ABSTRACT

This paper is a study report for the graduation project (MAN 400) written as partial assessment requirement for the BA in Business Administration Degree, Near East University, Lefkoşa, Northern Cyprus.

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis, and Önder in Northern Cyprus. It is observed that people tend to prefer one store over other. The literature discusses some factors that influence the customer choice of a supermarket.

The purpose of this study was to find out whether there is a link between customers demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

A total of 10 customers (men-women) were interviewed at five different supermarkets. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher.

As a conclusion; results of the interviews compared with each other and found each superstores base factors that affect customers' choice.

Key words: Supermarkets/stores, Customers' choice, price, product range, store layout, location, facility, staff/customer service

Teşekkürler

Öncelikle bu projede emeği geçen ve hiçbir zaman desteğini esirgemeyen hatta bizimle birlikte uykusuz kalan danışmanım Ahmet Ertugan'a göstermiş olduğu paha biçilmez desteğine ve arkadaşça yaklaşımından ötürü sonsuz teşekkürlerimi sunarım. Ayrıca üniversite eğitimim boyunca ders veren sayın hocalarıma göstermiş oldukları özveri, anlayış ve yardımları için çok teşekkür ederim. Kendi deneyimleriyle verdikleri gerek bilgi gerse hayat dersi sayesinde bize kazandırmış oldukları değerlerden ötürü tekrar bütün öğretmenlerime sonsuz teşekkürlerimi sunarım.

Ayrıca sevgili ailem, onlar bana hayatım boyunca destek oldular, her sorunumda yanımdaydılar, hiç düşünmeden ellerinden gelen desteği gösterdiler, onlara da sonsuz teşekkürlerimi sunuyorum.

İşte bu iki ayrı emeğin oluşturduğu bendeniz Selma Aksoy, karşılıksız verdiğiniz bu emek ve özverileri karşılıksız bırakmayarak, emeğinizi boşa çıkarmayacağıma söz veriyorum.

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SETTING THE SCENE

1.1 Introduction

This section introduces the broad problem area, the problem definition, the purpose of the study and its questions.

1.2 Broad Problem Area

It is observed that people tend to prefer one store over other. This situation currently exists so it needs to be describing the factors which are affecting the customer store choice.

1.3 Problem Statement

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis and Önder in North Cyprus. It is observed that people tend to prefer one store over others. This study is doing to find the factors that affect the customer store choice.

1.4 Purpose

The purpose of this study is to find out whether there is a link between customers' demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

1.5 Questions For the Project

1.5.1 What are the variables that affect the customers' choice in preferring to use different superstores?

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1.6 Sections of This Study Report

1.6.1 Section 2 - Literature Review

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem.

1.6.2 Section 3 – Theoretical Framework

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

1.6.3 Section 4 – Contextual Factors

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

1.6.4 Section 5 – Methodology

This section describes the steps and methods that were used during the investigations of this study.

1.6.5 Section 6 - Findings

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

1.6.6 Section 7 - Conclusion

This section introduces the summary of the findings for each supermarket, conclusions on project questions, limitations of this study and recommendation for the future research.

1.7 Conclusion

This section has introduced the broad problem area, the problem definition, the purpose of the study and its questions.

SECTION 2

LITERATURE REVIEW

2.1 Introduction

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem as defined in Section 1.

2.2 Customer Supermarket Choice

According to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; there are different and a growing number of supermarkets. It is observed that people tend to prefer one store to others. Research findings reveal that the main reasons for choosing this format of food retailing are price, location, quality (store layout) and variety (Orgel, 1997). These factors are all inter-related. A combination of the right product offer in terms of price and choice, and a store offer that is convenient and appealing all impacted upon a consumer's choice of store.

The choice of a store's location is the most important decision for a retail organization makes since it is a critical factor in the enterprise's success or failure. So we can divide the literature in two parts, which are "competitive location literature" and "store-choice literature".

Competitive Location Literature

Competitive location literature is one line of study within the retail store field, which addresses the issue of optimally locating firms that compete for clients in space. Hotelling pioneered this field (Hotelling, 1929) and assumed that consumer would shop at the nearest store. Friesz, et.al. (Friesz, et.al., 1988) pointed out that there are three competitive network facility location models that were "likely to serve as foundations for future models". These ones are the ones of Lederer (Lederer, 1986), Tobin and Friesz (Tobin and Friesz, 1986) and Revelle (Revelle, 1986).

ReVelle and his followers constructed a group of models that examined competition among retail stores in a discrete spatial market. The basic model was the Maximum Capture Problem (MAXCAP) (ReVelle, 1986). In essence, the MAXCAP problem seeks the location of a fixed number of stores for an entering firm in a spatial market where there are other shops from other firms already competing for clients. The spatial market is represented by a network. Each node of the network represents a local market with a fixed demand, which is given. The location of the shops is limited to the nodes of the network. Competition is based on distance: a market is "captured" by a given shop if there is no other shop closer to it. The objective of the entering firm is to maximize its market capture. This model has been adapted to different situations. The first modification introduced shops that are hierarchical in nature and where there is competition at each level of the hierarchy (Serra, et. al., 1992). A second extension took into account the possible reaction from competitors to the entering firm (Serra and ReVelle, 1994). Finally, another modification of the MAXCAP problem introduced scenarios with different demands and / or competitor locations (Serra et.al. 1996). A good review of these models can be found in Serra and ReVelle (Serra and ReVelle, 1996) and a real application of it in Serra and Marianov (Serra and Marianov, 1999).

Store-Choice Literature

Store-Choice literature tries to understand the consumer store-choice process. This literature studies the key variables, which a customer takes into account when shopping at a particular shop, and how these variables interact. This literature usually assumes that the consumers not only cares about which shop is the closest but also consider other variables in making his decision to patronize a particular establishment.

Store-Choice models may be classified into three groups (Craig, et.al., 1984).

The first group includes models that rely on some normative assumption regarding consumer travel behaviour. The simplest model is the nearest-centre hypothesis; i.e., consumers patronize the nearest outlet that provides the required good or service. This hypothesis has not found much empirical support, except in areas where shopping opportunities are few and transportation is difficult.

The empirical evidence suggested that consumers trade off the cost of travel with the attractiveness of alternative shopping opportunities. The first one to recognize this was Reilly in its Reilly's "law of retail ***gravitation***" (1929) based on Newton's Law of Gravitation[6] (1686). Reilly's law states that "the probability that a consumer patronizes a shop is proportional to its attractiveness and inversely proportional to a power of distance to it" (Reilly, 1929). Reilly was the precursor of the "gravity" type of spatial choice models. As this early stage, these models were non-calibrated in the sense that the parameters of the models have a priori assigned value. The best representatives of this group are the models of Reilly (Reilly, 1929) and Converse (Converse, 1949).

These non-calibrated gravity models have some *limitations* (Diez de Castro, 1997):

- They can only be applied to big stores like hypermarkets and shopping centres.
- They can only be applied when the consumer buys non-usual goods.
- They have a restrictive assumption that forces consumer's zones to be assigned to only one shop.

The second group includes models that use the revealed preference approach to calibrate the "gravity" type of spatial choice models. These ones use information revealed by past behaviour to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

Huff (Huff, 1964) was the first one to use the revealed preference approach to study retail store choice. The Huff probability formulation uses distance (or travel time) from consumer's zones to retail centres and the size of retail centres as inputs to find the probability of consumers shopping at a given retail outlet. He was also the first one to introduce the Luce axiom of discrete choice in the gravity model. Using this axiom, consumers may visit more than one store and the probability of visiting a particular store is equal to the ratio of the utility of that store to the sum of utilities of all stores considered by the consumers.

The main critique to Huff model is its over-simplification since it only considers two variables (***distance*** and ***size***) to describe consumer store-choice behaviour.

Nakanishi and Cooper (1974) extended Huff's model by including a set of store attractiveness attributes (rather than just one attribute employed in Huff's model). Attributes such as consumer opinion of ***store image***, ***store appearance***, and ***service level*** can be used, as well as objectives measures as travel distance and physical distance (Vandell & Carter, 1993). This more general statement was known as the **Multiplicatives Competitive Interaction** (**MCI** model).

Revealed preference methods overcome the problems of normative methods because consumers are not assigned exclusively to one shop, and the models can be applied to cases where consumers shopping habits are independent of store size. Despite these improvements, these models also have their drawbacks (Craig, et.al., 1984):

- They assume consumer utility function to be compensatory. But in reality consumers reject stores beyond a certain distance. Consumers may also reject stores unless they possess minimum levels of other attributes.
- Context dependence; i.e., the estimated parameters reflect the characteristics of existing stores in the area. For example, the parameters associated with characteristics on which the existing stores do not differ much would be low. This does not, however, imply that such characteristics are unimportant to consumers but rather, that because of their similarity across stores; other variables are used to discriminate among them.
- The distance decay parameter is highly dependent on the characteristics of the spatial structure. The implication is that in assessing the importance of location on store utilities, individuals consider not only the distance to that stores but also the relative distances to other stores in the area. The result is that consumers residing in different areas might differentially weight the impact of distance on store choice.

Finally, **the third group** includes the models that use direct utility. These models overcome the problem of context dependence, estimating consumer utility functions from simulated choice data using information integration, conjoint or logit techniques. Instead of observing past choices, these methods use consumer evaluations of hypothetical ***store descriptions*** to calibrate the utility function. The best representative model of this group is the one developed by Ghosh and Craig (Ghosh and Craig, 1983) based on game theory.

Given that the aim of the thesis is the incorporation of one store-choice model in the MAXCAP model, one of the previous store-choice models needs to be chosen. The criterion used in making this choice is how well the resulting model can be applied to the real world.

* As we can see there are three types of research methods for store-choice. These are Maximum Capture Problem (MAXCAP) (ReVelle, 1986), Multiplicative Competitive Interaction (MCI) (Nakanishi and Cooper, 1974) and Multiple Store Location (Achabal, et.al., 1982).

1st Freisz, te.al. (Freisz, et.al., 1988) pointed out that one of the three competitive network facility location models that were "likely to serve as foundations for future models" is ReVelle's **Maximum Capture Problem (MAXCAP)** (ReVelle, 1986). MAXCAP problems are trying to include Store-Choice theories in its models. It stands to reason that any retail location model should take into account the process underlying consumers' choice of store. Traditionally, the discrete location modelling literature has been successfully applied to locate public sector services, where the main aim is to optimise some measure of service quality in terms of access (e.g., maximizing service coverage or minimizing average distance to the service). Actually, new models are appearing within a private sector context, where there is competition among providers

of the service. The models employed focus on solving problems like hierarchical services and scenarios with different demand and/or competitor locations. To date, this literature has assumed that consumers shop at the closest store supplying a specific product or service. However, one needs to ask whether this assumption reflects consumer behaviour. It seems more realistic to admit that consumers do not merely consider distance when making-choice retail shops. There is a new version of the MAXCAP model, which could be applied to the retail sector. This broader research work has defined three main stages on the way to achieving these objectives:

1st - an analysis of how best to include distance in the new version of MAXCAP model.

2nd - analyse which store attributes (other than distance) should be included in the new version of the MAXCAP model and how these could be incorporated.

3rd - a solution employing the new version of the MAXCAP model and its application to a real case.

In essence, the MAXCAP problem seeks the location of a fixed number of stores for firm entering in a spatial market where competitors' shops are already doing business. Since consumers in an area are captured by a given shop if there is no closer shop, the objective of the entering firm is to maximize its market capture. The MAXCAP model uses the traditional view of all or nothing capture relative to the distance criteria.

2nd The Multiplicative Competitive Interaction (MCI) model (Nakanishi and Cooper, 1974) determines using information revealed by past consumer's behaviour in order to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

3rd Multiplicative Store Location (Achabal, et.al., 1982) is usually applied in a retailing context of firms.

- As we said at the beginning of the literature according to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; a combination of the right *product offer* in terms of price and choice, and a *store offer* that is convenient and appealing all impacted upon a consumer's choice of store.

a) Product Offer

- **Price:** Not all customers seek the "cheapest outlets". Price appears to be more of a driver for those on a budget and those with less of an interest in food.

- **Promotions:** Special offers played an important role in delivering an overall price message, often providing enough of an incentive to break a routine and visit different stores. Typical promotions are only associated with the supermarkets (Joseph Cronin, 2000).

- **Food choice-breadth of range:** Many customers feel that they would be able to get all they need from the supermarket, including food, non-foods, newspapers, prescriptions, paying utility bills and dry cleaning for example.

- **Food choice-depth of range:** It is generally recognize that supermarkets offer the widest choice of products. However many people feel that specialist shops and farmer's markets for

example have a different or deeper, but narrower range, offering a valued alternative to the supermarket.

- **Own brand products:** A number of customers would make an effort to visit another store if they preferred certain products. This is often the motivation behind customers shopping at local specialty outlets, however even those reliant on supermarkets would often switch between different supermarket chains.

b) Store Offer

- **Layout & Atmosphere:**

→ ***Store Layout:*** Many of the consumers want to complete their shopping as quickly as possible and therefore they placed a higher value on knowing the store layout. This is a main driver of store loyalty – but of course applied to supermarkets.

→ ***Store Size:*** There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

→ ***Atmosphere:*** The "atmosphere" of supermarkets is only commented on occasionally, but the positive comments often related to aspects associated with smaller, or market environment stores (Philip Kotler, 1973)

• **Facilities:**

→ ***Opening Hours:*** A number of customers, particularly those working, found traditional 9-5 opening hours of typical town centre shops restrictive, as they do not necessarily want to be complete food shopping at the weekend. These customers welcomed the flexibility of late opening hours.

