52.8 percent of the respondents ranked "prices" as their first, second, or third choice of which 18 percent of the respondents interviewed ranked "prices" as their first choice. The reason selected by 40.2 percent of the respondents as their first, second, or third choice was "variety of merchandise." Eleven and five-tenths percent of the respondents indicated this as their first choice.

The second choice column in Table XXII, page 36, shows "prices" was indicated by a larger number (23.8 percent) of respondents than any other reason listed. The third choice column indicates "quality of all foods" and "variety of merchandise" each were chosen by 13.9 percent of the respondents.

The three most important reasons, quality of all foods, prices, and variety of merchandise, indicated above suggest a large number of the respondents prefer a food store that handles a vast assortment of quality foods and sells them at reasonable prices. Of course the classification quality will be indicated by price—in most cases. It is interesting to note that "store location" is indicated as the fourth most mentioned reasons in table XXII.

To obtain more information on what a customer likes about a food store, respondents were asked to complete the statement, "An ideal food store is one that ------."

Table XXIII, page 38, presents the reasons given by the respondents.

The three reasons most often given were: (1) large variety of merchandise,

TABLE XXIII

Reasons Respondents Gave as to What Makes an Ideal Food Store

	Number of	Percent	Percent
Reasons	Replies	of Replies	of Respond- ents
Large variety of merchandise	140	18.9	31.4
Clean	100	13.5	22,4
Good quality of all foods	95	12.9	21.3
Friendly and courteous personnel.	81	10.9	18.2
Reasonable prices	60	8.1	13.5
Good service	36	4.9	8.1
Wide aisles-roomy	3 3	4.5	7.14
Good store layout and arrange- ment of merchandise	26	3.5	5 .8
Attractive and modern	26	3. 5	5.8
Meets your needs	26	3.5	5.8
Self service	22	3.0	4.9
Well stocked shelves no out-of-stock	22	3.0	4.9
Conveniently located	1 6	2.2	3.6
Well lighted	10	1.4	2,2
Others	46	6.2	10.3
Total	793	100.0	165.6*

^{*}Percent based on 446 respondents.

(2) cleam, and (3) good quality of all foods; this again suggests that the customers prefer a store with a large variety of merchandise and a good quality of all foods displayed in a clean store. Cleanliness was indicated by 22.4 percent of the respondents. Only 13.5 percent of the respondents indicated the reason "reasonable prices". It might be noted parenthetically at this point that the respondents may not be entirely frank in admitting how important the pennies saved might be.

Respondents were also asked what they disliked about a food store.

Table XXIV, page 40, shows the respondents' dislikes about a food store.

The reason mentioned most often by 30.5 percent of the respondents was

"a dirty and unattractive store." Fifteen percent of the respondents

expressed a dislike for a crowded store, which suggests stores should be

large enough to provide space for the convenience of shopping. The three

reasons expressed most often by respondents (indicated in Table XXIV)

which might possibly cause customers to patronize a competitor's food

store are: (1) a dirty and unattractive store, (2) an over crowded

store, and (3) unfriendly and discourteous personnel.

A summary analysis of the three tables discussed above indicates six customer preferences to be foremost in the respondent's mind. These preferences indicated by the respondents are:

- (1) Quality of all foods.
- (2) Large variety of merchandise
- (3) Prices
- (4) Cleanliness
- (5) Friendly and courteous personnel
- (6) Store location.

The list of preferences are ranked according to the number of times each was mentioned by the respondents indicated in Tables XXII. page 36.

TABLE XXIV

Reasons Respondents Dislike Shopping at Food Store

Reasons	Number of Replies	Percent of Replies	Percent of Respond- ents
Dirty and unattractive	133	24.8	30.5
Crowded store	66	12.3	1 5.1
Unfriendly and discourteous personnel	63	11.7	14.4
Merchandise poorly arranged and displayed	41	7.6	9.4
Long lines at checkout counter	31	5.8	7.1
Doesn't have a large variety of merchandise	28	5.2	6.4
Merchandise and cartons blocking aisles	28	5.2	6.4
High prices	23	4.3	5 .3
Lack quality merchandise	21	3.9	4.8
Poor quality produce	19	3.5	74 •)4
Inadequate parking	16	3.0	3.7
Narrow aisles	16	3.0	3.7
Undesirable odors	13	2.4	3.0
Merchandise not price marked	10	1.9	2.3
Packaged meats	8	1.5	1.8
Others	21	3.9	4.8
Total	537	100.0	123.1*

^{*}Percentage based on 436 respondents.

EXIII, page 38, and XXIV, page 40. There were very few respondents who mentioned meat, fresh fruits and vegetables, and other groceries as reasons. These items were connoted in the respondents' reasons, "quality of all foods," and "variety of merchandise."

Check-Out Counter

The front section of the food store is often referred to as the "bottleneck." This nickname resulted because of the long lines of customers waiting to pay for their purchases during rush hours. In order to study the customers' attitudes and opinions of the "check-out" section, respondents were asked to complete the sentence, "The check-out counter in a food store —————." Table XXV shows the comments respondents made in completing this sentence, of which 65.8 percent of the comments were favorable. The unfavorable ones given by respondents were:

TABLE XXV

Comments by Respondents on the Check-Out Counter

Comments	Number of Replies	Percentage of Replies	Percentage of Respondents
Fast	200	42.3	46 . g
Should be manned properly	108	22.8	25.3
Convenient	67	14.2	15.7
Efficient	24	5.1	5.6
Speed booth needed for			
people with few items	23	4.9	5.4 4.7
Friendly personnel Lack confidence in cashier	20	4.2	4.7
(too fast)	15	3.2	3 . 5
Others	16	3.3	3.7
Total	473	100.0	110.7*

^{*}Percentage based on 427 respondents.

"Should be manned properly," "Special booth needed for people with a few items," and "Lacks confidence in the cashier—too fast." The comment made by 25.3 percent of the respondents was that the check-out counters are not manned properly. The unfavorable comments presented suggest a large percent of the respondents like to shop at stores which do not make them wait in long lines. The wise manager will realize the importance of efficient and fast service and when lines begin to form, he will put additional check-out booths into operation before the lines get long.

Trading Stamps

In the retail food industry, "trading stamps" are a controversial topic among food store operators. The writer took the opportunity when making his survey to acquire information relative to trading stamps.

Questions 20, 21, and 26 in Questionnaire 2, Appendix A, page 99, were asked respondents to ascertain how many people saved trading stamps, the number of kinds of stamps they saved, and their opinions regarding trading stamps.

Ninety-six percent, or 454, of the respondents interviewed answered "yes" when asked if they saved trading stamps. Table XXVI page 43 indicates 86.6 percent of the respondents saved from one to three types of trading stamps. Only 13.4 percent of the respondents saved more than three kinds of trading stamps, of which 7.7 percent saved four different kinds. This low percentage indicates that most people save only trading stamps which are popular with them. The less popular stamps are discarded in most cases, not accepted, given to a friend, or a combination of all three.

In order to obtain the opinions of the people interviewed regarding tracting stamps, respondents were asked to complete the statement "Trading

TABLE XXVI

The Number of Kinds of Trading Stamps
Saved by Respondents

Number of Kinds	Number of Respondents	Percentage
1 kind 2 kinds 3 " 4 " 5 " 6 " 7 " or more	126 186 81 35 16 8	27.8 41.0 17.8 7.7 3.5 1.8 0.4
Total	454	100.0

stamps given by a food store are -----. The reasons given in answer to the question are presented in Table XXVII.

TABLE XXVII

Respondents Opinions of Trading Stamps

Respondents Opinions	Number of Replies	Percentage of Replies	Percentage of Respondents
Bonus	125	24.9	26.8
Unimportant Wouldn't go out of my way for them	102	20.3	21.9
Good method to obtain desired premiums	84	16.7	18.0
Pay for them in price of merchandise. Nuisance	62 57	12.4 11.3	13.3 12.2
Discontinue stamps and reduce prices. Used to stimulate store patronage	35 17	7.0 3.4	7.5 3.5
Okay if don't interfere with prices Premiums acquired with stamps better	12	2.4	2.6
than those previously given Christmas aid	, † ,†	0.8 0.8	•9 •9
Total	502	100.0	107.7*

^{*}Bas ed on 466 respondents.

The total number of replies by respondents indicated 43.2 percent favorable, 51 percent unfavorable, and 5.8 percent neutral toward the trading stamps.

Two reasons given by respondents in favor of trading stamps were:

(1) trading stamps are a "bonus," (26.8 percent); and (2) trading stamps are a good method to obtain desired premiums, (18 percent). These reasons seem to indicate the respondents who would possibly go elsewhere if the store they now patronized discontinued stamps.

The two reasons given by respondents that strongly disfavored stamps are: (1) nuisance(12.2 percent) and (2) discontinue stamps and reduce prices (7.5 percent) The two reasons considered neutral by the writer are: (1) used to stimulate store patronage, and (2) okay, if they don't interfere with prices. (See Table XXVIII, page 45, for comparison of respondents' reasons and the store where they were interviewed.)

The information on trading stamps presented indicates 51 percent of the replies given were against the stamps. This does not indicate that the time has come when trading stamps can be discontinued. If stamps were discontinued under present business conditions and customer attitude toward stamps is typical of the reasons presented in Table XXVII, page 43, the writer feels there would be a greater loss of customer loyalty than there would be if trading stamps were continued. The writer also believes trading stamps will be continued for sometime. But, because many food shoppers save two or more types of stamps (Table XXVI, page 43), food store operators will have to supplement stamp programs with other types of promotions to retain customer loyalty.

TABLE XXVIII

Comparison of Respondents' Reasons to the Store Where They were Interviewed

AREA I

	Prince Brothers	rothers	Kroger	θľ	National	nal
Comments	No. of Replies	Fer-	No. of Replies	Per-	No. of Replies	Per-
			캮	28.6	16	34.8
Unimportantwouldn't go out of my way for them	9	30.0	15	30.6	· •	13.0
desired premiums			9	12.2	σ	19.6
of merchandise	M _I U	15.0 25.0	ี ข	η•31 18•1	901	19.6
Inscontinue stamps and reduce price	2	25.0	9	12.2	r	2.5
patronage					α	4.3
with prices	a	10.0				
stamps better than those previously given			רו	2.0	r	2.2
Total Respondents*	20	105.0	64	1.011	94	117.4

*Percentages are based on the number of respondents.

[continued on next page]

TABLE XXVIII [continued]

Comparison of Respondents' Reasons to the Store Where They were Interviewed

AREA II

	Wrigley's		Kroger) r	National	nal	A & P		Stop & Shop	Shop
Comments	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per-
Bonus	11	20°0	οτ	₽,05	18	38.3	1	8°†	Ι	12.5
Unimportent wouldn't go out of my way for them.	19	34.5	10	ħ•0Z	60	17.0	٣	14.3	#	50.0
Good method to obtain desired premiums	თ	16,4	10	ᡮ .	10	21.3	≉	19.0		
Pay for them in price of merchandise	<i>ω σ</i>	5.5 16.4	ľΩ	10.2	9 01	12.8	6	28.6 19.0	2	25.0
Discontinue stemps and reduce price	N	3.6	~	τ• †	~	2.4			7	12.5
Used to stimulate store patronage	a	3.6	٣	6,1	-	2,1	a	9.5		
Okay 11 don't interiere with prices			н	2.0	C)	2.4	ⅎ	19.0		
stamps better than those previously given			L 2	2.0						
Total Respondents*	55	100.0	G ₁	100.0	Ĺħ	104.1	ส	114.2	t 0	100.0

*Percentages are based on the number of respondents.