→ ***Parking:*** As most people do large weekly shops in a car, free parking is an important and an attractive feature of the supermarket offer.

• **Location:**

→ ***Closest:*** Customers most likely to cite the proximity of a shop to their home as a key driver for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

• **Staff / Customer Service:** The type of service expected varied between stores. Generally the customers expected an efficient and polite service within supermarkets (Berry M. McCollough, 2000); this is a "must have" rather than added value part of the offer. However there are more positive, unprompted comments about the type of service in local specialist outlets, typically implying a more friendly and knowledgeable approach.

2.3 Conclusion

This section was a review of the literature survey carried out on customers' supermarket choice. The purpose was to identify and define the main variables affecting the problem as defined in Section 1.

SECTION 3

THEORETICAL FRAMEWORK

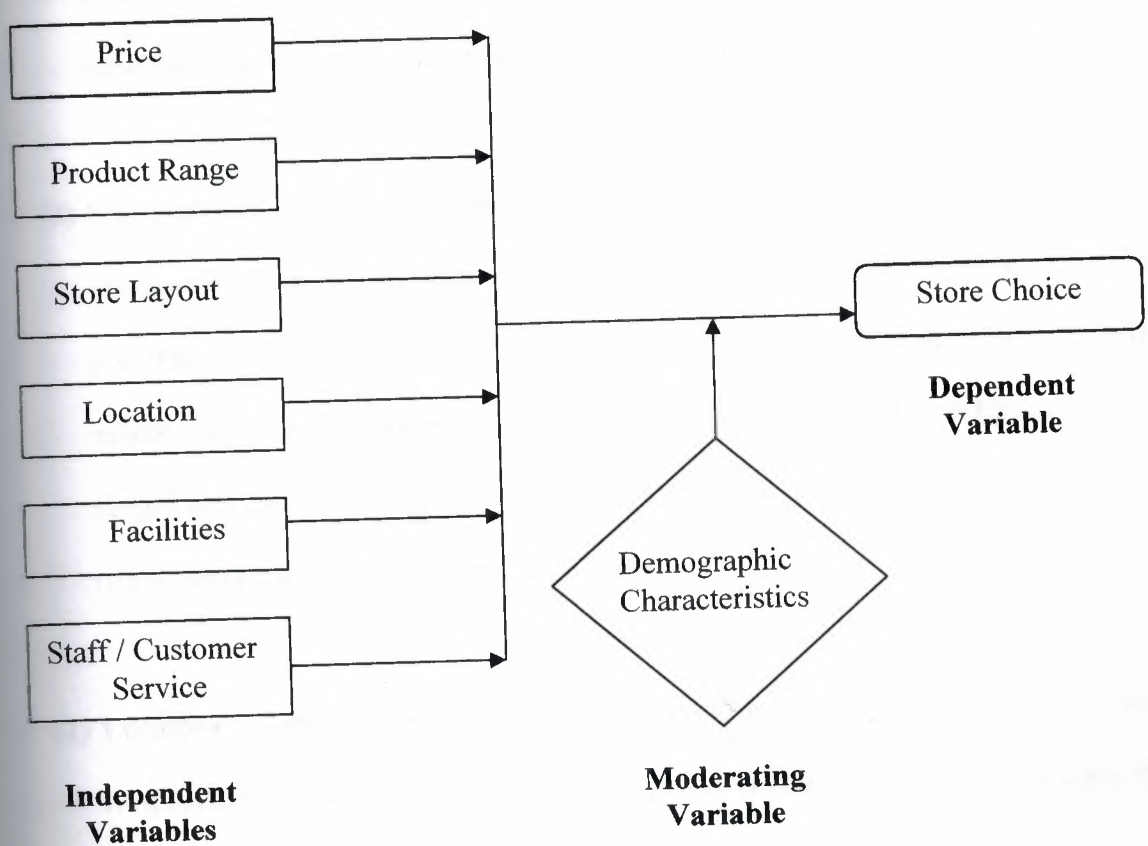
3.1 Introduction

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

3.2 A Theoretical Framework for Customer's Supermarket Choice

The variables and their relationships that will be the basis of this study are defined and illustrated as below:

Figure 3.1



According to Joanne Denney (2004) there are six independent variables which are (1) price, (2) product range, (3) store layout, (4) location, (5) facilities and (6) staff/customer service. These independent variables are all affecting each other; it means that they are all inter-related.

(1) **Price** appears to be a driver for those on a budget and those with less of an interest in food. Price also refers to *product price,* which includes cheap/expensive, value for money and promotion. Special offers play an important role in delivering on overall price message, often providing enough of an incentive to break a routine and visit different stores.

(2) **Product range** refers *food choice – breadth of range, food choice – depth of range* and *own brand products*. Breadth of range means that customer can find whatever they want or we can say there are a variety of product types. Depth of range means supermarkets offer the widest choice of products. Own brand products means that supermarkets have their own brand products which are selling in their stores.

(3) **Store layout** refers *arrangement of products in a row, sore size, cleanliness* and *atmosphere*. Many of the customers wanted to complete their shopping as quickly as possible and therefore they placed a high value on knowing the store layout. There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

(4) **Location** refers supermarket places if it is closest or not and on the way or not. Respondents most likely to cite the proximity of a shop to their home as a key driver

for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

(5) **Facilities** refer stores' opening hours, parking and may be some places for eating, drinking something or sitting for rest. A number of respondents, particularly those working, welcomed the flexibility of late opening hours. As most people do large weekly shops in a car, free parking is an important and attractive feature of the supermarket offer.

(6) **Staff / Customer Service** refers efficient and polite service within supermarkets. This is a "must have" rather than added value part of the offer. Staff should imply a more friendly and knowledgeable approach.

These independent variables act together in affecting the dependent variable (store choice) on the model illustrated in Figure 3.1. This study also argues that there is a moderating variable which has a contingent effect on the independent variable and dependent variable relationship. The moderating variable (7) is identified as ***demographic characteristics***.

(7) **Demographic characteristics** refer customers' personal characteristics such as age, gender, income, education, ethnicity, occupation, and family cycle.

This study is centred on the argument that apart from the variables described by Joanne Denney (2004), there is the moderating variable, demographic characteristic, and this study will try to identify the contingent effect of this variable on the final customer decision in store choice.

3.3 Conclusion

This section set up a theoretical framework of the problem situation using the variables as identified in Section 2.

SECTION 4

CONTEXTUAL FACTORS

4.1 Introduction

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

4.2 Supermarkets Around the World

A **supermarket** is a store that sells a wide variety of goods including food and alcohol, medicine, clothes, and other household products that are consumed regularly. It is often part of a chain that owns or controls (sometimes by franchise) other supermarkets located in the same or other towns; this increases the opportunities for economies of scale. The chains themselves are often supplied from the distribution centres of a larger business.

Supermarkets usually offer products at low prices by reducing margins. Certain products (typically staples such as bread, milk and sugar) are often sold as loss leaders, that is, with negative margins. To maintain a profit, supermarkets attempt to make up for the low margins with a high volume of sales, and with sales of higher-margin items. Customers usually shop by putting their products into trolleys (shopping carts) or baskets (self-service) and pay for the products at the check-out. At present, many supermarket chains are trying to reduce labour costs (and thus margins) further by shifting to self-service check-out machines, where a group of four or five machines is supervised by a single assistant.

A larger full-service supermarket combined with a department store is known as a hypermarket. Other services that supermarkets may have include cafés, crèches, photo development, pharmacies, and/or petrol stations.

History

Early retailers did not trust their customers. In many stores, all products had to be fetched by an assistant from high shelves on one side of a counter while the customers stood on the other side and pointed to what they wanted. Also, many foods did not come in the individually wrapped consumer-size packages taken for granted today, so a clerk had to measure out the precise amount desired by the consumer. These practices were obviously labour-intensive and quite expensive.

The concept of a self-service grocery store was developed by Clarence Saunders and his Piggly Wiggly stores, and A&P was the most successful of the early chains in the United States, having become common in American cities in the 1920s. The general trend in retail since then has been to stack shelves at night and let the customers get their own goods and bring them to the front of the store to pay for them. Although there is a higher risk of shoplifting, the costs of appropriate security measures will be ideally outweighed by the economies of scale and reduced labour costs.

The first true supermarket in the United States was opened by ex-Kroger employee Michael J. Cullen, in August 1930 in a 6,000 square foot (560 m^2) former garage in Jamaica, Queens, New York. The store, King Kullen, following King Kong, operated under the slogan "Pile it high. Sell it low." When Cullen died in 1936, there were fifteen stores in operation.

Supermarkets proliferated in the United States along with suburban areas after World War II. Supermarkets in the USA are now often co-located with department stores in strip malls and

are generally regional rather than national. Kroger is probably the closest thing in the U.S. to a national chain but has preserved most of its regional brands like Ralphs.

It was formerly common for supermarkets to give trading stamps. Today, most supermarkets issue store-specific "members' cards," "club cards," or "loyalty cards" which are scanned at the register when the customer goes to check-out. Typically, several items are given special discounts if the credit card-like devices are used.

In Britain, France and other European countries, the proliferation of out-of-town supermarkets has been blamed for the disappearance of smaller, local grocery stores and for increased dependency on the motor car. In particular, some critics consider the practice of selling loss leaders to be anti-competitive.

4.3 Supermarkets in Lefkoşa, Northern Cyprus

4.3.1 Northern Cyprus

The Turkish Republic of Northern Cyprus (TRNC) is a small island state situated in the Eastern Mediterranean with its 200 000 inhabitants. Despite its small population and limited trade with the outside world increasing number of supermarket companies compete with each other for customers.

4.3.2 Background to Supermarkets and Groceries in Northern Cyprus

There were some groceries in some towns and villages for shopping. People bought their needs from groceries. There were open markets for buying extra needs such as clothes, shoes, etc. Supermarkets started at the beginning of the 1990's. After that time supermarkets started to compete with different prices, product range, store layout, location, facilities and staff/worker."

4.3.3 Supermarkets Visited by This Study

4.3.3.1 Lemar

Lemar started in the end of the 1990's. It has total seven branches in Girne, Lefkoşa, Güzelyurt, and Magosa. Lefkoşa Lemar has a restaurant and a cinema as facilities.

4.3.3.2 Metropol

Metropol started at the middle of the 1990's.It hasn't got an extra branch. It has a restaurant which name is "Pizzy Burger" and a park for children.

4.3.3.3 Önder

Önder name was Atlex until before two years. It started at the beginning of the 1990's. It hasn't got an extra branch.

4.3.3.4 Astro

Astro started at the beginning of the 2000's. It has two branches which are in Lefkoşa and Girne.

4.3.3.5 Reis

Reis started at the middle of the 1980's as a grocery. After years, at beginning of the 1990's it continued as a supermarket. Build new buildings and growth its capacity. It has a web page and gives orders from internet then distributes products to groceries in the villages and towns.

4.4 Conclusion

This section introduced the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

SECTION 5

METHODOLOGY

5.1 Introduction

This section describes the steps and methods that were used during the investigations of this study.

5.2 Sampling

The type of sampling is; *Convenience sampling* which is nonprobability sampling. Convenience sampling refers to collection of information from members of the population who are conveniently available to provide it. This study use convenience samples to obtain a large number of completed questionnaires quickly and economically.

The purpose of the study is; *Descriptive study*. The goal of a descriptive study is to offer to the researcher a profile or to describe relevant aspects of the phenomena of interest from an individual, organizational, industry-oriented, or other perspective. Descriptive studies that present data in a meaningful from thus help to:

- understand the characteristics of a group in a given situation,
- think systematically about aspects in a given situation,
- offer ideas for further probe and research, and/or
- help make certain simple decisions (such as what kinds of individuals should be shopping in a store).

This study is also undertaken in supermarkets to learn about and describe the characteristics of supermarket customers as for example age, gender, income, education, ethnicity, occupation and family cycle.

The type of investigation is; *Correlational study*. When the researcher is interested in delineating the important variables associated with the problem, the study is called a *Correlational study*. This study researches the variables relation to make a store choice.

The extent of research interference in the study is; *Minimal interference* because in this study researcher has not interfered with the normal activities in the store. Researcher collects data from customers through a questionnaire to indicate demographic characteristics of each stores customers and variables that affect their store choice.

The study setting is; *Field study and noncontrived setting*. Correlational studies done in organizations are called field study. In this study researcher analyze the relationship between variables (such as independent, moderating and dependent variables).

The unit of analysis is; *Individuals* because data will be gathered from supermarket customers and researcher through a questionnaire to each customer.

The time horizon is; *longitudinal study* because this study needs to study people at more than one point in times in order to answer the research questions. In this study, data are gathered at five different points in time such as morning, noon, afternoon, evening during the week and weekend.

ABSTRACT

This paper is a study report for the graduation project (MAN 400) written as partial assessment requirement for the BA in Business Administration Degree, Near East University, Lefkoşa, Northern Cyprus.

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis, and Önder in Northern Cyprus. It is observed that people tend to prefer one store over other. The literature discusses some factors that influence the customer choice of a supermarket.

The purpose of this study was to find out whether there is a link between customers demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

A total of 10 customers (men-women) were interviewed at five different supermarkets. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher.

As a conclusion; results of the interviews compared with each other and found each superstores base factors that affect customers' choice.

Key words: Supermarkets/stores, Customers' choice, price, product range, store layout, location, facility, staff/customer service

Teşekkürler

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Ayrıca sevgili ailem, onlar bana hayatım boyunca destek oldular, her sorunumda yanımdaydılar, hiç düşünmeden ellerinden gelen desteği gösterdiler, onlara da sonsuz teşekkürlerimi sunuyorum.

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It is observed that people tend to prefer one store over other. This situation currently exists so it needs to be describing the factors which are affecting the customer store choice.

1.3 Problem Statement

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis and Önder in North Cyprus. It is observed that people tend to prefer one store over others. This study is doing to find the factors that affect the customer store choice.

1.4 Purpose

The purpose of this study is to find out whether there is a link between customers' demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

1.5 Questions For the Project

1.5.1 What are the variables that affect the customers' choice in preferring to use different superstores?

1.5.2 Is there a link between customers' demographic backgrounds and their choice in using a different superstore as in the case of Lefkoşa, North Cyprus?

1.6 Sections of This Study Report

1.6.1 Section 2 - Literature Review

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem.

1.6.2 Section 3 – Theoretical Framework

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

1.6.3 Section 4 – Contextual Factors

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

1.6.4 Section 5 – Methodology

This section describes the steps and methods that were used during the investigations of this study.

1.6.5 Section 6 - Findings

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

1.6.6 Section 7 - Conclusion

This section introduces the summary of the findings for each supermarket, conclusions on project questions, limitations of this study and recommendation for the future research.

1.7 Conclusion

This section has introduced the broad problem area, the problem definition, the purpose of the study and its questions.

SECTION 2

LITERATURE REVIEW

2.1 Introduction

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem as defined in Section 1.

2.2 Customer Supermarket Choice

According to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; there are different and a growing number of supermarkets. It is observed that people tend to prefer one store to others. Research findings reveal that the main reasons for choosing this format of food retailing are price, location, quality (store layout) and variety (Orgel, 1997). These factors are all inter-related. A combination of the right product offer in terms of price and choice, and a store offer that is convenient and appealing all impacted upon a consumer's choice of store.

The choice of a store's location is the most important decision for a retail organization makes since it is a critical factor in the enterprise's success or failure. So we can divide the literature in two parts, which are "competitive location literature" and "store-choice literature".

Competitive Location Literature

Competitive location literature is one line of study within the retail store field, which addresses the issue of optimally locating firms that compete for clients in space. Hotelling pioneered this field (Hotelling, 1929) and assumed that consumer would shop at the nearest store. Friesz, et.al. (Friesz, et.al., 1988) pointed out that there are three competitive network facility location models that were "likely to serve as foundations for future models". These ones are the ones of Lederer (Lederer, 1986), Tobin and Friesz (Tobin and Friesz, 1986) and Revelle (Revelle, 1986).

ReVelle and his followers constructed a group of models that examined competition among retail stores in a discrete spatial market. The basic model was the Maximum Capture Problem (MAXCAP) (ReVelle, 1986). In essence, the MAXCAP problem seeks the location of a fixed number of stores for an entering firm in a spatial market where there are other shops from other firms already competing for clients. The spatial market is represented by a network. Each node of the network represents a local market with a fixed demand, which is given. The location of the shops is limited to the nodes of the network. Competition is based on distance: a market is "captured" by a given shop if there is no other shop closer to it. The objective of the entering firm is to maximize its market capture. This model has been adapted to different situations. The first modification introduced shops that are hierarchical in nature and where there is competition at each level of the hierarchy (Serra, et. al., 1992). A second extension took into account the possible reaction from competitors to the entering firm (Serra and ReVelle, 1994). Finally, another modification of the MAXCAP problem introduced scenarios with different demands and / or competitor locations (Serra et.al. 1996). A good review of these models can be found in Serra and ReVelle (Serra and ReVelle, 1996) and a real application of it in Serra and Marianov (Serra and Marianov, 1999).

Store-Choice Literature

Store-Choice literature tries to understand the consumer store-choice process. This literature studies the key variables, which a customer takes into account when shopping at a particular shop, and how these variables interact. This literature usually assumes that the consumers not only cares about which shop is the closest but also consider other variables in making his decision to patronize a particular establishment.

Store-Choice models may be classified into three groups (Craig, et.al., 1984).

The first group includes models that rely on some normative assumption regarding consumer travel behaviour. The simplest model is the nearest-centre hypothesis; i.e., consumers patronize the nearest outlet that provides the required good or service. This hypothesis has not found much empirical support, except in areas where shopping opportunities are few and transportation is difficult.

The empirical evidence suggested that consumers trade off the cost of travel with the attractiveness of alternative shopping opportunities. The first one to recognize this was Reilly in its Reilly's "law of retail ***gravitation***" (1929) based on Newton's Law of Gravitation[6] (1686). Reilly's law states that "the probability that a consumer patronizes a shop is proportional to its attractiveness and inversely proportional to a power of distance to it" (Reilly, 1929). Reilly was the precursor of the "gravity" type of spatial choice models. As this early stage, these models were non-calibrated in the sense that the parameters of the models have a priori assigned value. The best representatives of this group are the models of Reilly (Reilly, 1929) and Converse (Converse, 1949).

These non-calibrated gravity models have some *limitations* (Diez de Castro, 1997):

- They can only be applied to big stores like hypermarkets and shopping centres.
- They can only be applied when the consumer buys non-usual goods.
- They have a restrictive assumption that forces consumer's zones to be assigned to only one shop.

The second group includes models that use the revealed preference approach to calibrate the "gravity" type of spatial choice models. These ones use information revealed by past behaviour to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

Huff (Huff, 1964) was the first one to use the revealed preference approach to study retail store choice. The Huff probability formulation uses distance (or travel time) from consumer's zones to retail centres and the size of retail centres as inputs to find the probability of consumers shopping at a given retail outlet. He was also the first one to introduce the Luce axiom of discrete choice in the gravity model. Using this axiom, consumers may visit more than one store and the probability of visiting a particular store is equal to the ratio of the utility of that store to the sum of utilities of all stores considered by the consumers.

The main critique to Huff model is its over-simplification since it only considers two variables (***distance*** and ***size***) to describe consumer store-choice behaviour.

Nakanishi and Cooper (1974) extended Huff's model by including a set of store attractiveness attributes (rather than just one attribute employed in Huff's model). Attributes such as consumer opinion of ***store image***, ***store appearance***, and ***service level*** can be used, as well as objectives measures as travel distance and physical distance (Vandell & Carter, 1993). This more general statement was known as the **Multiplicatives Competitive Interaction** (**MCI** model).

Revealed preference methods overcome the problems of normative methods because consumers are not assigned exclusively to one shop, and the models can be applied to cases where consumers shopping habits are independent of store size. Despite these improvements, these models also have their drawbacks (Craig, et.al., 1984):

- They assume consumer utility function to be compensatory. But in reality consumers reject stores beyond a certain distance. Consumers may also reject stores unless they possess minimum levels of other attributes.
- Context dependence; i.e., the estimated parameters reflect the characteristics of existing stores in the area. For example, the parameters associated with characteristics on which the existing stores do not differ much would be low. This does not, however, imply that such characteristics are unimportant to consumers but rather, that because of their similarity across stores; other variables are used to discriminate among them.
- The distance decay parameter is highly dependent on the characteristics of the spatial structure. The implication is that in assessing the importance of location on store utilities, individuals consider not only the distance to that stores but also the relative distances to other stores in the area. The result is that consumers residing in different areas might differentially weight the impact of distance on store choice.

Finally, **the third group** includes the models that use direct utility. These models overcome the problem of context dependence, estimating consumer utility functions from simulated choice data using information integration, conjoint or logit techniques. Instead of observing past choices, these methods use consumer evaluations of hypothetical ***store descriptions*** to calibrate the utility function. The best representative model of this group is the one developed by Ghosh and Craig (Ghosh and Craig, 1983) based on game theory.

Given that the aim of the thesis is the incorporation of one store-choice model in the MAXCAP model, one of the previous store-choice models needs to be chosen. The criterion used in making this choice is how well the resulting model can be applied to the real world.

* As we can see there are three types of research methods for store-choice. These are Maximum Capture Problem (MAXCAP) (ReVelle, 1986), Multiplicative Competitive Interaction (MCI) (Nakanishi and Cooper, 1974) and Multiple Store Location (Achabal, et.al., 1982).

1st Freisz, te.al. (Freisz, et.al., 1988) pointed out that one of the three competitive network facility location models that were "likely to serve as foundations for future models" is ReVelle's **Maximum Capture Problem (MAXCAP)** (ReVelle, 1986). MAXCAP problems are trying to include Store-Choice theories in its models. It stands to reason that any retail location model should take into account the process underlying consumers' choice of store. Traditionally, the discrete location modelling literature has been successfully applied to locate public sector services, where the main aim is to optimise some measure of service quality in terms of access (e.g., maximizing service coverage or minimizing average distance to the service). Actually, new models are appearing within a private sector context, where there is competition among providers

of the service. The models employed focus on solving problems like hierarchical services and scenarios with different demand and/or competitor locations. To date, this literature has assumed that consumers shop at the closest store supplying a specific product or service. However, one needs to ask whether this assumption reflects consumer behaviour. It seems more realistic to admit that consumers do not merely consider distance when making-choice retail shops. There is a new version of the MAXCAP model, which could be applied to the retail sector. This broader research work has defined three main stages on the way to achieving these objectives:

1st - an analysis of how best to include distance in the new version of MAXCAP model.

2nd - analyse which store attributes (other than distance) should be included in the new version of the MAXCAP model and how these could be incorporated.

3rd - a solution employing the new version of the MAXCAP model and its application to a real case.

In essence, the MAXCAP problem seeks the location of a fixed number of stores for firm entering in a spatial market where competitors' shops are already doing business. Since consumers in an area are captured by a given shop if there is no closer shop, the objective of the entering firm is to maximize its market capture. The MAXCAP model uses the traditional view of all or nothing capture relative to the distance criteria.

2nd The Multiplicative Competitive Interaction (MCI) model (Nakanishi and Cooper, 1974) determines using information revealed by past consumer's behaviour in order to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

3rd Multiplicative Store Location (Achabal, et.al., 1982) is usually applied in a retailing context of firms.

* As we said at the beginning of the literature according to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; a combination of the right *product offer* in terms of price and choice, and a *store offer* that is convenient and appealing all impacted upon a consumer's choice of store.

a) **Product Offer**

* **Price:** Not all customers seek the "cheapest outlets". Price appears to be more of a driver for those on a budget and those with less of an interest in food.

* **Promotions:** Special offers played an important role in delivering an overall price message, often providing enough of an incentive to break a routine and visit different stores. Typical promotions are only associated with the supermarkets (Joseph Cronin, 2000).

* **Food choice-breadth of range:** Many customers feel that they would be able to get all they need from the supermarket, including food, non-foods, newspapers, prescriptions, paying utility bills and dry cleaning for example.

* **Food choice-depth of range:** It is generally recognize that supermarkets offer the widest choice of products. However many people feel that specialist shops and farmer's markets for

example have a different or deeper, but narrower range, offering a valued alternative to the supermarket.

- **Own brand products:** A number of customers would make an effort to visit another store if they preferred certain products. This is often the motivation behind customers shopping at local specialty outlets, however even those reliant on supermarkets would often switch between different supermarket chains.

b) Store Offer

- **Layout & Atmosphere:**

→ ***Store Layout:*** Many of the consumers want to complete their shopping as quickly as possible and therefore they placed a higher value on knowing the store layout. This is a main driver of store loyalty – but of course applied to supermarkets.

→ ***Store Size:*** There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

→ ***Atmosphere:*** The "atmosphere" of supermarkets is only commented on occasionally, but the positive comments often related to aspects associated with smaller, or market environment stores (Philip Kotler, 1973)

• **Facilities:**

→ ***Opening Hours:*** A number of customers, particularly those working, found traditional 9-5 opening hours of typical town centre shops restrictive, as they do not necessarily want to be complete food shopping at the weekend. These customers welcomed the flexibility of late opening hours.

→ ***Parking:*** As most people do large weekly shops in a car, free parking is an important and an attractive feature of the supermarket offer.

• **Location:**

→ ***Closest:*** Customers most likely to cite the proximity of a shop to their home as a key driver for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

• **Staff / Customer Service:** The type of service expected varied between stores. Generally the customers expected an efficient and polite service within supermarkets (Berry M. McCollough, 2000); this is a "must have" rather than added value part of the offer. However there are more positive, unprompted comments about the type of service in local specialist outlets, typically implying a more friendly and knowledgeable approach.

2.3 Conclusion

This section was a review of the literature survey carried out on customers' supermarket choice. The purpose was to identify and define the main variables affecting the problem as defined in Section 1.