[continued on next page]

TABLE XXVIII [continued]

Comparison of Respondents' Reasons to the Store Where They were Interviewed

AREA III

	Schmidt's	•	Kroger)r	National	la.	A & P	•
Comments	No. of		No. of	g	No. of	į	No. of	,
	Replies	rer- cent	Replies	rer- cent	Replies	rer- cent	Replies	cent
Bonus	16	35.5	18	37.5	18	6.0 ⁴	N	5.9
Unimportant wouldn't go out of my way for them	80	17.8	80	16.7	#	9.1	11	32.4
Good method to obtain desired premiums	17	37.8	თ	18.7	6	₽.0S	н	2.9
Pay for them in price of merchandise	⊅ N	84	wro	6.2 10.4	80.27	18.2 9.1	13	38.2
Discontinue stamps and reduce price	5	11,11	5	ነ• 01	1	2.3	ī	14.7
Used to stimulate store patronage	н	2.0	ત્ય	₽ • †	т	2.3	~	80 80
Okay 11 don't interiare with prices	ઢ	π . π					N	0.0
stamps better than those previously given					1	2.3		
Totel Respondents *	145	122.1	भुष	104.1	1	106.9	4£	117.1

*Percentages are based on the number of respondents.

Conclusion

This study revealed that 90.7 percent of the respondents were married and bought food for an average of 3.4 persons. The largest number of persons interviewed were between the ages 20 and 49. This comprised 72.6 percent of the persons interviewed. The largest number of respondents had a high school education or higher, which comprised 78.7 percent of the total interviewed. The majority of females interviewed were employed as housewives. The male respondents (78.7 percent) were classified in three occupational groups: professional, laborer, and student. The family income in this study was predominantly in the middle income group, with 58.1 percent in the \$60 to \$120 weekly income bracket.

The average number of trips made to the food store by the respondents was 2.3 per week. Many of the respondents have their milk and bread delivered to their homes. This factor, perhaps, accounts for only 16.6 percent of the respondents making four or more visits a week to food stores.

Retailers should devise some method to obtain a larger percent of the milk and bread sales. By attracting more of this trade, food store operators will increase store traffic, exposing customers to the large variety of other food items handled. Since impulse buying is an important factor in purchasing, this extra exposure will show an increase in sales volume. A few suggestions that might be used to attract bread and milk customers to the store are:

- (1) By advertising company's private label bread endorsed by some "child hero." David Crockett, for example.
- (2) Award premium gifts by saving wrappers from bread or tops of milk cartons or caps from milk bottles.

- (3) Special price on a different type of bread each week--or only at the beginning of the week.
- (4) Give a loaf of bread free with every ____ dollar order during the first or second day of the week.

Respondents do most of their shopping on the last four days of the week, Wednesday, Thursday, Friday, and Saturday, Friday being the most popular day, which was indicated by 44.3 percent of the respondents.

Another 15.2 percent made their largest purchase on Wednesday. An important factor contributing to the increase of Wednesday patronage in Lansing and East Lansing is double stamp day. Giving double stamps is one method that might be used by food store operators to switch store traffic to the early part of the week.

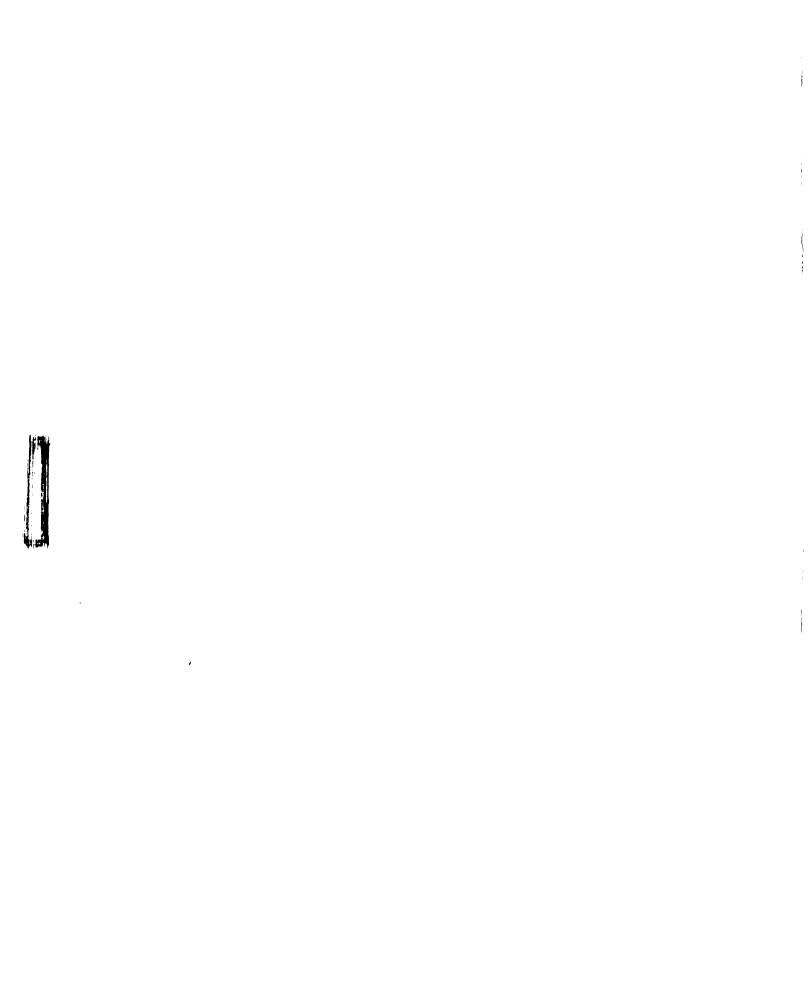
The three reasons most often given by respondents as to why they shop on a certain day were: (1) Stock up for the weekend, (2) Payday, and (3) Less crowded.

The morning was the most popular part of day to shop for 38.5 percent of the respondents. The reason given by 41.2 percent of the respondents who shopped in the morning was "less crowded," indicating the respondents look for leisurely shopping.

Approximately half of the people interviewed used a shopping list.

The shopping lists used by 48.1 percent of the respondents contained fourteen or less items. The study indicated that 88.7 percent of the shopping lists used were made by women, and only 5 percent of the shopping lists were made by men. The two days on which most of the shopping lists were made were, one day before, or the same day respondents shopped.

The automobile is used by 91.3 percent of the respondents to go shopping. The approximate average distance traveled by respondents



to the food store was three miles. The respondents interviewed at Wrigley and Kroger supermarkets located in the Frandor Shopping Center indicated that approximately 32 percent (23 respondents) traveled seven or more miles.

The respondents when asked what they liked and disliked about a food store indicated six preferences. Their six preferences listed according to importance are:

- (1) Quality of all foods
- (2) Large variety of merchandise
- (3) Prices
- (4) Cleanliness
- (5) Friendly and courteous personnel
- (6) Store location.

There were very few respondents who mentioned meat, fresh fruits and vegetables, and other groceries. These items might have been connoted in the respondents' preferences, quality of all foods and variety of merchandise.

Of the respondents completing the question, "The check-out counter in a food store is ----," 65.8 percent gave favorable comments and 34.2 percent unfavorable. The unfavorable reasons indicated a large number of the respondents do not like to shop at a store where they must wait in long lines to pay their food bill.

Ninety-six percent of the respondents saved trading stamps, and 86.6 percent indicated they save one to three kinds of trading stamps.

To learn what respondents thought of trading stamps, they were asked to complete the statement, "Trading stamps given by a food store are ----."

The reasons given in answer to this question by respondents indicated 43.2 percent of the replies were favorable, 51 percent of the replies were unfavorable, and 5.8 percent of the replies were neutral.

CHAPTER III

WHY RESPONDENTS SHOP WHERE THEY DO

In this chapter the respondents' reasons for shopping at certain food stores are presented. The first part of the chapter will include the reasons given by respondents regarding what they like about the food store at which they were interviewed and why they came to the store instead of another.

The second part of the chapter will include an examination of the respondents' food store preferences. The food store preferences are classified by three general groups: meat, produce, and groceries. The latter group includes all items found in a food store, excluding meats and fresh fruits and vegetables. The investigation of preferences will reveal the food store at which respondents purchase most of their meat, fresh fruits and vegetables, and groceries and the reasons purchases were made in the food stores mentioned.

Food Store Where Respondents Were Interviewed

The respondents were asked questions 5 and 7 in Questionnaire 2,

Appendix A, page 99, to learn what respondents liked about the food store
and reasons they came to shop at this food store instead of another.

First to be examined are the reasons given by the respondents when asked what they liked about the food store where they were interviewed.

Table XXIX, page 52, shows fourteen different reasons with a total occur-

TABLE XXIX

Reasons Respondents Liked the Food Store in Which
They Were Interviewed

Reason	No. of Replies	Percentage of Total Replies	Percentage of Respondents Who Gave Reasons
Near home	200	17.6	42.6
Variety of merchandise	137	12.1	29.2
Reasonable prices	127	11.2	27.1
Regular customer	124	10.9	26.4
Friendly service	102	9.0	21.7
Quality meats	79	7.0	16 . 8
Quality produce	77	6.8	16.4
Trading stamps	5 1	4 . 5	10.9
Attractive store	34	3.0	7.2
Brands handled	29	2.5	6.2
Parking	5 /1 59	2.1	5.1
Roomy (aisles, etc.)	20	1.8	4.3
Layout of store and arrangement of		·	
merchandise	-17	1.5	3. 6
Clean	16	1.4	3.4
Miscellaneous	97	8.6	20.7
Total	1134	100.0	241.6*

^{*}Percent based on 469.

rence of 1134 times, given by 469 respondents. This table shows the percent of occurrence of the reasons and the percent of respondents who indicated the reason. Table XXX, pages 53, 54, and 55, shows the reasons given by respondents compared to the food store where respondents were interviewed.

In order of frequency of occurrence "near home" ranked first in the list of reasons. The number of respondents who gave "near home" as a reason was 42.6 percent of the total, which comprised 17.6 percent of the replies. Yet, this was ranked sixth for respondents' likes and dislikes in Chapter II. The respondents interviewed in Schmidt's Super Food Market (59.1 percent) and National Food Store (60.4 percent).

TABLE XXX

Comparison of the Store and the Reasons Why Respondents Liked the Store AREA I

	Prince Bros.	Kroger	National	TOTAL	4
Reasons	No. of Per- Replies cent	No. of Per- Replies cent	No. of Replies	Per- No. of	Per-
Near home	200	6 tr		.7	~ ~
Variety of merchandise	1 5 5 5	8 16.3 8 16.3	18	27 1.1 14	23.7
Accustomed to buy-		36.	た	÷.	
Friendly service	0,02 با م,75 باز	13 26.5		<u></u>	
Quality produce	Ĵω	27.	10	C	
Trading stamps		ੜ ੰ ੜੰ	10	ດູເ	
Brands handled	ιΩ.	. 0	- ~	\ NI.	
Parking	1 1 1 0 0	W W W	0. 1	9	6.5
Layout of store					
of merchandise		~	a	4.4	•
Clean		2 6.1	2	~	5.3
Miscellaneous	1 5.0	10	3	6.7	7.9
Total Number of Respondents	0°05q 02	149 220°0	₁	273.0 11 th	229.0

*Percent based on number of respondents interviewed in each store.

[continued on next page]

TABLE XXX [continued]

Comparison of the Store and the Reasons Why Respondents Liked the Store AREA II

	Wrigleys	өув	Kroger	θľ	National	nal	A &	£4	Stop &	Shop	TOTAL	1
Reasons	No. of Per- Replies cent	Per-	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Fer-
Near home	91	32.6	22	7.04	12	7. th	9	27.3	2	33.3	89	37.6
Variety of merchan- dise	36 10	73.5	17	31.5	13	27.6	15	13.6 68.2	н	11.1	57 79	38.7 25.4
Accustomed to ouy- ing here	7	7.02 7.1	111	20°4 11°11	23,80	48.9 17.0	מי תי	9.1	ℷ	म . स्त्र	32	
Quality meats Quality produce	16 14	14 32.6 20.8	1180	20°41 14°8 7	השנ	ב ב מיסית	1 0	18.2 27.3	ю н	ಜ ಜ ಜ	~~~ ~~~	ໝໍໝໍດ
Attractive store Brands handled	נוס פי	22.4	ונישיי	20.00 - 01.00	เกล	10.4 20.6	M	13.6			100	ຸສ ໝູ້
Parking	± 0	12.2	9 ~	11.1			m	\sim			22	• •
and arrangement of merchandise	чК	6.1	10 2±	5.6	н н	ה.מ ה.מ	1	۲. د.5			9 80	۳.± ۳.±
rast checkout serwice Miscellaneous	2 16	4.1 32.6	2 15	3.7	٠	ħ•9	2	9.1	3	33.3	4 66	2.2
Total Number of Respondents	₹	297.6	54	250.0	747	216.8	22	227.0	6	211.0	181	250.0

*Percent based on number of respondents interviewed in each store.