SECTION 3

THEORETICAL FRAMEWORK

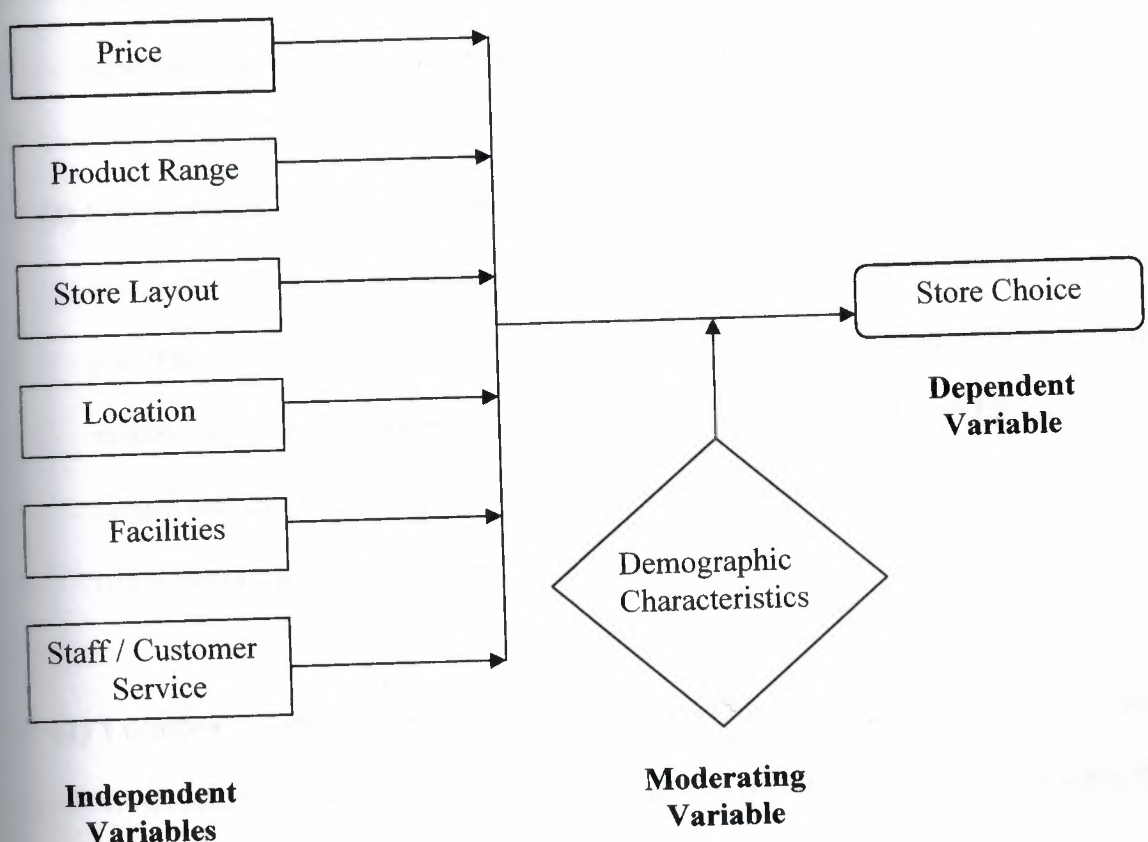
3.1 Introduction

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

3.2 A Theoretical Framework for Customer's Supermarket Choice

The variables and their relationships that will be the basis of this study are defined and illustrated as below:

Figure 3.1



According to Joanne Denney (2004) there are six independent variables which are (1) price, (2) product range, (3) store layout, (4) location, (5) facilities and (6) staff/customer service. These independent variables are all affecting each other; it means that they are all inter-related.

(1) **Price** appears to be a driver for those on a budget and those with less of an interest in food. Price also refers to *product price,* which includes cheap/expensive, value for money and promotion. Special offers play an important role in delivering on overall price message, often providing enough of an incentive to break a routine and visit different stores.

(2) **Product range** refers *food choice – breadth of range, food choice – depth of range* and *own brand products*. Breadth of range means that customer can find whatever they want or we can say there are a variety of product types. Depth of range means supermarkets offer the widest choice of products. Own brand products means that supermarkets have their own brand products which are selling in their stores.

(3) **Store layout** refers *arrangement of products in a row, sore size, cleanliness* and *atmosphere*. Many of the customers wanted to complete their shopping as quickly as possible and therefore they placed a high value on knowing the store layout. There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

(4) **Location** refers supermarket places if it is closest or not and on the way or not. Respondents most likely to cite the proximity of a shop to their home as a key driver

for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

(5) **Facilities** refer stores' opening hours, parking and may be some places for eating, drinking something or sitting for rest. A number of respondents, particularly those working, welcomed the flexibility of late opening hours. As most people do large weekly shops in a car, free parking is an important and attractive feature of the supermarket offer.

(6) **Staff / Customer Service** refers efficient and polite service within supermarkets. This is a "must have" rather than added value part of the offer. Staff should imply a more friendly and knowledgeable approach.

These independent variables act together in affecting the dependent variable (store choice) on the model illustrated in Figure 3.1. This study also argues that there is a moderating variable which has a contingent effect on the independent variable and dependent variable relationship. The moderating variable (7) is identified as ***demographic characteristics***.

(7) **Demographic characteristics** refer customers' personal characteristics such as age, gender, income, education, ethnicity, occupation, and family cycle.

This study is centred on the argument that apart from the variables described by Joanne Denney (2004), there is the moderating variable, demographic characteristic, and this study will try to identify the contingent effect of this variable on the final customer decision in store choice.

3.3 Conclusion

This section set up a theoretical framework of the problem situation using the variables as identified in Section 2.

SECTION 4

CONTEXTUAL FACTORS

4.1 Introduction

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

4.2 Supermarkets Around the World

A **supermarket** is a store that sells a wide variety of goods including food and alcohol, medicine, clothes, and other household products that are consumed regularly. It is often part of a chain that owns or controls (sometimes by franchise) other supermarkets located in the same or other towns; this increases the opportunities for economies of scale. The chains themselves are often supplied from the distribution centres of a larger business.

Supermarkets usually offer products at low prices by reducing margins. Certain products (typically staples such as bread, milk and sugar) are often sold as loss leaders, that is, with negative margins. To maintain a profit, supermarkets attempt to make up for the low margins with a high volume of sales, and with sales of higher-margin items. Customers usually shop by putting their products into trolleys (shopping carts) or baskets (self-service) and pay for the products at the check-out. At present, many supermarket chains are trying to reduce labour costs (and thus margins) further by shifting to self-service check-out machines, where a group of four or five machines is supervised by a single assistant.

A larger full-service supermarket combined with a department store is known as a hypermarket. Other services that supermarkets may have include cafés, crèches, photo development, pharmacies, and/or petrol stations.

History

Early retailers did not trust their customers. In many stores, all products had to be fetched by an assistant from high shelves on one side of a counter while the customers stood on the other side and pointed to what they wanted. Also, many foods did not come in the individually wrapped consumer-size packages taken for granted today, so a clerk had to measure out the precise amount desired by the consumer. These practices were obviously labour-intensive and quite expensive.

The concept of a self-service grocery store was developed by Clarence Saunders and his Piggly Wiggly stores, and A&P was the most successful of the early chains in the United States, having become common in American cities in the 1920s. The general trend in retail since then has been to stack shelves at night and let the customers get their own goods and bring them to the front of the store to pay for them. Although there is a higher risk of shoplifting, the costs of appropriate security measures will be ideally outweighed by the economies of scale and reduced labour costs.

The first true supermarket in the United States was opened by ex-Kroger employee Michael J. Cullen, in August 1930 in a 6,000 square foot (560 m^2) former garage in Jamaica, Queens, New York. The store, King Kullen, following King Kong, operated under the slogan "Pile it high. Sell it low." When Cullen died in 1936, there were fifteen stores in operation.

Supermarkets proliferated in the United States along with suburban areas after World War II. Supermarkets in the USA are now often co-located with department stores in strip malls and

are generally regional rather than national. Kroger is probably the closest thing in the U.S. to a national chain but has preserved most of its regional brands like Ralphs.

It was formerly common for supermarkets to give trading stamps. Today, most supermarkets issue store-specific "members' cards," "club cards," or "loyalty cards" which are scanned at the register when the customer goes to check-out. Typically, several items are given special discounts if the credit card-like devices are used.

In Britain, France and other European countries, the proliferation of out-of-town supermarkets has been blamed for the disappearance of smaller, local grocery stores and for increased dependency on the motor car. In particular, some critics consider the practice of selling loss leaders to be anti-competitive.

4.3 Supermarkets in Lefkoşa, Northern Cyprus

4.3.1 Northern Cyprus

The Turkish Republic of Northern Cyprus (TRNC) is a small island state situated in the Eastern Mediterranean with its 200 000 inhabitants. Despite its small population and limited trade with the outside world increasing number of supermarket companies compete with each other for customers.

4.3.2 Background to Supermarkets and Groceries in Northern Cyprus

There were some groceries in some towns and villages for shopping. People bought their needs from groceries. There were open markets for buying extra needs such as clothes, shoes, etc. Supermarkets started at the beginning of the 1990's. After that time supermarkets started to compete with different prices, product range, store layout, location, facilities and staff/worker."

4.3.3 Supermarkets Visited by This Study

4.3.3.1 Lemar

Lemar started in the end of the 1990's. It has total seven branches in Girne, Lefkoşa, Güzelyurt, and Magosa. Lefkoşa Lemar has a restaurant and a cinema as facilities.

4.3.3.2 Metropol

Metropol started at the middle of the 1990's.It hasn't got an extra branch. It has a restaurant which name is "Pizzy Burger" and a park for children.

4.3.3.3 Önder

Önder name was Atlex until before two years. It started at the beginning of the 1990's. It hasn't got an extra branch.

4.3.3.4 Astro

Astro started at the beginning of the 2000's. It has two branches which are in Lefkoşa and Girne.

4.3.3.5 Reis

Reis started at the middle of the 1980's as a grocery. After years, at beginning of the 1990's it continued as a supermarket. Build new buildings and growth its capacity. It has a web page and gives orders from internet then distributes products to groceries in the villages and towns.

4.4 Conclusion

This section introduced the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

SECTION 5

METHODOLOGY

5.1 Introduction

This section describes the steps and methods that were used during the investigations of this study.

5.2 Sampling

The type of sampling is; <u>*Convenience sampling*</u> which is nonprobability sampling. Convenience sampling refers to collection of information from members of the population who are conveniently available to provide it. This study use convenience samples to obtain a large number of completed questionnaires quickly and economically.

The purpose of the study is; <u>*Descriptive study*</u>. The goal of a descriptive study is to offer to the researcher a profile or to describe relevant aspects of the phenomena of interest from an individual, organizational, industry-oriented, or other perspective. Descriptive studies that present data in a meaningful from thus help to:

- understand the characteristics of a group in a given situation,
- think systematically about aspects in a given situation,
- offer ideas for further probe and research, and/or
- help make certain simple decisions (such as what kinds of individuals should be shopping in a store).

This study is also undertaken in supermarkets to learn about and describe the characteristics of supermarket customers as for example age, gender, income, education, ethnicity, occupation and family cycle.

The type of investigation is; *Correlational study*. When the researcher is interested in delineating the important variables associated with the problem, the study is called a *Correlational study*. This study researches the variables relation to make a store choice.

The extent of research interference in the study is; *Minimal interference* because in this study researcher has not interfered with the normal activities in the store. Researcher collects data from customers through a questionnaire to indicate demographic characteristics of each stores customers and variables that affect their store choice.

The study setting is; *Field study and noncontrived setting*. Correlational studies done in organizations are called field study. In this study researcher analyze the relationship between variables (such as independent, moderating and dependent variables).

The unit of analysis is; *Individuals* because data will be gathered from supermarket customers and researcher through a questionnaire to each customer.

The time horizon is; *longitudinal study* because this study needs to study people at more than one point in times in order to answer the research questions. In this study, data are gathered at five different points in time such as morning, noon, afternoon, evening during the week and weekend.

5.3 Questionnaire Design

A questionnaire was designed by this study based on the variables identified during the literature review and the preliminary interviews with supermarket customers. The variables identified and their correlations were illustrated and explained in the theoretical model proposed by this study in Section 3. The questions were worded on the operational definitions of the variables. We create questions by using variables dimensions and elements as you can see on the figures 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. Both dichotomous and open-ended questions were designed with a 5-point Likert scale to measure the variances of the variables defined. There were three sections in the questionnaire, the first section related to screening questions, second section related to demographic questions and third section related to the variables on customers' store choice.