[continued on next page]

Comparison of the Store and the Reasons Why Respondents Liked the Store AREA III TABLE XXX [continued]

	Schmidt	dt's	Kroger	өг	National	າຂໄ	A &	A	TOTAL	ĄŢ
Reasons	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent
Near home	26 17 12	59.1 38.6 27.3	19 5	39.6 10.4 43.7	2 1 10 10	3000 2000 2000 2000 2000 2000 2000 2000	0/4 첫	26.5 11.8 70.6	83 040 67	47.7 23.0 38.5
ing here	10		71 s	27.1	27	25. 2. 2. 5.	4 21	11.8	629	a'm'
Quality meatsQuality produce	909	22.7 13.6	o ∞ r∪	16.7	က်က	1.7.8. 0.0.0.	⊣ <i>⊒</i> t	• •	8 %	15.5
Attractive store Brands handled	r.n		, r	η • ότ	~ m	14.6 6.2	~	80 80	စည်	ις κ .
Parking Roomy (aisles, etc.)			m	ر. و			n	•	_	•
and arrangement of merchandise	F	, ,			~-	34.6		و . 9	b0 0) .
Fast checkout service	9 1 1	20.4. 20.4.	ין דו	22.9	4 H 8	2.1	12	35.3	2 K Q	1.7
Total Number of Respondents *	ग्रंग	258.8	84	235.4	841	243.7	₹	226.5	ηζι	238.8

*Percent based on number of respondents interviewed in each store.

super markets located in Area III, indicated the reason "near home" more often than respondents interviewed in other food stores.

The "variety of merchandise" was the second most significant in the list of reasons. In frequency of occurrence "variety of merchandise" ranked on the percentage scale at 12.1 percent, of which 29.2 percent of the respondents indicated this reason. The "variety of merchandise" was indicated as the chief reason by respondents interviewed in Wrigley's Super Market.

"Reasonable prices" is third in importance as indicated in Table

XXIX, page 52. In point of frequency of occurrence for the reasons given

by respondents as to why they like the food store, "reasonable prices"

represented 11.2 percent of the total reasons, which was indicated by

27.1 percent of the 469 respondents. The two Atlantic and Pacific Tea

Company food stores had a large percent of the respondents indicating

this reason. This is interesting, because Atlantic and Pacific Tea

Company food stores stress low prices.

A few of the other reasons of less significance as indicated by respondents, but important, are "regular customer," "friendly service," and "quality meats and produce." The reason "clean" which was previously ranked high in importance was considered least important in the list of fourteen reasons indicated by respondents in this table.

The primary reasons the respondents came to shop at the food store where interviewed and not to some other food store are shown in Table XXXI, page 57. The table contains 469 reasons given by 401 respondents and shows the percent of occurrence of the reasons, and the percent of respondents who gave the reasons. A glance at Table XXXI indicates the reasons respondent gave when asked why they came to shop at the store.

Reasons Why Respondents Came to Shop at the Food Store
Where Interviewed

Reason	No. of Replies	Percentage of Total Replies	Percentage of Respondents Who Gave Reasons
Regular customer	146	31.1	36.4
Near home	142	30.3	35.4
Prices are low	3 5	7.5	8.7
Advertised specials	32	6.8	8.0
Quality of meat	31	6.6	7.7
Large variety of merchandise	20	4.3	5.0
Good quality of all merchandise	9	1.9	2.2
Fresh produce (quality).	9	1.9	2.2
Trading stamps	7	1.5	1.8
Parking	7 31	1.5 6.6	1.8 7.7
Total Replies	469	100.0	116.9*

^{*}Percentage based on 401 respondents.

"Regular customer" is ranked first in the list of reasons. Or, on a percentage basis, this represents 31.1 percent of the total replies and was mentioned by 36.4 percent of the respondents. The respondents when asked what they liked about the store, the reason "regular customer" was ranked fourth in Table XXIX, page 52.

Table XXXII, pages 58, 59, and 60, reveals that a large number of the respondents interviewed at the ACF Wrigley Store and National Food Store located in Area II gave the reason "regular customer" when asked why they came to shop at the store. The large representation of respondents indicating they were regular customers suggest many of the respondents interviewed in the Wrigley and National food stores were loyal customers.

TABLE XXXII

Comparison of Store and the Reasons Why Respondents Came to Shop at the Store Today

	Prince Bros.	ros.	Kroger	er.	National	ıal	TOTAL	
Reasons	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per-
Megular customer Regular customer Advertised specials Quality of meats Large variety of merchandise Prices are low Good quality of all merchandise Tresh produce (Quality) Trading stamps Parking	ੜ ਜੜ g	27 28 25 27 28 25 20 20 20 20 20 20 20 20 20 20 20 20 20 2	1 3 1 1 2 T	43.6 35.9 5.1 2.6 7.7 2.6	26 16 1 1	59.1 36.1 2.5 2.5 6.3 6.8	311 th	34 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Total Respondents	18	105.6	39	110,3	177	108.5	101	110.0

*Based on 401 respondents

[continued on next page]

^{*}Percent based on respondents.

TABLE XXXII [continued]

Comparison of Store and the Reasons Why Respondents Came to Shop at the Store Today

Wrigleys	Wrigleys	eys	Kroger	9.	National	nal	A & P	a.	Stop & Shop	Shop	TOTAL	
Reasons	No. of Per- Replies cent	Per-	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent
Near home	9	13.0	10	22.7	18	45.0	m	80.0	~	33.3	£	26.0
Negular cust-	20,	50.	23	52.3	42,	0,0	N C	13.3	-	11.1	73	η· L η
Advertised specials Quality of meats	N.A	8.7.	N	4.5	- - -	N N U N	v a	13.3	9	1.99	15	9.7
Large variety of merchandise Prices are low	σm	19.6 6.5	~ 0	6.4 5.5	N	5.0	40	13.3			1, 11	1.2
Good quality or all merchandise	≉	8.7	н	2.3					т	11,11	9	3.9
(Quality)	-4-		-	0 h	8	5.0					~ (0,1
rearing stamps Parking Others	1 MM	661 505	4	25.51 2.02.01		0 0 7 7	~	80			, 2 ⁴	925
Total Respondents:	ı46 •128.	128.2	∄	113.6		40 125.0	15	15 119.9	6	9 122,2	154	121.9

**Based on 401 respondents

*Percent based on respondents.

[continued on next page]

TABLE XXXII [continued]

Comparison of Store and the Reasons Why Respondents Came to Shop at the Store Today
AREA III

	Schmidt's	14.8	Kroger	9.5	National	181	A & P	A	TOTAL	4
Reggons	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent
Wear home	କ୍ଷ	55.5	13	30.9	77	38.6	60	25.0	55	37.6
Advertised specials Quality of meats	∞ ⊣ α	22.1 2.8 5.6	11 12	286.2	13	36.1	10 3	32.00	20° 50°	28.8 13.7 3.4
merchandise. Prices are low	ча	5. 5.	mr-	7.1	пп	ง ง ช ช	10	34.2	20	3.4 13.7
Good quality of			н	π.ς			٦	3.1	∾	7.1
(Quality)			N	∠• π	5	13.9			יטא	7,7 M
Parking Others	2	5.6	٦ 2	1.° 1	9	16.7	L 0	3.1	2 12	# C
Total Respondents	36	100.0	217	128,4	36	122.0	32	112,3	9η1	η*911

*Based on 401 respondents

*Percent based on respondents.

The reason "near home" is listed second in Table XXXI, as the reason most often mentioned by the respondents. This same reason was previously ranked first in Table XXIX, page 52, when respondents were asked what they liked about the store. The significance of food store location is emphasized again as an important factor influencing the respondents' selection of food stores.

The reasons "prices are low" and "advertised specials" are closely related, therefore these will be discussed under one category-"prices." The significance of "advertised specials" suggests that the patronage of many respondents was influenced by the "specials" offered at a food store. In considering both reasons as being basically the same, "price" respresents 14.3 percent of the total number of reasons mentioned, which was indicated by 16.7 percent of the respondents as the reason for coming to a particular food store. "Prices" were also ranked third in Table XXIX, page 52, when respondents were asked what they liked about the food store. The respondents interviewed at the Atlantic and Pacific Tea Company's food stores did not emphasize "price" in Table XXXII, page 58, 59, and 60, when asked why they came to shop at the store, as often as indicated in Table XXX, page 53, 54, and 55, when asked what they liked about the store. Nevertheless, the number of respondents that indicated price as shown in Table XXXII, reveals evidence of price being an im portant influence on A & P respondents.

A further analysis of Table XXXI, page 57, shows "variety of merchandise" is ranked sixth. Or on the percentage basis, this represents 4.3 percent of the total replies and was mentioned by five percent of the respondents. The same reason was ranked second in Table XXIX, when respondents were asked what they liked about the food store. "Friendly

personnel" was given as a reason by respondents as an answer to the question, what they liked about the food store where interviewed, in Table XXIX, page 52. However, "friendly personnel" is not listed in Table XXXI, page 57, as a reason indicated by respondents when asked why they came to shop at the store. The reason "meat" is ranked sixth and fifth in Tables XXIX and XXXI respectively, thus indicating the influence meat has on respondents in selecting the food store in which to shop.

In the final analysis, Tables XXIX, and XXXI, indicate five reasons influencing respondents as to why they came to shop at the food store where interviewed and what they liked about the food store. The reasons in the order of importance are:

- 1. Near home
- 2. Accustomed to shopping at store (regular customer)
- 3. Variety of merchandise
- 4. Prices
- 5. Quality of meats.

In Appendix B, Table XLIV page 105 shows the other food stores at which respondents shop; also, Table XLV page 106 contains a comparison of these food stores with those in which respondents were interviewed.

The Food Stores in which Respondents Buy Most of Their Food and Reasons

To obtain the data presented in this part of Chapter III, respondents were asked question 22 in Questionnaire 2, Appendix A, page 99. The respondents were asked to indicate the retail food store in which they usually made the largest purchase of meats, fresh fruits and vegetables, and other groceries. To understand further their shopping motivation, they were also asked to state the reasons purchases were made in the food store mentioned.

<u>Meat</u>

The respondents (430) gave 578 reasons for their preferences of a food store in which to purchase meat. These reasons, listed in order of frequency of occurrence, are presented in Table XXXIII, page 64, which indicates the percent of replies by category, and the percent of respondents that stated each reason listed. Of the 578 reasons, "quality" was mentioned by 51.6 percent of the respondents, which comprised 38.4 percent of the total replies. The importance of "quality" meats is indicated by these high percentages. The food store operators not getting their share of the meat business may find their customers are buying superior quality of meat elsewhere.

Another primary reason given by 15.6 percent of the respondents for purchasing meat at a particular food store was "meat is less expensive," which comprised 11.6 percent of the total reasons. A similar reason, "prices reasonable," listed fifth, was mentioned by 9.5 percent of the respondents. The combination of the percentages of the two reasons indicates that 25.1 percent of the respondents revealed prices as a reason for preferring a food store in which to purchase meat.

"Butcher service" is listed third in significance as a reason respondents preferred a food store in which they purchase meat. In frequency of occurrence, butcher service represented 7.1 percent of the total reasons, which was indicated by 9.5 percent of the respondents.

A typical comment made by this group of respondents was that they did not like prepackaged meats because the butchers hide the poor side with the excess fat and bone and show only the "nice" side. Most of the food stores using self-service meat have butcher service available. Yet only 1.4 percent of the respondents indicated the reason "butcher service

Reasons Why Respondents Buy Mest at a Particular Food Store

Reasons	No. of Replies	Percentage of Replies	Percentage of Respondents*
Quality - tender	222	38. ¹ 4	51.6
Meat is less expensive	67	11.6	15.6
Butcher service (non-	•	•	
packaged)	41	7.1	9.5
Prices reasonable	41	7.1	9.5
Doing other shopping at		, •	7.7
same store	40	6.9	9.3
Store close to home	38	6.6	8.8
Large selection of		• •	•
different cuts	31	5.4	7.2
Satisfied with meats	22	3.8	5.1
Self-service meats	20	3 . 5	4.6
Butcher service available		7• 7	-
if desired	6	1.0	1.4
Others	50	8.6	11.6
Total	578	100.0	134.2*

^{*}Percentage based on 430 responses.

Note: Some respondents gave more than one reply.

being available" for stores with self-service meat departments. "Self-service meats" was indicated by 4.6 percent of the respondents, and comprised 3.5 percent of the total reasons. The information presented suggests self-service meats are not an important factor effecting the respondent's selection of a food store at which to purchase meat, considering eight of the food stores in which interviews were made had self-service meat departments.

Listed sixth in the list of reasons is "do my other shopping at same store." Only 6.9 percent of the reasons were in this category.

Other reasons listed are: "store close to home," "large selection of different cuts of meat," and "satisfied with meats."

Table XXXIV, pages 66, 67, and 68, shows reasons respondents buy meat at a particular food store compared to the food store in which the respondents purchased most of their meat. A glance at this table discloses the reason "quality" has a high representation with all the food stores. The writer believes the word "quality" indicated by respondents does not mean they are all paying the premium demanded for the highest quality beef, and therefore "quality" when indicated by respondents as a reason connotes a reasonable price.

The respondents who purchased most of their meat in the Kroger Super Markets indicated as their chief reasons, "do my other shopping at the same store," "less expensive," and "reasonable price." The reason "do my other shopping at the same store" was also emphasized by respondents who purchased most of their meat at National Food Stores and ACF Wrigley Store. "Butcher service" showed signs of being an important reason for respondents who purchased their meat at Prince Brothers Market. The respondents who stated they purchase most of their meat at Schmidt's Super Food Market included the reasons "store close to home" and "meats are less expensive" as the outstanding reasons.

A brief summary of Tables XXXIII, page 64, and XXXIV, pages 66, 67. and 68. indicates four important reasons respondents are motivated to purchase meat at a particular food store. The reasons listed in order of importance are:

- 1. Quality of meats
- 2. Prices (quality connotes a reasonable price)
- 3. Method of merchandising meat
 4. Do my other shopping in the
 - Do my other shopping in the same store.

See Appendix B, Table XLVI, page 109, which shows the food stores where respondents purchased most of their meat.

TABLE XXXIV

Reasons Why Respondents Buy Meats at a Particular Store AREA I

G G	Prince Bros.	3ros.	Kroger	er	National	nal	TOT	
Regions	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per- cent
Quality - tender	28	70.0	1.7 1	148.6 2.8	ю	38.1	53	55.2 2.1
Sutcher service (non-packaged)	ដ	27.5					11	11.,4
available(if desired)	αı	5.0	нн	0, 0, 20, 20,	н	ह [•] त	н д	1.0 1.0
at seme store	٦	2,5	7	20.0	~∞	14.3 38.1	811	4°01 7°11
different cuts	9	15.0	ρţ	11.4	ຸດ ໙	99 2.0	~ ଧୁ	12°,5
Others	1	2.5	2	5.7	1	४° त	υ <i>,</i> =	7° ↑
Total Respondents*	¹ tO	125.0	35	104.5	21	119.1	96	116.6

*Percentage based on number of respondents.

Note: Some respondents gave more than one answer.

[continued on next page]

TABLE XXXIV [continued]
Reasons Why Respondents Buy Meats at a Particular Store
AREA II

P	Wrigleys	еув	Kroger	er	National	ıal	A&P	d	Stop & Shop	Shop	TOTAL	н
negaona	No. of Per- Replies cent	Per-	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per- cent
Quality - tender Meats less expensive	21 5	52.5 12.5	ส ⁹	14.7 12.8	~ 8	43.7 12.5	12 1	63.1 5.3	80	88.8	69	52.7 10.7
Butcher service (non-packaged) Butcher service							н	5.3			1	0.7
available (if desired)Prices reasonable	21	5.5	ดเก	4.2 10.6			٦	5.3			# ~	5.0
Do my other shopping at same store Store close to home	80 KV	20.0	9	12.8	9	37.5	МH	15.8			23	17.5
different cuts Satisfied with meats	ľΩľΩ	12 .5 12.5	9 9	12.8	∾	12.5		Ω W R			12 8	900 r
Others	3	7.5	3	ħ.9			1	5.3	2	22.2	9	6.9
Total Respondents*	Q ₁	40 106.5	L #	119.2	16	106.2	. 61	121.3	σ	0.111	131	2.151

*Percentage based on number of respondents.

Note: Some respondents gave more than one answer.

[continued on next page]

TABLE XXXIV [continued]
Reasons Why Respondents Buy Meats at a Particular Store
AREA III

	Schmidt	t's	Kroger	a,	National	nal	A&P	P4	TOTAL	1
Reasons	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per- cent
Quality - tender Meats less expensive	8,0	60.6 18.2	12	63.1	10	37.0 7.4	ωm	60.0 30.0	118 12	53.9 13.5
Butcher service (non-packaged)Butcher service	ч	3.0	ю.	15.8	H	3.7	ı	10.0	9	6.7
evailable (if desired)	44	0.0°	7	5.3	N	π• Δ	α	20.0	9	1.1
No my other shopping at same store	4 9	3.0	N	10.5	٣	1.11	нн	10.0	7	7.9
Large selection of different cuts	ν.	1.0	~	15.8	~	11.1			Б	10.1
Self service meats	เฉเณ	6,1 9,1	2	10.5	80	29.6			10	5.6
Total Respondents *	33	136.3	19	126.3	27	108.3	10	140.0	89	125.7

*Percentage based on number of respondents.

Note: Some respondents gave more than one answer.

Fresh Fruits and Vegetables

The primary reasons expressed by respondents which induce them to purchase fresh fruits and vegetables at a particular food store are presented in Table XXXV. These reasons are listed in order of importance based on the frequency of which they were mentioned. A total of 557 reasons were stated by 429 respondents who answered question 22(b) in Questionnaire 2, Appendix A, page 99. The importance of "freshness" as a preference for buying fruits and vegetables was a common reason given by most of the respondents. In percentages, "freshness" represents 23.9 percent of the reasons mentioned and was indicated by 31 percent of the respondents.

TABLE XXXV

Reasons Why Respondents Buy Most Fresh Fruits and Vegetables at a Particular Food Store

Reasons	No. of Replies	Percentage of Replies	Percentage of Respondents
Fresh	133	23.9	31.0
the same store	109	19.5	25.4
Quality of produce	96	17.2	22.4
Variety	65	11.7	15.1
Prices reasonable	59	10.6	13.7
Store location	30	5.4	7.0
Habit	21	3.8	4.9
buy where it looks good.	14	2.5	3.3
Self-servicepick own Produce attractively	7	1.2	1.6
displayed	7	1.2	1.6
Others	16	2.9	3.7
Total	557	100.0	129.7*

^{*}Based on 429 respondents.

"Do my other shopping in same store" is the second most significant reason for buying fresh fruits and vegetables at a particular food store. This reason accounted for 19.5 percent of the reasons which was expressed by 25.4 percent of the respondents.

The primary reason given by 22.4 percent of the respondents is "quality," representing 17.2 percent of the reasons. This reason is ranked third in importance as a preference for buying fresh fruits and vegetables at a food store. Another primary reason for purchases of produce items is "variety." This answer is ranked fourth as the most often mentioned reason. Or, on a percentage basis, "variety" represents 11.7 percent of the reasons, and was expressed by 15.1 percent of the respondents. "Reasonable price" is the fifth reason given for buying fresh fruits and vegetables, which was indicated by 13.7 percent of the respondents.

"Store locations" was listed sixth in importance, accounting for 5.4 percent of the reasons mentioned. Other reasons of less importance as indicated by respondents are: "habit," "no particular store," "self-service." and "produce attractively displayed."

The chief reasons for Kroger attracting respondents for fresh fruits and vegetables were freshness, quality, and convenience. The outstanding appeals of the Atlantic and Pacific Tea Company's stores were freshness and prices; the Wrigley store were convenience, quality and variety; the Schmidt's Super Food Market were freshness, quality and convenience; the Prince Brothers Market were convenience and store location; and the National Food Stores were convenience and freshness.

The term "convenience" used in the text represents "do my other shopping in the same store." A comparison of the reasons respondents

purchase most of their fresh vegetables in a particular store and the store at which respondents purchased their fresh vegetables is shown in Table XXXVI, pages 72, 73, and 74.

A brief summary of Tables XXXV, page 69, and XXXVI, indicates three important reasons respondents are motivated to purchase fresh fruits and vegetables at a particular food store. The reasons listed in order of importance are:

- 1. Freshness and quality
- 2. Convenience -- do other shopping in the same store
- 3. Variety.

See Appendix B, Table XLVI, which shows the food stores where respondents purchased most of their produce.

Groceries

The reasons given by respondents when asked why they purchased their groceries at a particular food store are disclosed in Table XXXVII, page 75. The respondents (432) who answered this question gave 547 reasons. In order of frequency of occurrence, "price" ranks first on the list of reasons in Table XXXVII, page 75. Or, on a percentage basis, "prices" accounted for 24.5 percent of the reasons, and was specified by 31 percent of the respondents. In cases of meat and produce "prices" ranked second and fifth, respectively. "Quality," which previously ranked high on the percentage scale for meat and produce is ranked sixth on the list as a reason for purchasing groceries at a particular food store. "Quality" was mentioned by 7.9 percent of the respondents and comprised 6.3 percent of the reasons for purchasing groceries at a food store.

The respondents indicated "do my other shopping in the same store" as the second most often mentioned reason for purchasing groceries at a

TABLE XXXVI

Reasons Why People Buy Fresh Vegetables at a Particular Store

	Prince Bros.	Bros.	Kroger	ər	National	nal	TOTAL	1
Reasons	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-
Fresh	1	11.11	13	28.9	#	13.3	18	l
in same store	オ ロ	±.1.	1,2	28.9	mo	10.0	8 2	23,8
Large variety. Less expensive			ī	11.1	ч <i>г</i>	3.3	9 ~	
close to home Habit No particular store	N.	25.22	нн	ત. ત ત ત	# 1 9	13.3	7	яя mm
buy where it looks good	-	11.11	н	ح • د			N	↑. 2
pick own			н	2.2	т	3.3	a	↑ °2
tively displayed			10	2.2 4.5	пп	3.3	an	2.4 3.6
Total Respondents	6	100.0	145	100.0	30	106.4	75	101.1

*Based on 429 respondents. Percentages based on number of respondents in each column.

Note: Some respondents gave more than one answer.

TABLE XXXVI [continued]
Reasons Why People Buy Fresh Vegetables at a Particular Store
AREA II

	Wrigleys	eys	Kroger	9.	National	nal	A&P		Stop & Shop	Shop	TOTAL	+3
Reasons	No. of Per-		No. of	Per-	No. of	Per-	No. of	Per-	No. of	Per-	No. of	Per-
	Replies cent		Replies	cent	Replies	cent	Replies	cent	Replies	cent	Replies	cent
Freeh	6	15.5	1 1	25.0	٠ .	0°02	10.	1.14	н	25.0	1 4	23.2
Do other shopping in same store Quality of produce	129	32.7	19	0,4 2,00 4,00	12	34°3	99	88.0 0.0	- -i	25.0	56 39	31.6 22.0
Large variety	17	20 20 20 20 20	9	17.8	~ ~	8.5	~	29.2		25.0	22	15.2 12.4
Location close to home Habit	N.	7°5	-	1.8	40	11.4 17.1	7.1	20°8 4°5	н	0°52	116	6.2 5.1
buy where it			2	3.6	н	S.					~	1.7
Self service pick own	and the Area along				н	2,8					٦	9*0
Frounce attractively displayed	בח	5.2			ı	N. 8					4	200
Total Respondents.	58	123.1	56	123.3	35	108.3	1 √2	145.9	≉	0.001	177	110.8

*Based on 429 respondents. Percentages based on number of respondents in each column.