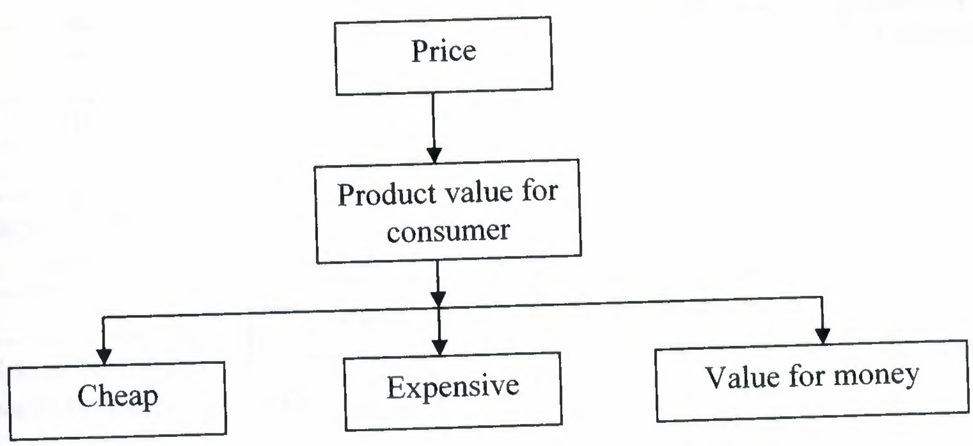


Figure 5.1 Price

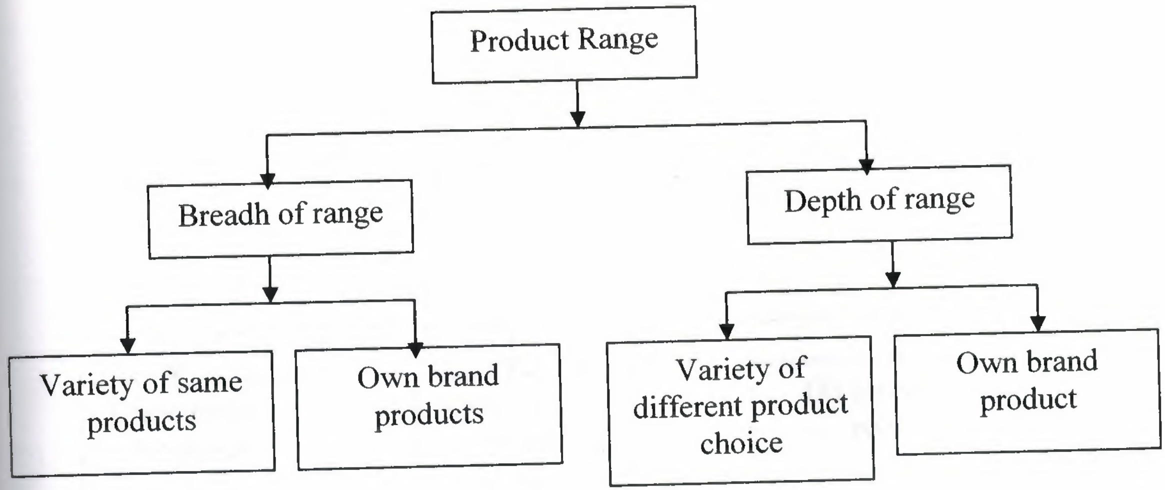


Figure 5.2 Product range

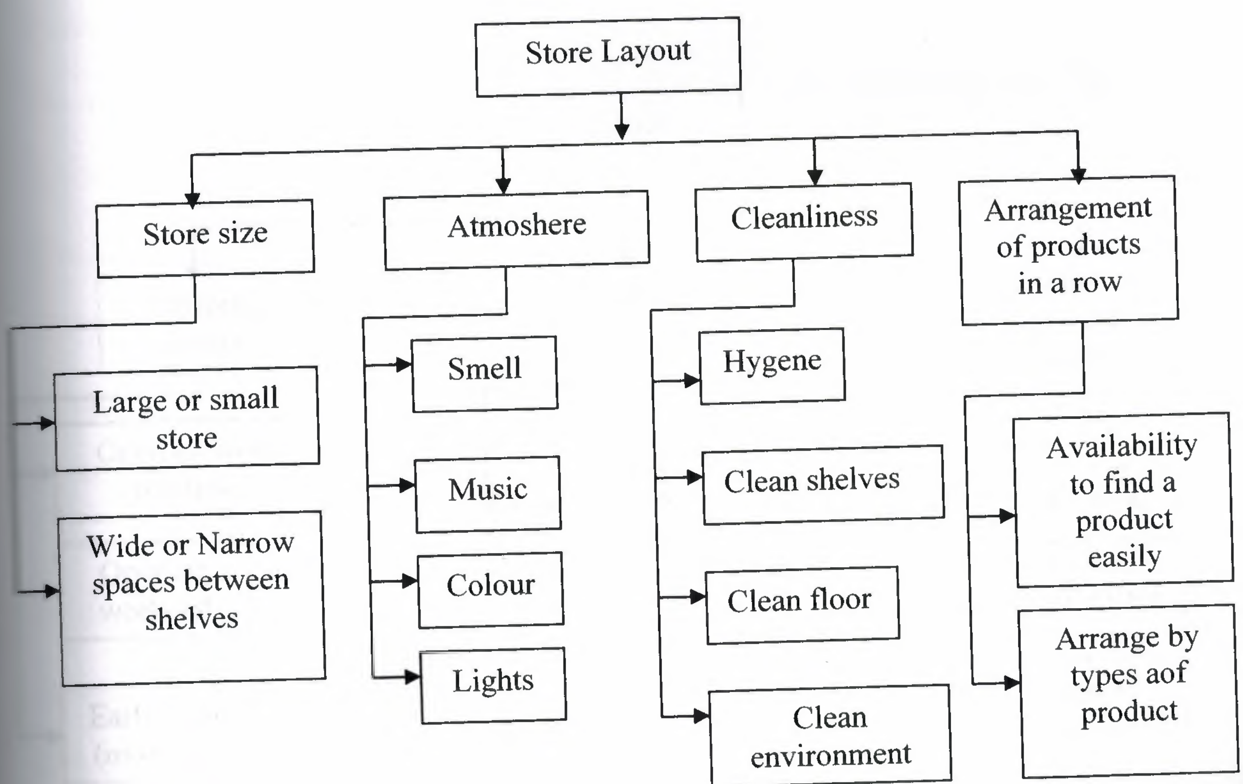


Figure 5.3 Store Layout

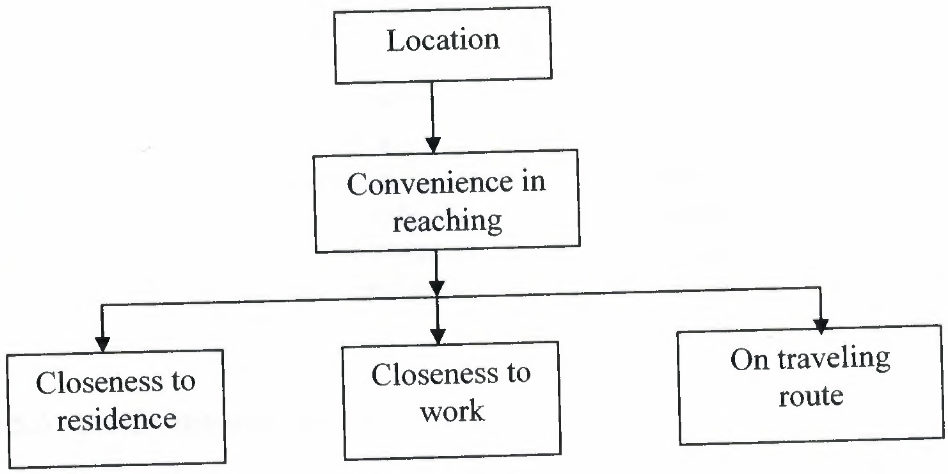


Figure 5.4 Location

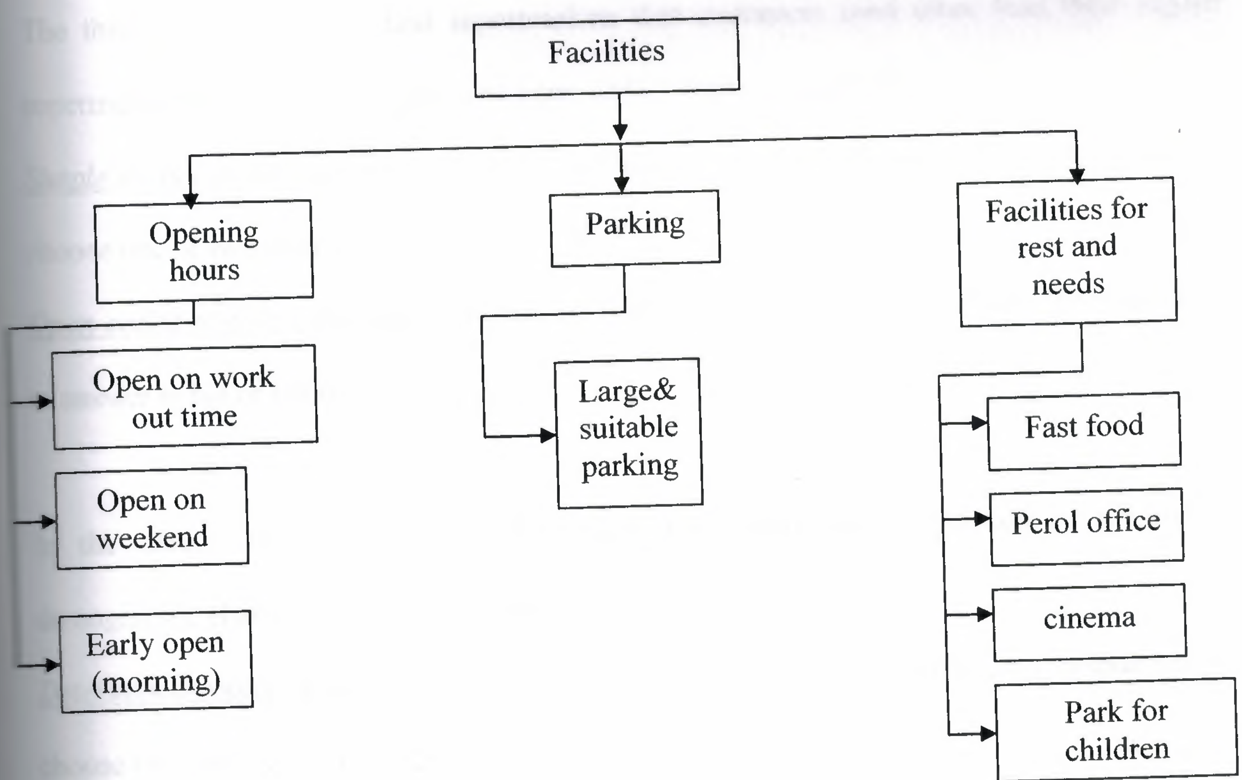


Figure 5.5 Facilities

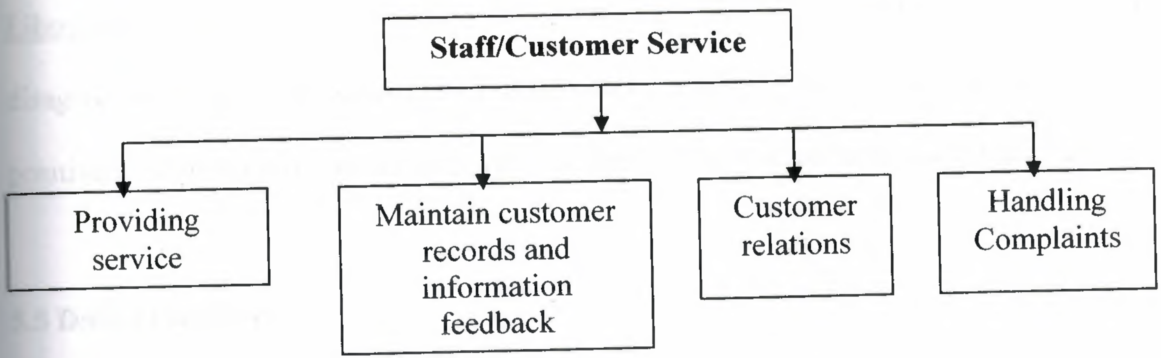


Figure 5.6 Staff/Customer Service

5.4 Scales of Questions

In the first section, the first two questions were the screening questions that helped to eliminate the non-customers from the investigation and used simple-dichotomous questions. The third question was to find supermarkets that customers used other than their regular supermarket and there researcher used open-ended response question.

Simple dichotomous question is a fixed-alternative question that requires the respondent to choose one or two dichotomous alternatives.

Open-ended response question is a question that poses some problem and asks the respondent to answer in his or her own words.

In the second section, the researcher used determinant-choice question to understand demographic characteristics of customers.

Determined-choice question is a fixed-alternative question that requires a respondent to choose one, and only one, response from among multiple alternatives.

In the third section researcher use five point likert scales to determine affected variables of store choice.

Likert scale is a measure of attitudes in which respondents' rate how strongly they agree or disagree with carefully constructed statements; several scales items ranging from very positive to very negative attitudes toward an object may be used form a summated index.

5.5 Data Processing

The information collected from the 50 questionnaires completed were processed using the SPSS statistical programme.

5.6 Conclusion

This section described the steps and methods that were used during the investigations of this study.

SECTION 6

FINDINGS

6.1 Introduction

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

6.2 Realisation Rate

A total of 10 customers (men-women) were interviewed at each supermarket named. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher. The reason for convenience sampling was explained in section 5.

The first two questions were the screening questions that helped to eliminate the non-customers from the investigation.