Note: Some respondents gave more than one answer.



TABLE YV

TABLE XXXVI [continued]
Reasons Why People Buy Fresh Vegetables at a Particular Store
AREA III

	Schmidtle	3+1 a	Kroser		National	اور	₹ ₹	۵	City Markat	1	± 0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-0-	
Reasons	No. of Per Replies cen	Per-	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies		No. of Replies	Per-	No. of Replies	Per-
Fresh	12	28.0	6.	28.1	15	t. 5t	9	26,1	23	60.5	65	38.7
Do other shopping in same storeQuality of produce	314	26.0 26.0 0.0 0.0 0.0	- п-	24°0	80 H	a, c,	ادريا ور دريا	26.1	9 ۲	15.8	はみな	18 20 4 5
Less expensive	\ 	90	√ 80 ·	24.9	- 01	6,1	· ન	7	ាដ	28.9	4%	15.5
close to home Habit	พพ	20.0			N	6,1	пп	# # % P	* -		910	7. 2. 2.
buy where it looks good	7	2.0					٦	.h.3			N	1,2
pick own	ત	2.0			н	3.0			Н	2.6	3	1.8
Fronuce attractively displayed	ı	2.0	.	6.2	11	3.0			1	2.6	2 1	1.2
Total Respondents.	2 1 ₁	42 130°0	32	124.9	33	115.0	23	108.5	38	9•मा	168	125.0

*Based on 429 respondents. Percentages based on number of respondents in each column.

Noter Some respondents gave more than one answer.

TABLE XXXVII

Reasons Why Respondents Buy Most of Their Groceries
in a Particular Food Store

Reasons	No. of Replies	Percentage of Replies	Percentage of Respondents
Prices	134	24.5	31.0
the same store	1 1 5 ,75	21.0 13.8	26.6 17.2
Large variety	45 45	8 . 2 8.2	10.4
to home	40 34	7.3 6.3	10.4 9.2 7.9
Arrangement and appearance of displays	20	3.6	4.6
Read ads to find store has best specials No particular store	1 5	2.8 1.6	3.5 2.1
Where give stamps	9 6 9	1.1 1.6	1.3
Total	547	100.0	126.3*

^{*}Based on 432 respondents.

particular store. In percentages, 21 percent of the reasons were classified in this category and was referred to by 26.6 percent of the respondents. "Do my other shopping in same store" had a high percentage rating in this table and Tables XXXIII, page 64, and XXXV, page 69, suggesting many respondents prefer to do all their shopping in one store.

"Brands offered" is ranked third as the most significant reason on the list, which was indicated by 17.2 percent of the respondents.

"Brands offered," comprised 13.8 percent of the total reasons. The store brands represented by this percent (13.8) are Kroger brands (2 percent), A & P brands (2.6 percent), National Food Store brands (2 percent), and other brands (7.2 percent).

"Variety" is ranked fourth on the list of reasons representing 8.2 percent of the reasons, and was indicated by 10.4 percent of the respondents. Another reason with the same percentage rating is "store location." "Store location," as used by many respondents, meant that they purchased groceries at a food store close to home. The importance of store location for purchasing groceries may be partially ascribed to the bulky heavy nature of the canned goods.

The reason "regular customer" represented 7.3 percent of the reasons and was mentioned by 9.2 percent of the reasons for purchasing groceries at a particular store. "Trading stamps" were not mentioned by respondents as a reason for purchasing meats and produce at a store. This suggests stamps were unimportant as an influence for deciding where to purchase meat, produce and groceries, or respondents were reluctant to indicate the importance of trading stamps. Other reasons listed are "arrangement and appearance of displays," "newspaper ad with best specials," and "no particular store" representing 3.6, 2.8, and 1.6 percent of the reasons respectively.

Table XXXVIII, pages 77, 78, and 79, shows a comparison of the reasons with the food stores at which respondents purchase most of their groceries. The fact that price was a common appeal of most of the stores, indicates there is little, if any, noticeable difference between the stores in their pricing, although many respondents indicated Atlantic and Pacific Tea Company's food stores have lower prices because they do not give trading stamps. The Atlantic and Pacific Tea Company's stores chief appeal was "prices" and "brands offered."

TABLE XXXVIII

Reasons Respondents Gave for Buying Most of Their Groceries in a Particular Store AREA I

							1	
	Prince E	Bros.	Kroger	6 1	National	nal	TOTAL	
Reggons	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-
Do other shopping				ı				
in same store	٦	80.0	ر اگره	32.6 12.9	9 80	15.0 0.0	22 14	25.0
Large variety			#	80	ى	12.5	9	10.2
close to home	,	C C	н (9	15.0	~	7.9
Regular customerBrands offered	4	٥ ٥ ٥	N.A	ຜູ້ສໍ	0 K	12.0	20~	10.2 7.9
Quality of other groceries			٣	6.5	#	10.0	7	7.9
Arrangement and appearance of displays			٣	6.5	a	5.0	72	5.7
store with best specials			QI C	۳, د د	rl ,	2.5	W	# ! M
No particular store			v .†	. 8 . 8	1	2.5	K L K	4.1 4.5 5.5
Total Respondents*	N	100.0	94	0.001	O _T	0.301	88	102.0

Tercentage based on the total number of respondents in each column .

Reasons Respondents Gave for Buying Most of Their Groceries in a Particular Store TABLE XXXVIII [continued] AREA II

	Wrigleys	eys	Kroger	6 r	National	nal	A & P		Stop & Shop	Shop	TOTAL	1
Reasons	No. of Replies	Per-	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per- cent	No. of Replies	Per-	No. of Replies	Per-
Do other shopping in same store	23 10	19.2	2년 1.7	38.7 27.4 1.6	12 4	26.0	크큐	13.7 148.3	1	20.0	ก 5 1 9	33.0 23.1
Store located close to home Regular customer Brands offered	M.#	5.8	מט ו	88	, చ్లి	28 20 20 20 20 20 20 20 20 20 20 20 20 20	\(\rho\) 0 \(\rho\)	86.9 6.9 13.7	нн	0°0°	1288 I	10.3
Quality of other groceries	ณ	3.8		11.3	٣	6.5	M	10.3			15	7.7
appearance of displays			9	9.7	Н	2.2					7	3.6
store with best specials	нн	4. 9. 9.	ÞΝ	7.8 9.7	٣	6.5			N	0°0 1	৩ ৯৯	W. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.
Others			ณ	3.2	- 1							0
Total Respondents	52	103.7	62	119.3	9	108.7	ଷ	103.6	5	100.0	194	μ16.1
				,	,	(

*Percentage based on the total number of respondents in each column.

Reasons Respondents Gave for Buying Most of Their Groceries in a Particular Store TABLE XXXVIII [continued] AREA III

i i	Schmidt's	lt's	Kroger	7.	National	าลไ	A &	P	TOTAL	Į.
Tegreous	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-	No. of Replies	Per-	No. of	Per-
									BOTTON	
Do other shopping	9		_	19.4	t 0	18,6	ι,	19.2	56	17.2
Prices	าเ	24.5	19	52.8	ជ	25.6	16	61.5	57	38.0
Large variety	Ŋ	•	~	8.3	80	18.6	~	11.5	19	12.7
close to home	13	28.9	1	2,8	~	7.0	н.	3.8	18	12.0
Regular customer	N (# (#)	;	(OJ I	9.	⇒ 1	15.4	80	5.3
Brands offered	9	22.2	7	30.0	رب م	11.6	~	26.9	33	2.9
Quality of other groceries	5	11.1	H	8,0	-	ተ •ሪ	٣	11.5	01	6.7
Arrangement and										
displays	≉	8.9	N	5.6	N	9.4			ьо	5.3
store with best			Ć						((
specials			V	0.0					N .	1.3
Where give stamps					3	7.0			3	7.0
Total Respondents*	145	h22.4	36	127.9	143	100.0	26	139.8	150	127.4

*Percentage based on the total number of respondents in each column.

"Variety" and "do my other shopping in same store" were the reasons given most frequently as the basis for choosing the Wrigley store for groceries. Kroger stores were patronized by respondents for their "brands offered" and "convenience of doing other shopping in the same store." "Store location" was the chief appeal of National Food Stores for purchasing groceries. The respondents purchased groceries at Schmidt's Super Food Market for their "brands offered."

Table XLVI, in Appendix B, page 109, shows the food stores at which respondents purchased most of their meat, produce, and other groceries. The change of store preference is noticeable among the respondents who purchase their meat at Prince Brothers Market and Stop and Shop as to where they purchase their produce and other groceries. "Quality" was the main reason for respondents purchasing meat at the Prince Brothers Market and Stop and Shop market.

A brief summary of Tables XXXVII, page 75, and XXXVIII, pages 77, 78, and 79, indicates four important reasons why respondents are motivated to purchase groceries at a particular food store. The reasons listed in order of importance are:

- l. Prices
- 2. Convenience--do my other shopping in same store
- 3. Brands offered
- 4. Variety.

Number of Food Stores Visited

Table XXXIX, page 81, shows the number and percent of the respondents who make one, two, and three stops when purchasing their meat, produce, and groceries. The data in Tables XXXIX and XL (see pages 82, 83, and 84) are based on 403 respondents.

TABLE XXXIX
One, Two, and Three Stop Shoppers

	Number of Respondents	Percentages
One-stop shopper	217	53.8
Two-stop shopper	145	36 . 0
(A) Meat and vegetables. Go elsewhere for groceries.	(16)	(4.0)
(B) Meat and groceries. Go elsewhere for vegetables.	(23)	(5.7)
(C) Groceries and vegetables. Go elsewhere for meat.	(106)	(26.3)
Three-stop shopper	41	10.2
Total Respondents	403	100.0

The respondents showed a definite inclination to patronize one food store on their shopping trips. The data presented indicates that 53.8 percent of the respondents are one-stop shoppers, who purchase most of their meat, produce, and groceries in the same food store.

There are 145 respondents, or 36 percent, who purchase most of their food items in two stores, typified as a two-stop shopper. The two-stop shoppers are incorporated into three categories which are: (1) meat and produce at the same food store and visits another food store to purchase groceries, represented by four percent of the respondents; (2) meat and groceries are purchased in the same food store and visits another store for produce, represented by 5.7 percent of the respondents; and (3) groceries and produce are purchased in the same food store, and visits another store for meat, represented by 26.3 percent of the

TABLE XL

Comparison of Types of Shopper and Food Store Where They Purchase Most of Their Food

AREA I

	Prince Brothers	thers	Kroger	r	National	nal	TOTAL	
Type of Shoppers	No. of Respond- ents	Per-	No. of Respond- ents	Per- cent	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-
One-stop shopper	2	18,18	\$ \$2	53.19	17*	16.8 ⁴	1 11	47.31
Two-stop shopper								
(A) Meat and vegetables in same store and go elsewhere for groceries	7	63.64	໙	92°11			σ	9,68
(B) Meat and groceries in same store and go elsewhere for vegetables		·	ณ	η . 26	N	5.71	ಸ	η•30
(C) Canned goods and vegetables in same store and go elsewhere for meats.			16+4	34.03	10	28.57	56	27.96
Three-stop shopper	2	18,18	2	4.26	9	17.15	10	10.75
Total Respondents	11	100.0	Ltq (100.0	35	100.0	93	100.0

* 1 respondent interview at another store. † 2 respondents interview at another store. ++3 respondents interview at another store.

TABLE XL [continued]

Comparison of Types of Shopper and Food Store Where They Purchase Most of Their Food

AREA II

	Wrigley	Ley	Kroger	6r	A&P	P	National	nal	TOTAL	Į.
Type of Shoppers	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Per-
One-stop shopper	304	58.82	35*	56.32	15*	0*09	\$22	53.66	102	57.96
Two-stop shopper										
(A) Meat and vegetables in same store and go elsewhere for groceries.	٣	5.88	ય	3.39					יכי	±8.5
(B) Meat and groceries in same store and go elsewhere for vegetables	1	1.96	*	10.17	r	0°†	rd	ग्त ° ट	6	5.11
(C) Groceries and vege- tables in same store and go elsewhere for meats	13*	25.49	124	20°34	ŧ	58 0	124	29.27	1	25,00
Three-stop shopper	<i>A</i>	7.85	. म	6.78	ય	8,00	9	14.63	16	9.09
Total Respondents	51	100.0	59	100.0	જ	100.0	14	100.0	176	100.0

* 1 respondent interview at another store. † 2 respondents interview at another store. ++3 respondents interview at another store.

.
TABLE XL [continued]

Comparison of Types of Shopper and Food Store Where They Purchase Most of Their Food

AREA III

	Kroger	er	National	lal	A&P	P	Schmidt's	dtis	TOTAL	13
Type of Shoppere	No. of Respond- Per- ents cent	Per-	No. of Respondents	Per- cent	No. of Respond- ents	Per-	No. of Respond- ents	Fer-	No. of Respondents	Per-
One-stop shopper	ħΓ	91.54	21	55.26	60	11°21	284	78.09	r.	52.98
Two-stop shopper										
(A) Meat and fresh vegetables in same store and go elsewhere for canned goods			໙	5.26					N.	6η °ι
(B) Meat and canned goods in same store and go else- where for fresh vegetables	٣	89.6	٣	7.90	Т	5.26	M	6.52	10	9t°2
(C) Vegetables and canned goods in same store and go	10	32.26	80	21.05	80	11.24	10	μ ζ. [2	36	26.87
Three-stop shopper	#	12,90	#	10.53	2	10.52	5	10.87	15	11,20
Total Respondents	31	100.0	38	100.0	19	100,0	911	100.0	454	100.0

* 1 respondent interview at another store. † 2 respondents interview at another store. ††3 respondents interview at another store.

respondents. The large percentage of respondents indicated who purchased their meat at a separate store emphasizes the influence "meat" has on food store patronage.

A separate food store was patronized for each of the three groups by 10.2 percent of the respondents. Table XL, pages 82, 83, and 84, shows a comparison of one, two, and three stop-shoppers and the food store at which they purchase most of their food.

Summary

There were many significant facts found in reasons why respondents shop where they do. The first part of the chapter reveals five major reasons that influence the respondents to patronize the food store where they were interviewed. The reasons presented in the order of importance were:

- 1. "Near home." Although the automobile is used by 91.3 percent of the respondents, the food store closest to the respondents' home that satisfied their demands, influenced their preference of a food store at which to shop. The term "near" as indicated in this survey represents an average of three miles.
- 2. "Accustomed to shopping at store." The respondents revealed the desire to patronize the food store at which the layout and arrangement of merchandise was easily adaptable for convenient shopping.
- 3. "Variety of merchandise." The respondents indicated a preference to shop in a food store that handles the items and brands they are used to buying. A large variety allows the customers to buy merchandise that will be economically suited to their "pocket books" and promotes

easier selection of the items that will be mutually accepted by the members of their families.

- 4. "Prices." The respondents prefer to patronize a food store that has competitive prices.
- 5. "Quality of meats." Meat being the main item of a meal, customers patronize a food store that has good quality meat at a reasonable price. The Kroger Company is satisfying the demands of customers by merchandising two grades of beef.

The second part of the chapter included an investigation of the respondent's food store preferences: meat, produce, and other groceries. The investigation revealed the reasons respondents were motivated to purchase most of their meat, produce, and other groceries at a particular food store.

The outstanding reasons that motivated respondents to purchase meat at a particular food store were:

- 1. "Quality" and 2. "Price." The respondents prefer food stores that have good meat that is reasonably priced.
- 3. "Method of merchandising meat." The method of merchandising is an important factor effecting respondents' food store patronage for the purchase of meat. This is attributed to two methods of merchandising meat--"self-service" and "counter service." The food store operators that have self-service meat departments must offer a trim of meat comparable to, if not better trimmed than that received at a food store providing counter service. Self-service meat packaging is under suspicion by many respondents.
 - 4. "Do my other shopping in same store." The respondents prefer

to shop at a food store that satisfies their demands in all three departments--meat, produce, and groceries.

The major reasons that influenced respondents to purchase their fresh fruits and vegetables at a particular food store were:

- 1. "Freshness and quality." The respondents prefer a food store that has attractive and inviting fresh fruits and vegetables at reasonable prices.
- 2. "Do my other shopping in same store." Respondents prefer to shop at a food store at which they purchase other food items.
- 3. "Variety." The respondents prefer a food store that has a large selection of fruits and vegetables from which to choose.

The major reasons that influenced respondents to purchase their groceries are prices, brands offered, variety, and convenience of doing other shopping in the same food store. The reasons indicated are similar to those mentioned for meat and produce, with the exception of "brands offered." This reason indicates respondents become familiar with brand names and patronize the food store that stocks the desired brands. Many respondents indicated the private label brands of Kroger, Atlantic and Pacific Tea and National Food Stores as a reason for patronizing these food stores.

The respondents showed a definite inclination to patronize one food store to purchase most of their meat, produce, and groceries. The data presented indicated that 53.8 percent of the respondents are one-stop shoppers; 36 percent are two-stop shoppers who purchase most of their food in two stores; and 26.2 percent are three-stop shoppers, who purchase most of their meat, produce, and other groceries at separate food stores.

CHAPTER IV

CONCLUSION AND RECOMMENDATION

The purpose of this study was to learn what motivates a customer to patronize one food store instead of another store for the purchase of food items. To obtain the information on customer preferences a survey was conducted of 473 customers interviewed in twelve super markets located in the cities, Lansing and East Lansing, Michigan.

The results of these interviews with the respondents were:

- I. Characteristics of Respondents
- 1. Ninety and seven-tenths percent of the respondents were married.
- 2. Seventy-two and six-tenths percent of the respondents were between the ages 20 and 49 years.
- 3. Seventy-eight and seven_tenths percent of the respondents had a high school education or higher.
- 4. Sixty-seven and seven-tenths percent of the female respondents were employed as housewives.
- 5. Seventy-eight and seven-tenths percent of the male respondents were classified into three occupational groups professional, laborer, and students.
- 6. The average number of people the respondents purchased food for was 3.4 persons.
- 7. The largest number of respondents' families (58.1 percent) had a gross income between \$3200 to \$6200 a year.

II. Shopping Habits of Respondents

The respondents in this study made an average of 2.3 visits to the food store a week. A comparison of the average number of trips made by respondents in this study and the number of trips made by food shoppers in a Crowell-Collier study during 1950, indicates a decrease of 1.7 trips per week. The fact that many families today are having their bread and milk delivered curtails the number of trips to the food store each week.

Over 91 percent of the respondents made their largest food purchase on Wednesday, Thursday, Friday or Saturday. Wednesday was indicated in this study to be a popular shopping day with respondents. Double stamp day, is the major cause of the increase of respondents specifying Wednesday as a favorite shopping day. The outstanding reason given by respondents for choosing Thursday, Friday or Saturday as their favorite shopping days are "stock up for the weekend" and "payday. The chief reason respondents shop during the early part of the week was "less crowded".

The largest number of respondents (38.5 percent) preferred to shop in the morning. The principle motive for shopping during the morning hours was that the store is less crowded. Thirty-five and five tenths percent of the respondents preferred to shop in the afternoon and 24.7 percent in the evening. The major reason specified by afternoon shoppers was they do their housework in the morning. The respondents who shopped in the evening gave the reason, they worked during the day and had access to a car.

Approximately forty-five percent of the respondents interviewed used a shopping list. Of these, forty-eight percent of the respondents' lists contained 14 or less items. The largest number of the shopping lists, (88.7percent) were made up by women. Most of the lists were made up either the same day or one day before respondents went shopping.

The respondents traveled an average distance of three miles to the food store. The map in appendix C revealed most of the respondents live within a one mile radius of the store at which they were interviewed. The automobile was used by 91.3 percent of the respondents as a method of transportation to go shopping.

III. Respondents Preferences for Patronizing a Food Store and Recommendations

In the final analyse of the respondents likes and dislikes of food stores and why they shop where they do, there are fourteen customer preferences in connection with store patronage.

1. Quality of all foods

Quality of all foods handled by a food store include meat, produce and groceries. The latter group includes all items found in a food store, excluding meats and fresh fruits and vegetables.

Meat: Meat being an important item of a meal, customers

patronize a food store that has good quality meat at a reasonable

price.

Produce: Customers prefer a store that merchandises a large variety of attractive and inviting fresh fruits and vegetables at reasonable prices.

Groceries: The major factors which influence customers!

patronage of a food store for groceries are the brands offered,

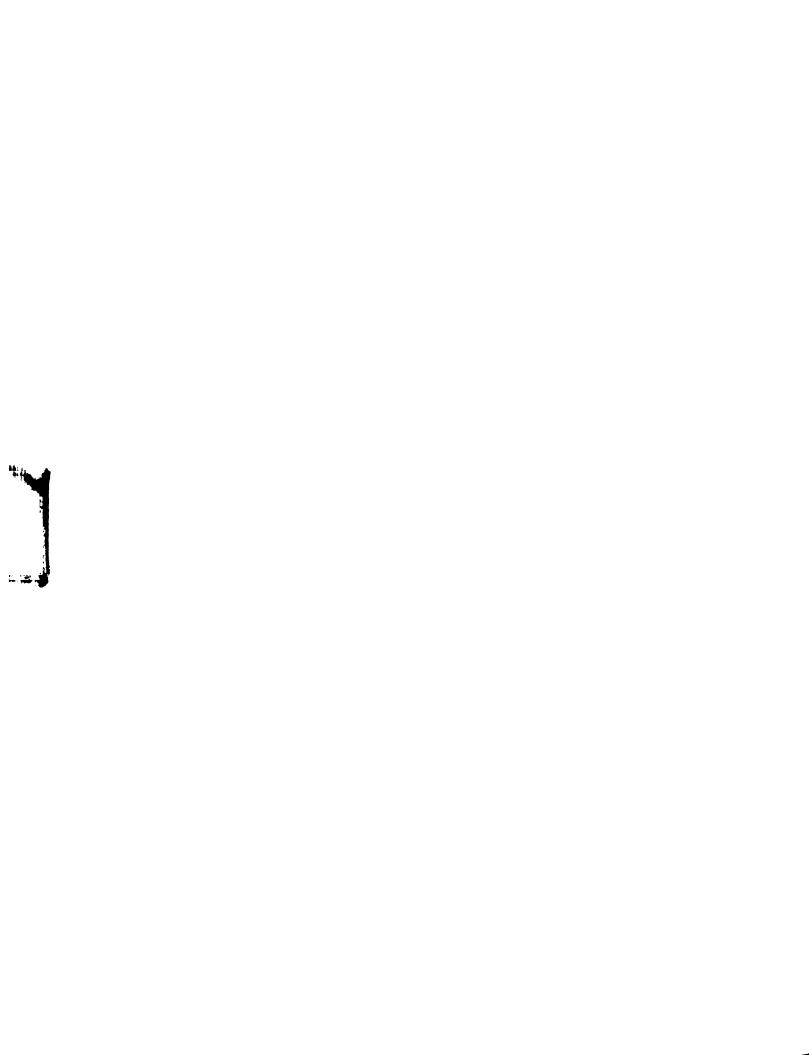
price, variety and convenience of being able to purchase other

food items in the same store.

Recommendations

a. Promote quality of all merchandise by aggressive advertising.

Institutional advertising is a good method to impress on the people that quality merchandise is carried in all departments of the store.



- b. A strong educational program stressing high quality foods with a money back guarantee.
- c. An advertising campaign featuring brands of merchandise to familiarize customers with the brands handled by a store.
- d. Sell top grade meat, the best available produce, and popular brands at reasonable prices.

2. Store locations

Recommendations

The food store closest to the consumer's home that satisfies their needs, is an important factor which influence store patronage.

a. Apply the facilities and techniques of marketing research to determine the growth and customer potentials of a site location.

3. Variety of merchandise

Food customers prefer to shop in a store that handles a large variety of items and brands of foods they are accustomed to buying.

The store that stocks a large variety of merchandise allows the customers to buy merchandise that will be economically suited to their income, and promotes easier selection of the items that will be mutually accepted by the members of their family.