6.3 Responses and findings

The following reports the findings from the respondents interviewed from each supermarket visited. The findings are explained on a question-by-question basis:

6.3.1 LEMAR

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışlveriş yaptığınız marketler hangileridir?**

a)__________ **b)**__________ **c)**__________ **d)**__________

Supermarkets	Frequency
Metropol	3
Astro	1
Önder	1
Kiler	1

Table 6.1 Other choices of Lemar customers

Major Finding: With the main supermarket of Lemar, Lemar customers also mostly use Metropol.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. **Cinsiyet ?**

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	7	70,0	70,0	70,0
	Male	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.2 Gender (Lemar)

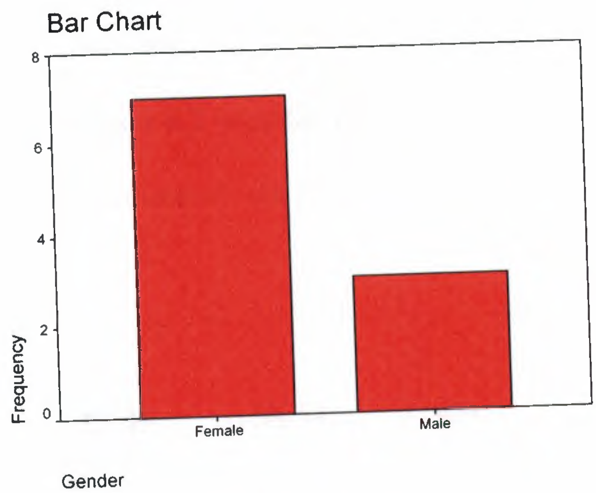


Figure 6.1 Gender (Lemar)

Major Finding: 70 % of Lemar customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.3 Marital Status (Lemar)

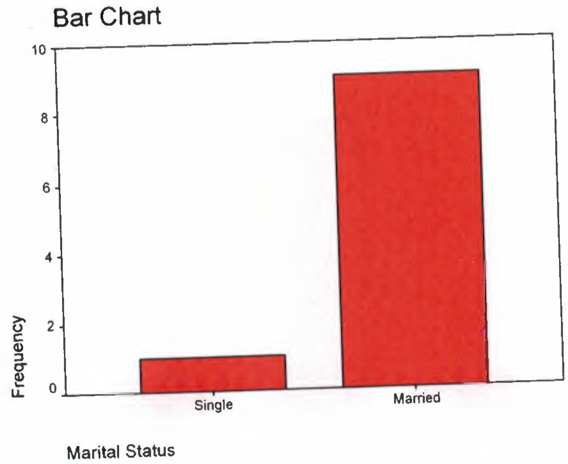


Figure 6.2 Marital Status (Lemar)

Major Finding: 90 % of Lemar customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	1	10,0	10,0	10,0
	26-49	8	80,0	80,0	90,0
	65+	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.4 Age (Lemar)

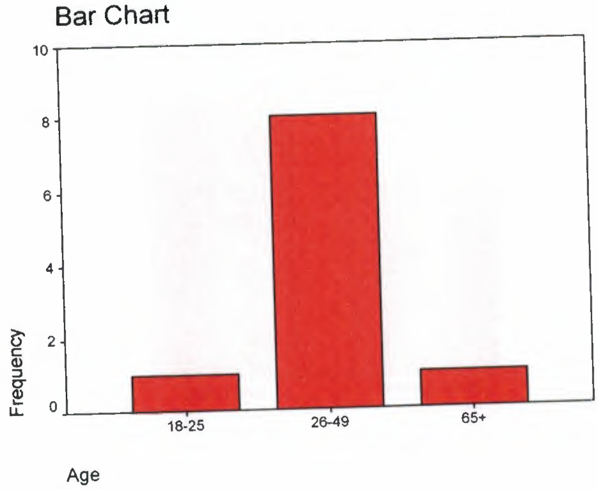


Figure 6.3 Age (Lemar)

Major Finding: 80 % of Lemar customer's ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	60,0	60,0	60,0
	University: Lisans	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.5 Education (Lemar)

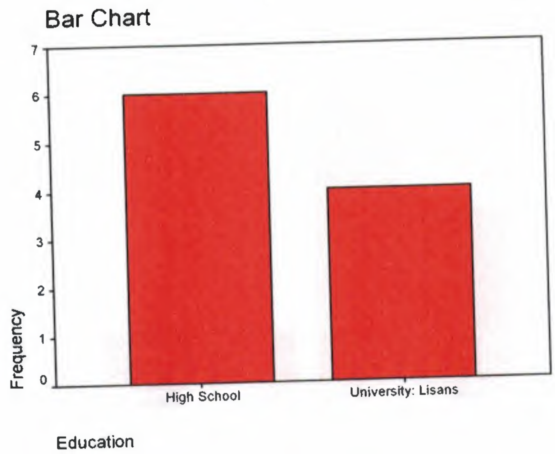


Figure 6.4 Education (Lemar)

Major Finding: 60 % of Lemar customers are High School graduates.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	1	10,0	10,0	10,0
	Retired	1	10,0	10,0	20,0
	Civil Servant	5	50,0	50,0	70,0
	Other	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.6 Occupation (Lemar)

The three other occupations are Teacher, Technician and Banker.

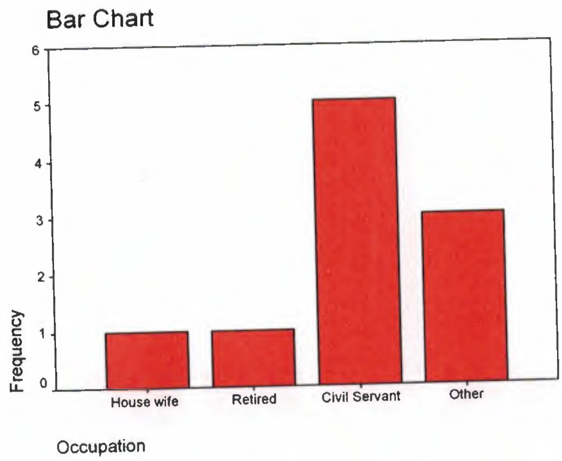


Figure 6.5 Occupation

Major Finding: 50% of Lemar customers are civil servant. There is a distribution on occupations.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married, no children	1	10,0	10,0	20,0
	Married with children	7	70,0	70,0	90,0
	Married with no children under 18	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.7 Family Life-Cycle (Lemar)

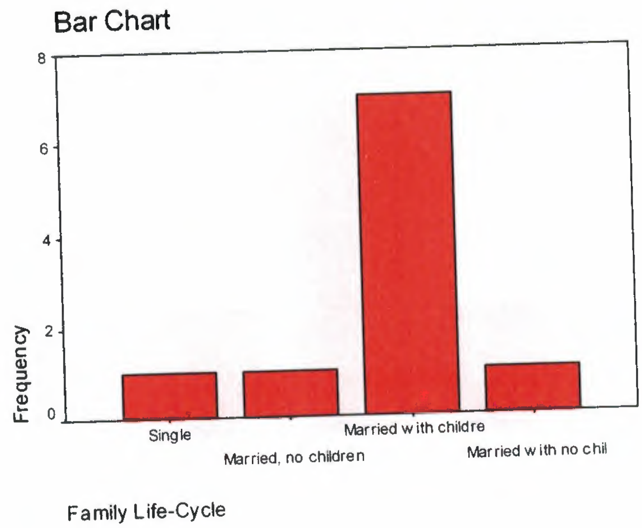


Figure 6.6 Family Life-Cycles

Major Finding: 70 % of Lemar customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	2	20,0	20,0	20,0
	1500-2500ytl	6	60,0	60,0	80,0
	2500-3500ytl	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.8 Income (Lemar)

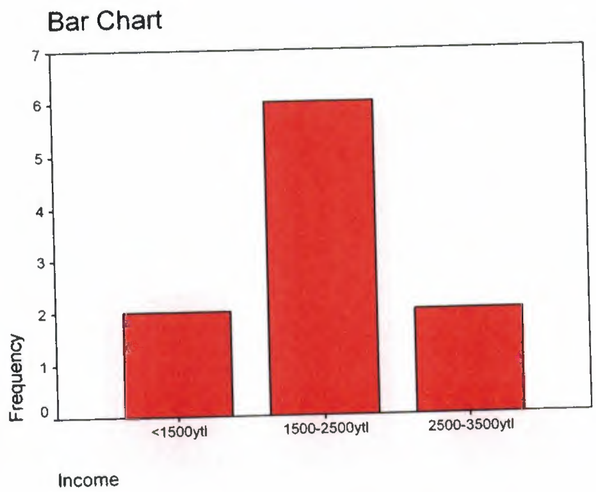


Figure 6.7 Income (Lemar)

Major Finding: 60 % of Lemar customers' incomes are between 1500-2500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11. Market fiyatları çok pahalıdır.

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.9 Question 11 (Lemar)

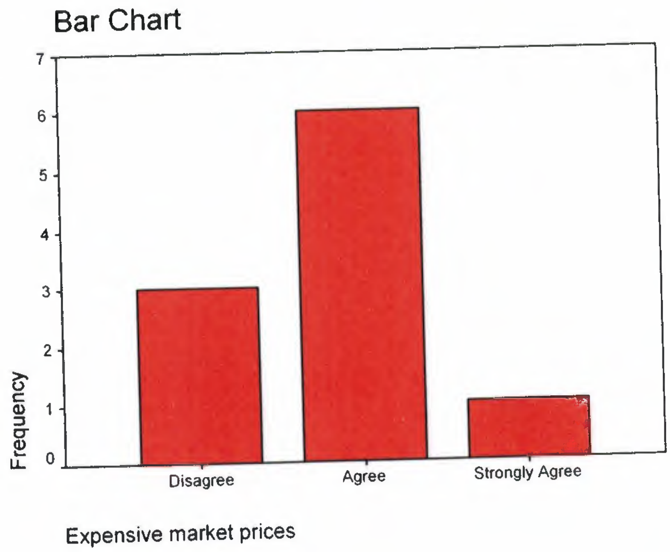


Figure 6.8 Questions 11 (Lemar)

Major finding: 60 % of Lemar customers agree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.10 Question 12 (Lemar)

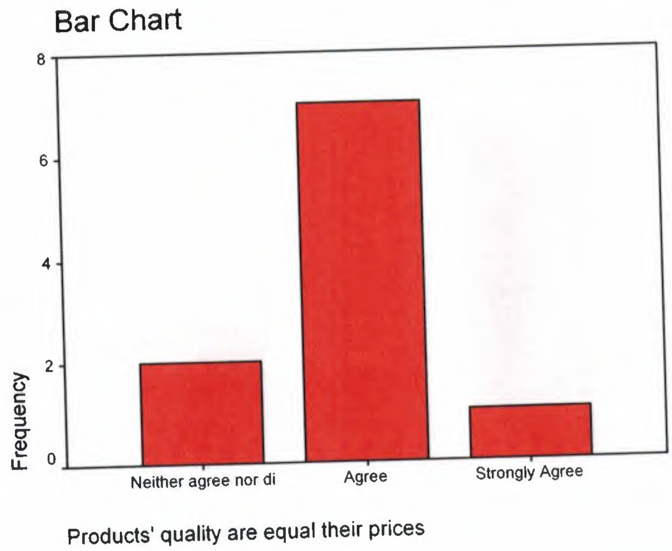


Figure 6.9 Questions 12 (Lemar)

Major Findings: 70 % of Lemar customers agree that products' quality is equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	3	30,0	30,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.11 Question 13 (Lemar)

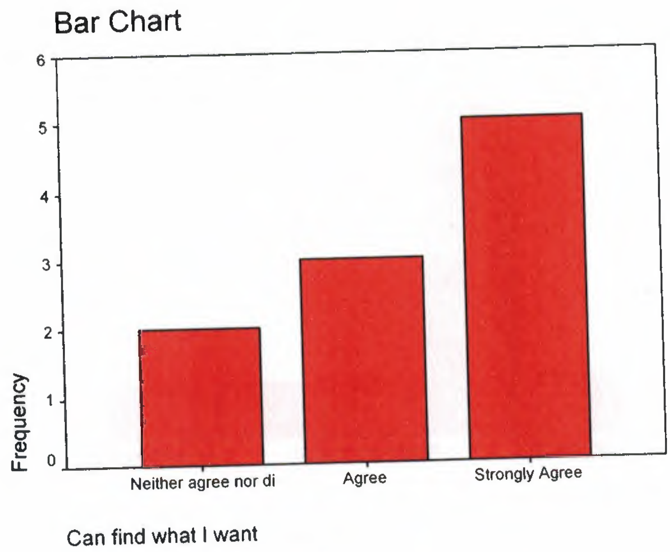


Figure 6.10 Questions 13 (Lemar)

Major Finding: 80 % of Lemar customers agree that they can find what they want in Lemar.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.12 Question 14 (Lemar)

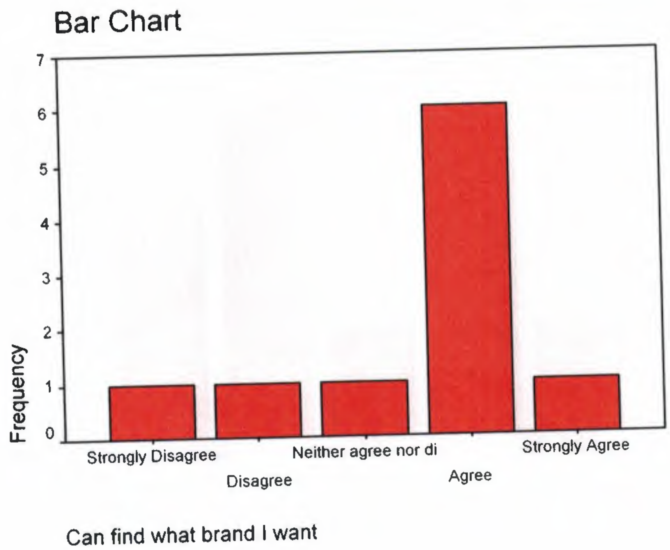


Figure 6.11 Questions 14 (Lemar)

Major Finding: 70 % of Lemar customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Lemar's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	3	30,0	30,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.13 Question 15 (Lemar)

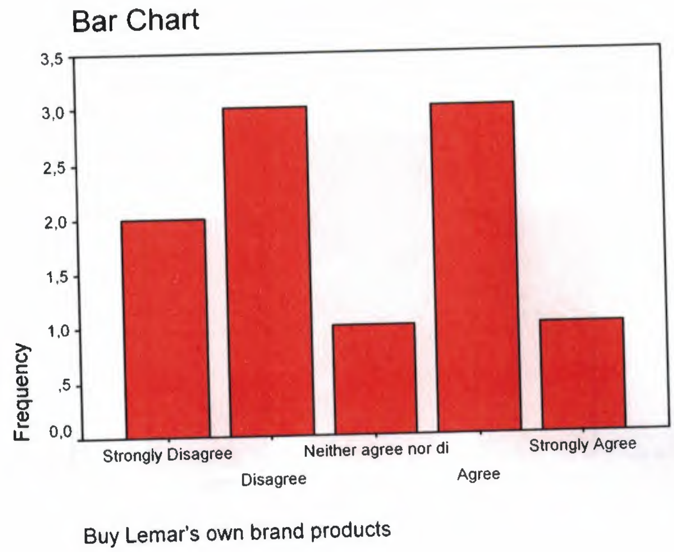


Figure 6.12 Questions 15 (Lemar)

Major Finding: 50 % of Lemar customers don't buy Lemar's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Lemar's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	4	40,0	40,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.14 Question 16 (Lemar)

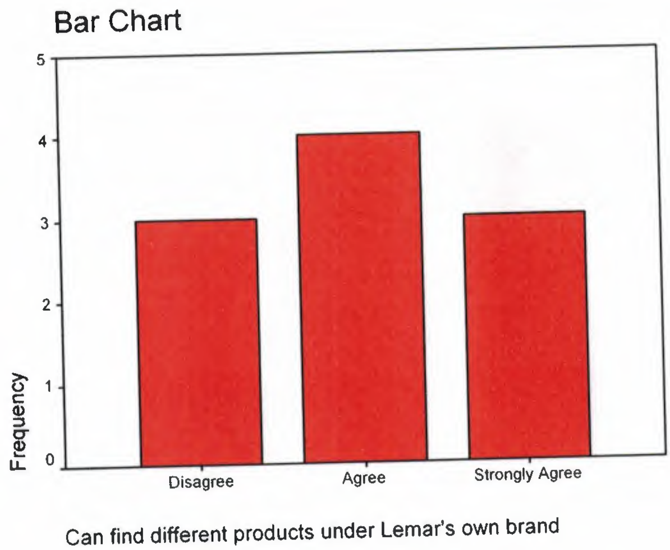


Figure 6.13 Questions 16 (Lemar)

Major Finding: 70 % of Lemar customers agree that they can find different products under Lemar's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Lemar is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.15 Question 17 (Lemar)

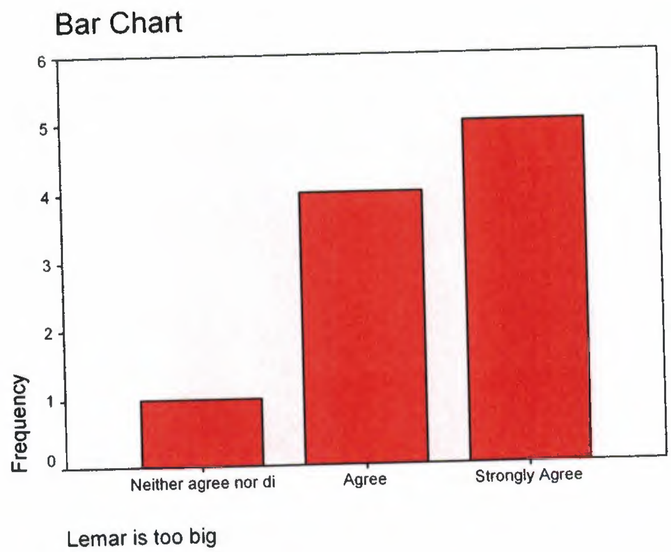


Figure 6.14 Question 17 (Lemar)

Major Finding: 90 % of Lemar customers agree that Lemar is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	50,0	50,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.16 Question 18 (Lemar)

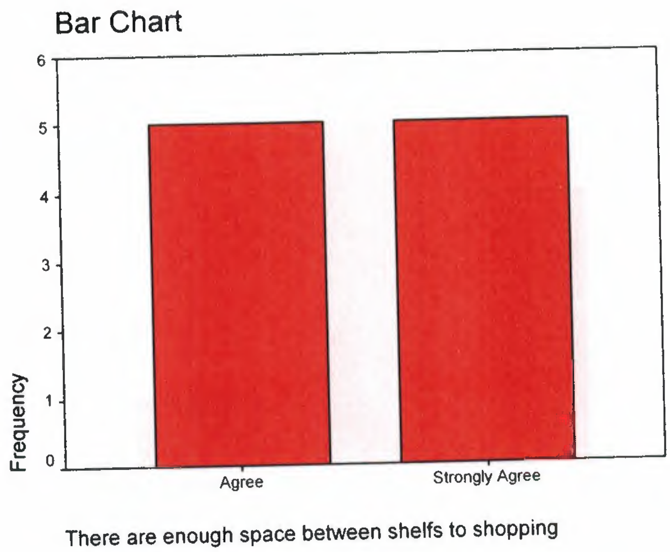


Figure 6.15 Question 18 (Lemar)

Major Finding: 100 % of Lemar customers agree that there are enough spaces between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**

□ **1** ***Kesinlikle Katılmıyorum*** □ **2** ***Katılmıyorum*** □ **3** ***Kararsızım*** □ **4** ***Katılıyorum*** □ **5** ***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Lemar such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	5	50,0	50,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.17 Question 19 (Lemar)

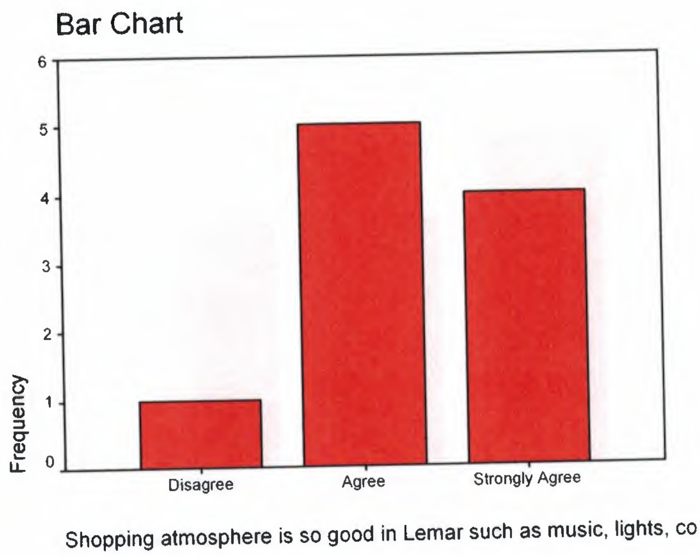


Figure 6.16 Question 19 (Lemar)

Major Finding: 90 % of Lemar customers agree that shopping atmosphere is so good in Lemar.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**

□ **1** ***Kesinlikle Katılmıyorum*** □ **2** ***Katılmıyorum*** □ **3** ***Kararsızım*** □ **4** ***Katılıyorum*** □ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Lemar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	3	30,0	30,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.18 Question 20 (Lemar)

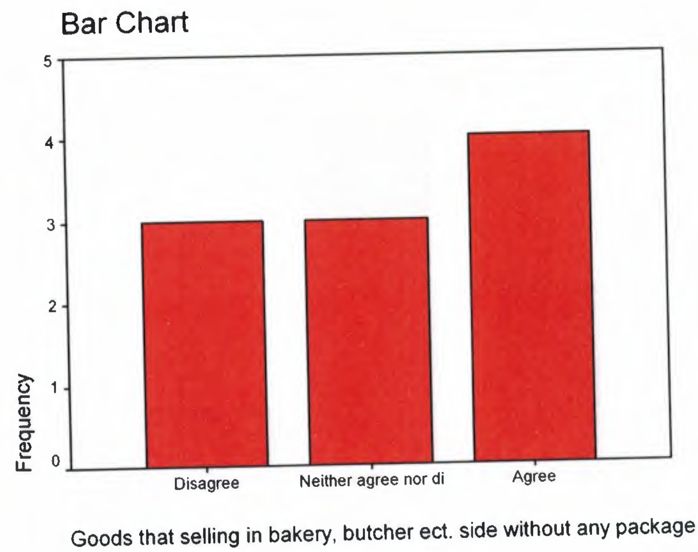


Figure 6.17 Question 20 (Lemar)

Major Finding: There is an indecision situation but 40 % of Lemar customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Lemar.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Lemar is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.19 Question 21 (Lemar)

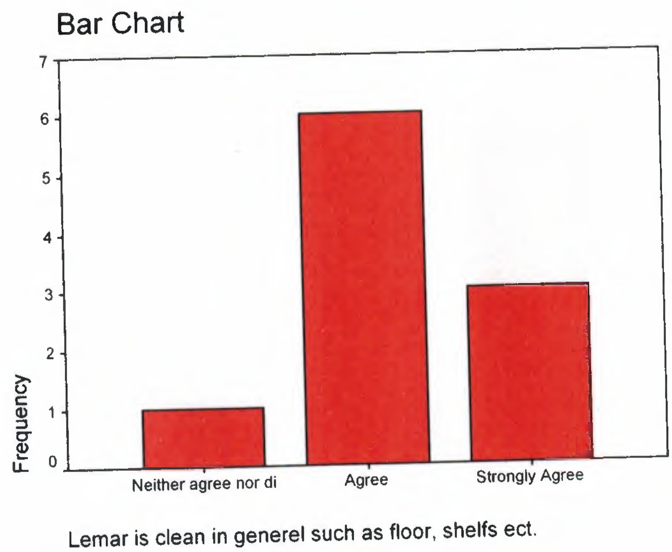


Figure 6.18 Question 21(Lemar)

Major Finding: 90 % of Lemar customers agree that Lemar is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.20 Question 22 (Lemar)

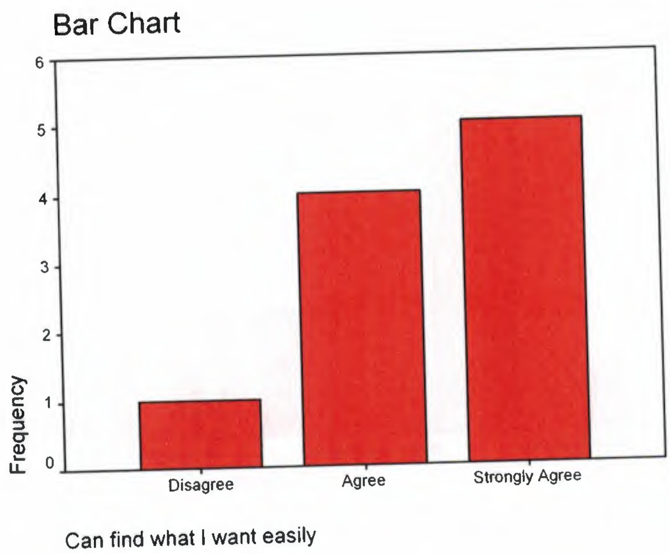


Figure 6.19 Question 22 (Lemar)

Major Finding: 90 % of Lemar customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.21 Question 23 (Lemar)

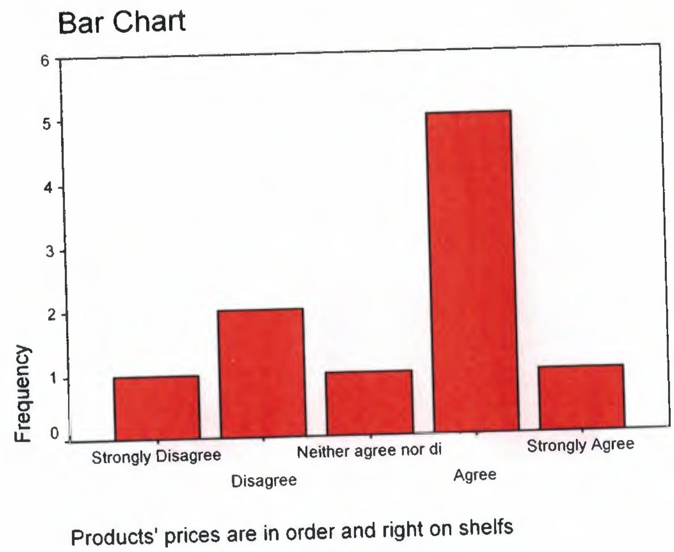


Figure 6.20 Question 23 (Lemar)

Major Finding: 60 % of Lemar customers agree that products' prices are in order and right on shelfs.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Lemar because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	3	30,0	30,0	40,0
	Strongly Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.22 Question 24 (Lemar)

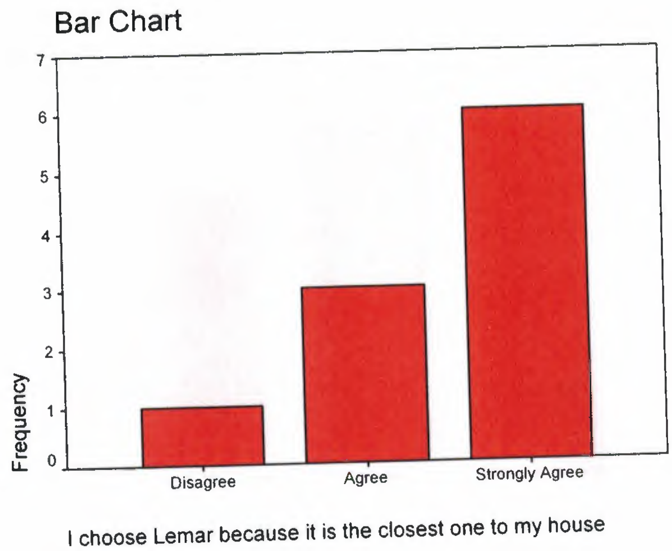


Figure 21 Question 24 (Lemar)