Recommendations

- a. Stock new items rapidly and discontinue failures just as rapidly.
- b. Stock items that are representative of the customers nationality.
- c. Merchandise a variety of different cuts of meat and variable sizes of prepacked meats.

4. Price

The food store that has competitive prices on all items and promotes weekly specials strongly influence customers patronage.

Recommendations

- a. Plan promotions of various types from week to maintain interest.
- b. Price merchandise to be competitive with other food stores in the area.
- c. Do not promote tricky specials that tend to confuse the customer.

5. Cleanliness

Cleanliness of a store and personnel influence the customers preference for a store in which to shop. The customers are conscious of cleanliness, and can become annoyed if dust and dirt is visable on the shelves, merchandise, floors, etc.

Recommendations

- a. A campaign to stress the importance of cleanliness.
- b. The employee's should have clean uniforms, especially those who serve customers directly.
- c. Employ a "porter" to keep the floor, gondolas, signs, and fixtures clean.
- d. Provide "dusters" for employees and have them dust the counters each morning and when merchandise is rotated.

6. Not crowded

The customers prefer a store where they can shop liesurely without being annoyed by a crowd of people or merchandise blocking the aisles.

Recommendations to avoid crowding.

- a. Schedule employees to restock grocery shelves after store hours, especially on weekends.
 - b. Institute a system of price marking merchandise in the "back

room⁸ of a store. This system is applicable to stores in which day stocking is essential.

- c. Include wide enough aisles when planning the layout of a new store.
- d. Keep aisles clear of unnecessary cartons, displays, shopping carts, etc.

7. Friendly and courteous personnel

The human element of a store is an important influence on customers preference of a store at which to shop. Being courteous and friendly with customers is an impressive way to leave pleasant memories of their shopping tour at a store.

Recommendations

a. Establish a courtesy program, educating the employees how to be courteous and the importance of being friendly and courteous to all customers. The program should be supplemented with employee awards and remunerations.

8. Parking

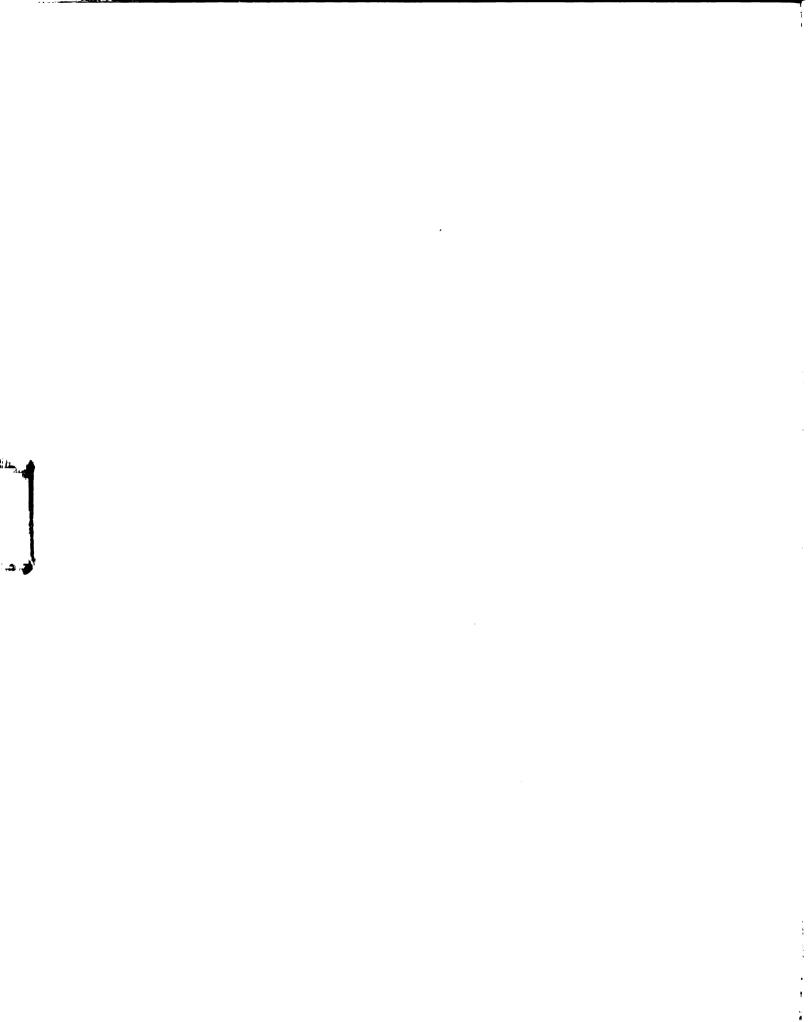
As a result of the large number of customers who use the automobile for shopping, adequate parking facilities is recognized as an essential requisite for customer patronage.

Recommendations

a. Provide a sufficient parking area to accommodate shopping traffic and parking spaces large enough so that customers can park easily and rapidly without delay.

9. Trading stamps and other premiums

Trading stamps and other promotional giveaways are important factors influencing customer patronage.



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Recommendations

a. Distribute checks throughout the trading area good for one dollar when an order of \$10 is purchased.

- b. Hire a crew of girls to visit every home in the trading area to extend personal invitations to trade at a food store.
- c. Promote contests or drawings, giving as prizes, automobiles, boats, television sets, vacations, etc.
- d. Give double stamps on one of the days during the early part of the week.

10. Layout and arrangement of merchandise

Customers prefer to shop at a food store where the layout and arrangement of merchandise is easily adaptable for convenient shopping.

Recommendations

- a. Do not stack merchandise too high.
- b. Place similar items together such as canned vegetables together in a uniform order according to types.
- c. Provide a wall directory indicating the counter at which food items can be found.

11. Fast Checkout Service

Customers prefer to shop in a store that has fast and efficient service. The customer does not like standing in long lines to pay their grocery bill.

Recommendations

- a. Do not wait for a line of people to form at the checkout stand.

 Judge the number of checkout stands to have in operation by the number of customers in the store.
- b. Provide a special booth for customers in a hurry with only a few items.

12. Butcher Service

Many customers patronize a food store that provides a butcher to cut the meat at the time of purchase.

Recommendations

a. Self-service meat departments provide butcher service for those who desire this type of service.

13. Self-service (meat, produce and groceries)

The self-service food store is preferred by customers for its speedy service. The food shoppers patronage is influenced by a store at which they can make their own selection of merchandise to get the best buys for their money - they do not want to be hurried or high pressured by a clerk.

Recommendations

- a. Meat operation should be visible to build customer confidence that the meat is cut daily.
- b. Prepackaged merchandise should be checked daily for spoilage and out dated merchandise.
- c. A chart illustrating the different cuts of meat and the different methods of preparing the particular cuts of meat should be displayed in store.
- d. An educational campaign on self service merchandising should be instituted to build customer confidence. Only high quality merchandise should be offered to the customers to tie in with this educational program.

14. Habit

Habit as a preference for patronizing a particular store is the result of the thirteen customer preferences mentioned.

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APPENDIX A

Questionnaire 1

1.	(a) At what store do you buy most of the food for your family?
	(b) Why do you shop at this store?
	(c) Is there anything you do not like about this store?
2.	(a) Do you shop at any other food stores?
	(b) What do you like about shopping at this store?
	(c) Why do you buy most of your food items at (answer to 1(a)) and
	not at this store?
3.	Is there any food store you do not like to shop at?
	If yes, why?
4.	Rank four of the following items according to their importance to
	you as to what influences you to shop at a food store.
	Store ManagerBrands of merchandise
	Large assortment of merchandisePremiums (stamps, etc.)
	Low pricesFresh produce
	Store open eveningsNewspaper advertisements
	Quality of meatFriendly and courteous
	Store location store personnel
	Parking facilities

Questionnaire 2

1.	family? Yes No
2-3.	Day: 1)Thurs.
4.	How many people do you buy food for? Ans.:
5.	What do you like about shopping at this store?
	1)accustomed to buying here 7)butcher service 2)near home, convenient 8)quality meats 3)variety of merchandise 9)brands 4)friendly service & personnel 10)parking 5)trading stamps 11)prices 6)attractive store 12)qual. prod. 13)others
6.	Do you shop at other food stores?
	NameAddress
7.	Why did you come to shop at this store today and not one of the others? Ans
8.	At what store do you buy most of your food requirements?
	NameAddress
9.	How many visits do you make to a food store in one week? Ans
10.	Which day of the week do you usually buy most of your food?
	1)Mon.; 2)Tues.; 3)Wed.; 4)Thurs.;
	5)Fri.; 6)Sat.; 7)No Special Day.
11.	Why do you buy most of your food requirements on this day?
	Ans
12.	What part of the day do you usually do your food shopping? (The day you buy most of your food.)
	1) Morning; (2) Afternoon; (3) Evening;
	4) No special time.

13.		shop during this part	of the day?
14.	Did you use any mea		to come shopping today?
	Yes No 1 2	1) car 2) bus	3) cab 4) others
15.	What means of trans		on the day you buy most of 3) cab 4) others
16.	Do you have a list	of food items that yo	u are going to purchase?
	Yes No 1 2		
17.	Who made up the list. 4) husband and wife	et of food items? 1)	wife 2) husband others
18.	When was the shoppi	ng list made? Ans.:_	
19.	How many food items	are on the list? An	s.;
20.	Do you save trading	stamps? Yes	No 2
21.	How many different	kinds of trading stam	ps do you save?
22.	In what store do yo	u buy most of your:	
	(a) Meat:	Name	Address
		Why	
	(b) Fresh Vegetable	s:Name	Address
		Why	
	(c) Other groceries	: Name	_Address
		Why	
23.	Select four of the you shop at a food Check:		ost important to you when Rank:
	1)Variety of m 2)Brands of fo		And the same of th
	3) Quality of a		water the same of
	4) Prices 5) Friendly sto	re and personnel	
	6)Store locati	on	
	7)Appearance o	f store	
	9) Vente		

24.	Complete the following:	·
	I dislike shopping at a food store that	
25.	An ideal food store is one that	
26.	Trading stamps given by a food store are	
27.	The checkout counter in a food store	
28.	Grade completed in school?	
	Less than 8 years Some of high school High school graduate Some of college College graduate	
29.	The family's total weekly income?	
	Under \$60 \$ 60 - 80 \$ 81 - 100 \$101 - 120 \$121 - 140 \$141 - 160 \$161 and over	
3 0	What age bracket are you in?	
	20 - 29 30 - 39 40 - 49 50 - 59 60 and over	
31.	(a) Address of interviewee	
	(b) Occumation	
	1)man and wife 2)wife	3)husband
	4)others	

TABLE XLI
The Place and Number of Interviews

Store	Number of Interviews	Percentage
Area I		
Kroger's	49	10.4
National Food Store	46	9.7
Prince Brothers Market	20	4.2
Area II		
Wrigley Store	55	11.6
Kroger	49	10.4
Atlantic & Pacific Tea Company	2 2	4,6
National Food Store	47	9.9
Stop and Shop	9	1.9
Area III		
Kroger	48	10.2
National Food Store	49	10.4
Atlantic & Pacific Tea Company	34	7.2
Schmidt's Super Food Market	45	9.5
Total	473	100%

TABLE XLII

Day and Number of Interviews

	Number		
Day	of Respondent	Percentage	
Thursday Friday	166 186	35• 39•3	
Saturday	121	25.6	
Total	473	100%	

TABLE XLIII
Time of Day and Number

	Thursday		ric	Friday		Saturday	
Time	Number of Respondent	Percent- age	Number of Respondent	Percent- age	Humber of Responden	Percent- age	
Morning Afternoon Evening	56 65 45	34.7 39.2 27.1	<i>5</i> 9 62 65	31.7 33.3 35.0	62 59	51.2 48.8	
Total	166	100%	186	100%	121	100%	

APPENDIX B

TABLE XLIV

Other Stores at Which Respondents Shop

Store	Location	No. of	Percentage	Percentage
Store	L OCAUTOR	Replies	of Replies	of Respondents
Wrigley; F;	randor	46	12.5	13.4
Kroger: W.	Saginaw; Lans	1 1	3.0	3.2
Kroger: Fra	undor	37	10.1	10.8
	Lans	2 2	6.0	6.4
	It. Hope; Lans		1.4	1.5
	fichigan Ave.; Lans		1.6	1.8
	Lans		3.8	4.1
National; V	.Saginaw; Lans	16	4.4	4.7
National; N	Wash.; Lans	11	3.0	3 .2
A & P; N.Wa	ash.; Lans	4	1.1	1.2
A & P; E. N	fich.; Lans	23	6.3	6.7
A & P; Mt.I	lope; Lans	4	1.1	1.2
Schmidt; Ed	lgemont	13	3.5	3. 8
Food Fair;	Saginaw; Lans	6	1.6	1.8
Prince Bros	s.; Ann St.; E. Lans	20	5.4	5 . 8
Co-op; M.S.	U	5	1.4	1.5
Stop & Shor	;Saginaw; Lans	4	1.1	1.2
T & G; Gr.	River; E. Lans	3	0.8	0.8
Others		117	31.9	34.2
Total	replies	367	100.0	165.1*

^{*}Percentage based on 342 responses.

Note: Findings are based on:

342 respondents answered they shop at other food stores

¹³⁶ respondents answered they do not shop at other food stores

¹² respondents gave no reply.

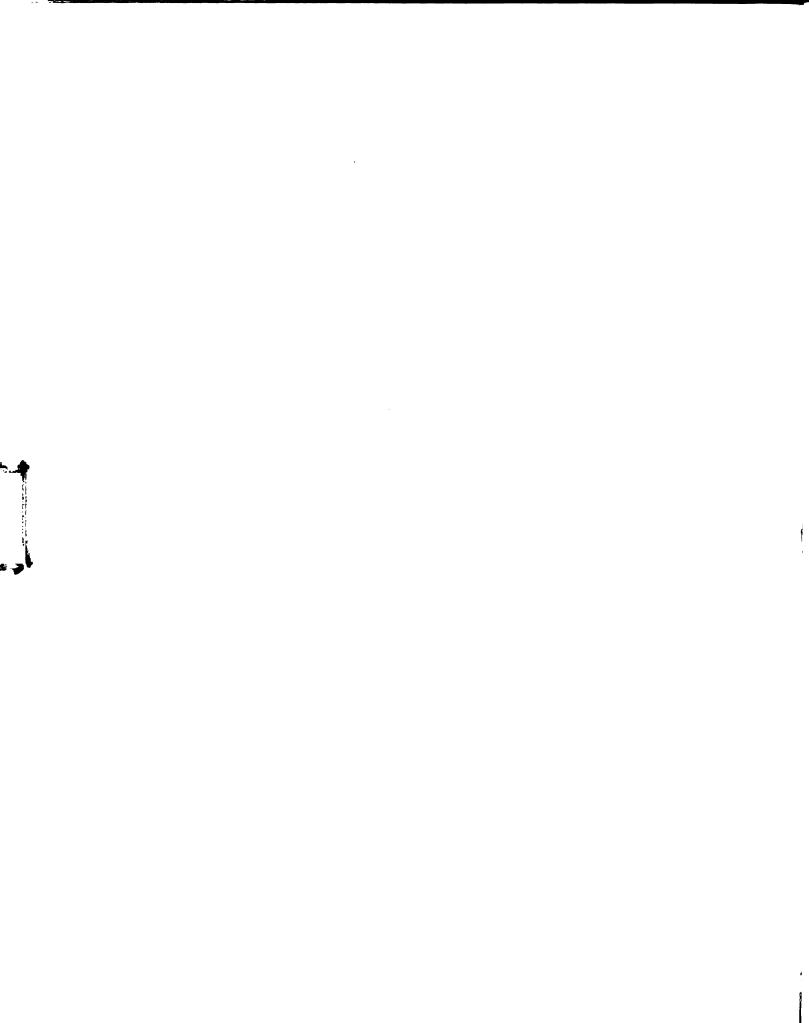


TABLE XLV

Comparison of Other Store at Which Respondents Shop and
The Store in Which They Were Interviewed

AREA I

	Store Where Re	spondents Were	Interviewed
Other Storesat Which Location	Prince Bros.	National No.of	Kroger No.of
Respondents Shop	Replies	Replies	Replies
Wrigley; Frandor	4	7	4
Kroger; W. Saginaw; Lans	-	1	-
Kroger; Frandor	4	5	4
Kroger; E. Lans	10	-	7
National; Mt. Hope; Lans	-	-	1
National; W. Saginaw; Lans	-	-	-
National; Mich. Ave.; Lans	- (-	-
National; N. Wash.; Lans	-	-	1
AAP: N. Wash.: Lans	-	-	-
A&P: Mich. Ave.; Lans	1	5	₁ 3
A&P:Mt.Hope;Lans	-	-	' -
Schmidt: Edgemont	-	-	-
Food Fair; Saginaw; Lans	1	1	-
Prince Bros.: Ann St.E.Lans.	_	10	4
Co-op; M.S.U	_	2	_
Stop Shop; Saginaw; Lans	-	1	_
T & G; Gr. River; E. Lans	-	2	-
National F.Lans	3	-	-
Others	2	88	6
Total replies	25	42	30

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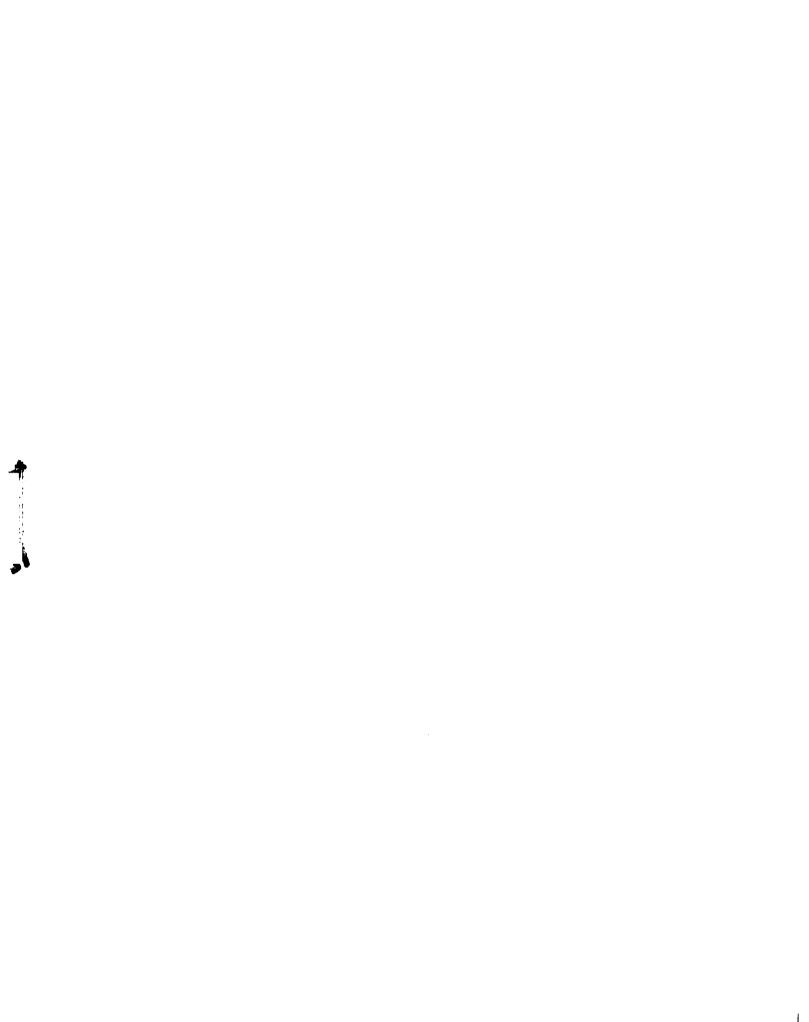


TABLE XLV

Comparison Of Other Stores At Which Respondents Shop And
The Store In Which They Were Interviewed

AREA II

	Store When	re Respe	ondents	Mere Int	erviewed
Other Stores at Which Respondents	No.of	No.of	National No. of Replies	No.of	Stop & Shop No.of Replies
Shop					
Wrigley; Frandor	-	13	_	4	3
Kroger; W. Saginaw; Lans	-	_	-	-	-
Kroger; Frandor	12	-	3	5	-
Kroger; E. Lans	-	2	1	-	1
National; Mt. Hope; Lans		1	_	-	1
National E. Lans	3	3	- ,	-	_
National; W. Saginaw; Lans	_	_	-	-	-
National Mich. Ave. Lans	2	1	1	1	_
National: N. Wash.: Lans	-	_	1	-	_
A & P: N. Wash. Lans	_	1		-	p=0
A & P; Mich. Ave.; Lans	1	7	5	-	
A & P: Mt. Hope: Lans	2	_	_	-	
Schmidt: Edgemont	-	1	-	~	-
Food Fair; Saginaw; Lans	2	_	_	1	1
Prince Bros.; Ann St.; E.L	2	2	_	ī	ī
Co-op; M.S.U	3	~	_	-	-
Stop&Shop: Saginaw: Lans	ر 	_	1	_	-
T & G; Gr. River; E.Lans	_	_	_	_	_
Others	19	10	17	2	3
Anmara	17	10	<u> </u>		
Total replies	46	41	29	14	10

continued on next page

TABLE XLV

Comparison Of Other Stores At Which Respondents Shop And
The Store In Which They Were Interviewed

AREA III

		Store	Where Respond	ents Wer	Intervi	ewed
Other Stores			Schmidt's	Kroger	National	A & P
at Which	Location		No.of	No.of	No.of	No.of
Respondents Shop		•	Replies	Replies	Replies	Replies
Wrigley; Frando	Ţ	,	3	2	3	3
Kroger; W. Sagi			_	_	6	4
Kroger; Frandor			1	1	-	2
Kroger; E. Lans			-	1	-	-
Mational; Mt. E			-	1	1	
National; E. La			-	_	-	-
National; W.Sag			3	13	-	-
National Mich.			-	-	-	1
National; N. Was			1	1	-	7
A & P; N. Wash.;	Lans	•	-	3	-	-
A & P; Mich. Av	re.;Lans	•	1	-	-	-
A & P; Mt.Hope;	Lans	•	2	-	-	-
Schmidt; Edgemo	nt	•	-	7	4	1
Tood Tair; Sagi	naw; Lans	,	-	-	_	-
Prince Bros.; A	Inn St.; E.L	•	-	-	-	-
Co-op; M.S.U		•	-	-	-	-
Stop & Shop; Sa			1	-	1	-
T & G; Gr. Rive	er; E. Lans	•	-	-	ı	-
Others	• • • • • • • • • • • • •	·	13	5	16	15
Total replies	1		25	34	32	33

TABLE XLVI

Store at Which Respondents Buy Most of Their Meat, Vegetables and Groceries

Name of	MRAT		VEGETABLES		GROCERIES	
Store	No. of Respond- ent	Per-	No. of Respond- ent	Per-	No. of Respond- ent	Per-
Wrigley, Frandor	40	12,7	<i>5</i> 8	13.5	52	12,1
Kroger, Frandor	47	14,9	56	13,1	62	14,4
Kroger, E. Lansing	35	11,1	45	10,5	46	10.7
Kroger, W. Sag., Lans.	19	6.0	32	7.4	36	8,3
National, E. Lans.	21	6,6	30	7.0	40	9,3
National, Mich. Ave.Lan.	16	5.1	35	8.2	46	10,7
National, W. Sag. Lans.	27	8,5	33	7.7	42	9.7
A & P, Mich. Ave. Lans.	19	6.0	24	5.5	29	6.7
A & P, N. Wash., Lans.	10	3,2	23	5.4	2 6	6.0
Schmidt's, St. Jos., L.	33	10.4	42	9.9	45	10.4
Prince Bros., E. Lans.	40	12.6	9	2.1	2	0.5
Stop & Shop, Sag., Lans.	9	2.9	4	0.9	5	1.2
City Market, Lansing	÷	-	3 8	8.8	-	-
Total Respondents	316	100.0	429	100.0	431	100.0

APPENDIX C

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