Major Finding: 90 % of Lemar customers' choice Lemar because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Lemar because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	40,0	40,0	40,0
	Disagree	5	50,0	50,0	90,0
	Neither agree nor diagree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.23 Question 25 (Lemar)

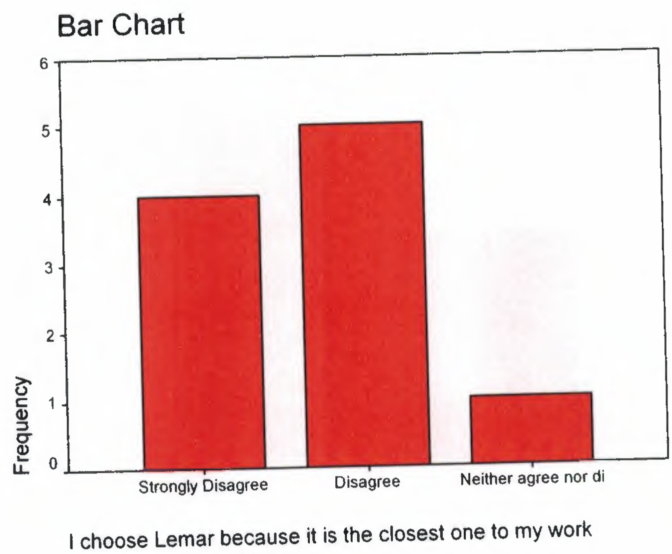


Figure 6.22 Question 25 (Lemar)

Major Finding: 90 % of Lemar customers disagree that choice of Lemar depends on nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Open and close times and days of Lemar are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	6	60,0	60,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.24 Question 26 (Lemar)

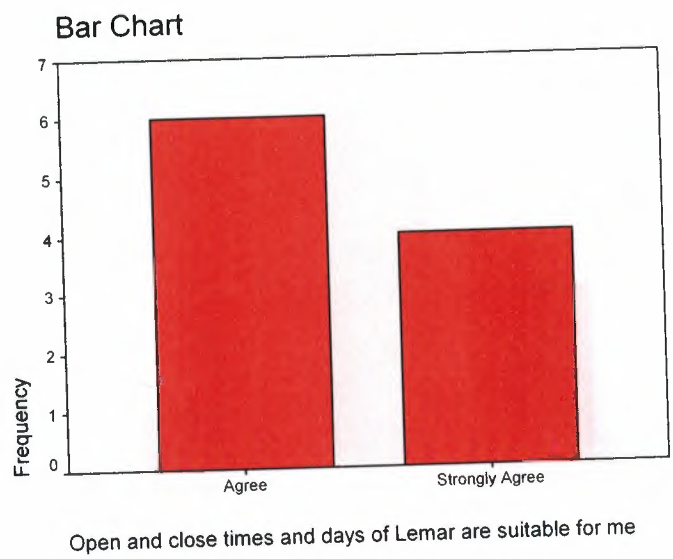


Figure 6.23 Question 26 (Lemar)

Major Finding: 100 % of Lemar customers agree that Lemar's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Parking is more suitable at Lemar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.25 Question 27 (Lemar)

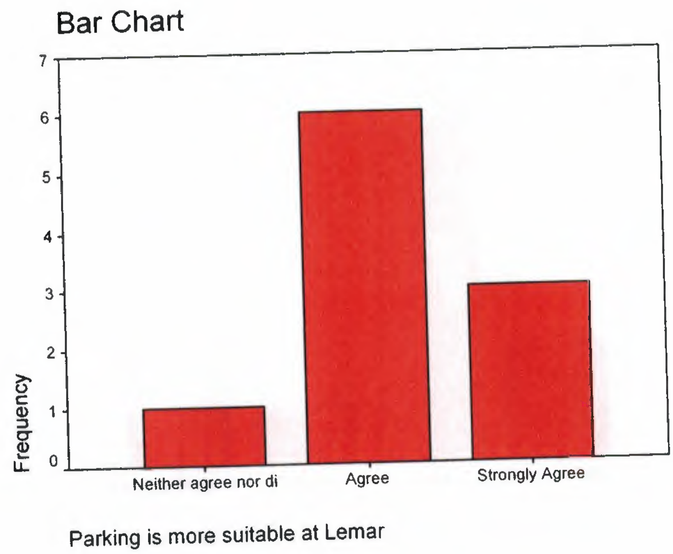


Figure 6.24 Question 27 (Lemar)

Major Finding: 90 % of Lemar customers agree that parking is more suitable at Lemar.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I use extra facilities of Lemar such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Agree	6	60,0	60,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.26 Question 28 (Lemar)

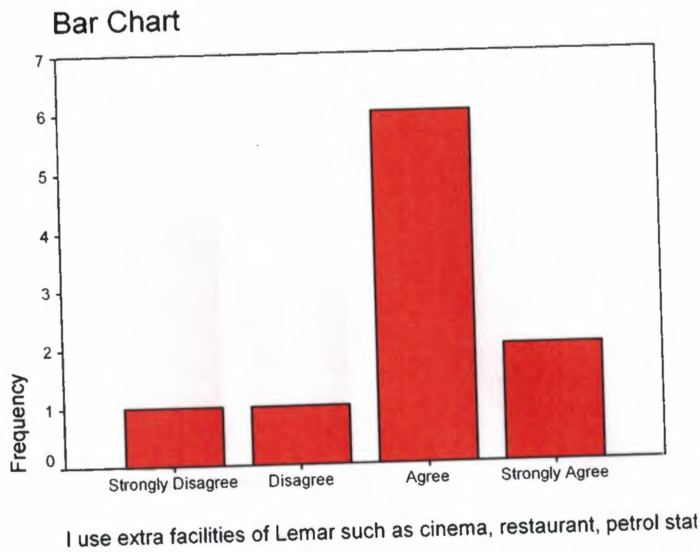


Figure 6.25 Question 28 (Lemar)

Major Finding: 80 % of Lemar customers use extra facilities of Lemar.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Lemar are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	2	20,0	20,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.27 Question 29 (Lemar)

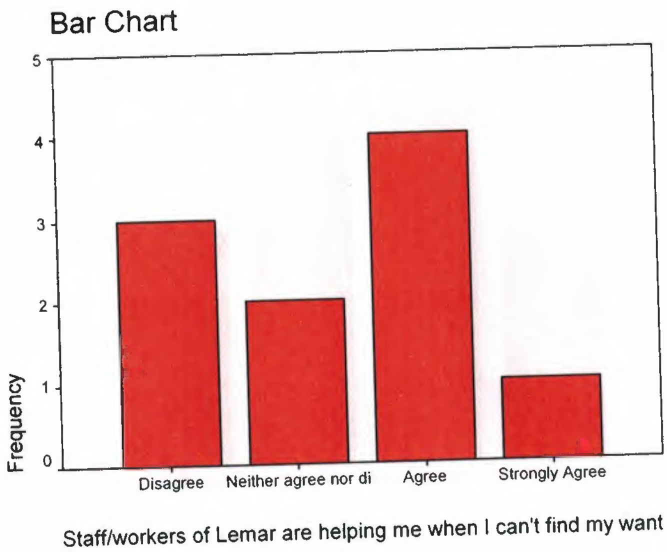


Figure 6.26 Question 29 (Lemar)

Major Finding: 50 % of Lemar customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Lemar are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	3	30,0	30,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.28 Question 30 (Lemar)

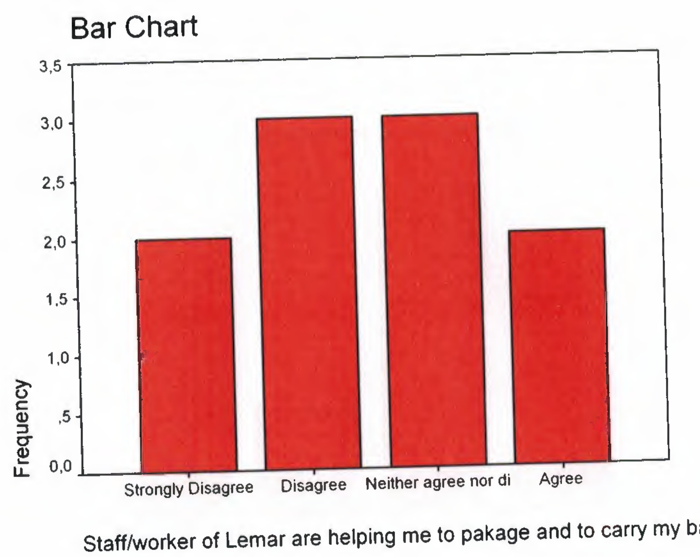


Figure 6.27 Question 30 (Lemar)

Major Finding: 50 % of Lemar customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**

□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Lemar has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	2	20,0	20,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.29 Question 31 (Lemar)

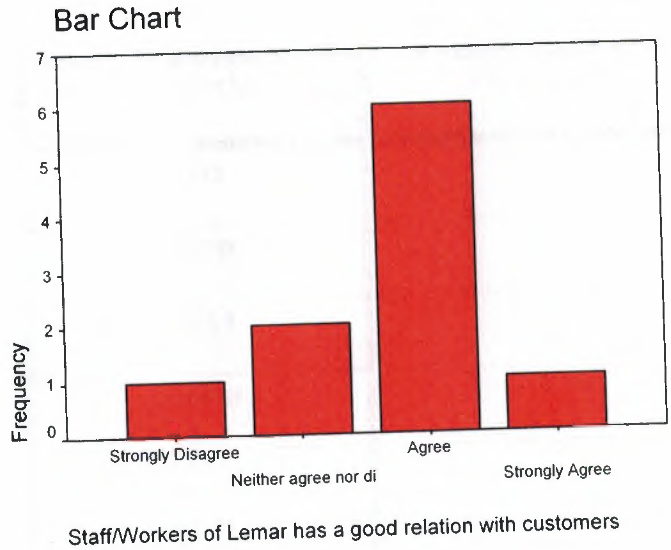


Figure 6.28 Question 31 (Lemar)

Major Finding: 70 % of Lemar customers agree that there is a good relation between staff/worker and customers.

6.3.2 ÖNDER

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışveriş yaptığınız marketler hangileridir?**
a)__________ **b)**__________ **c)**__________ **d)**__________	

Supermarkets	Frequency
Reis	4
Metropol	4
Belça	4
Lemar	3
Beyaz Market	1
Astro	1

Table 6.30 Other choices of Önder customers

Major Finding: With the main supermarket of Önder, Önder customers also mostly use Metropol, Reis, Belça.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	8	80,0	80,0	80,0
	Male	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.31 Gender (Önder)

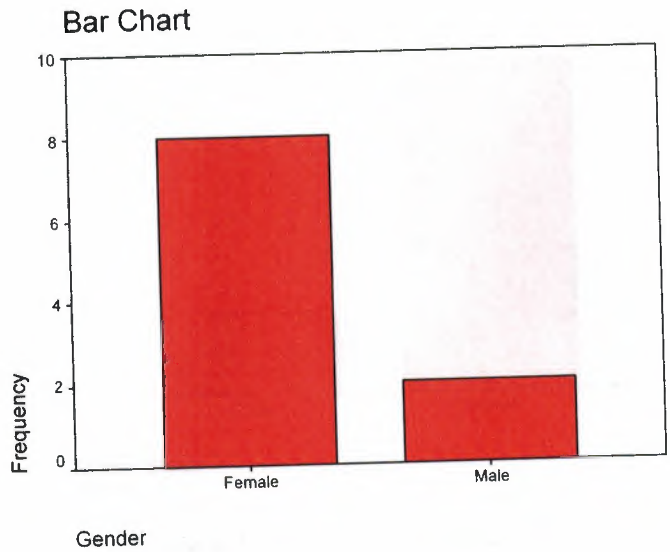


Figure 6.29 Gender (Önder)

Major Finding: 80 % of Önder customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	20,0	20,0	20,0
	Married	8	80,0	80,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.32 Marital Status (Önder)

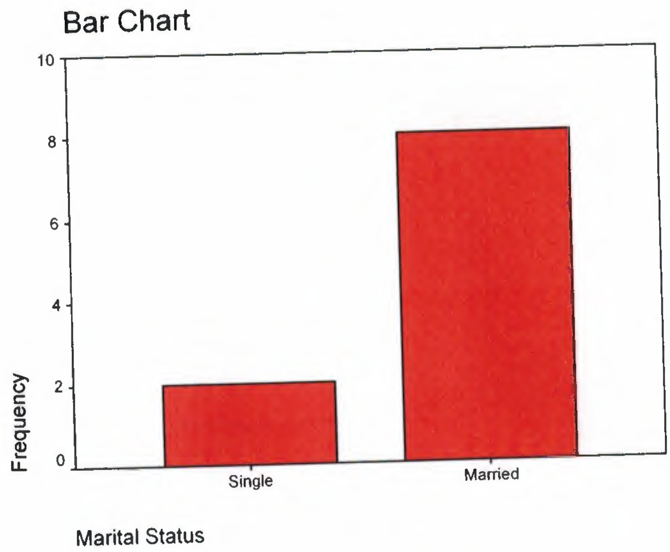


Figure 6.30 Marital Status (Önder)

Major Finding: 80 % of Önder customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	1	10,0	10,0	10,0
	26-49	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.33 Age (Önder)

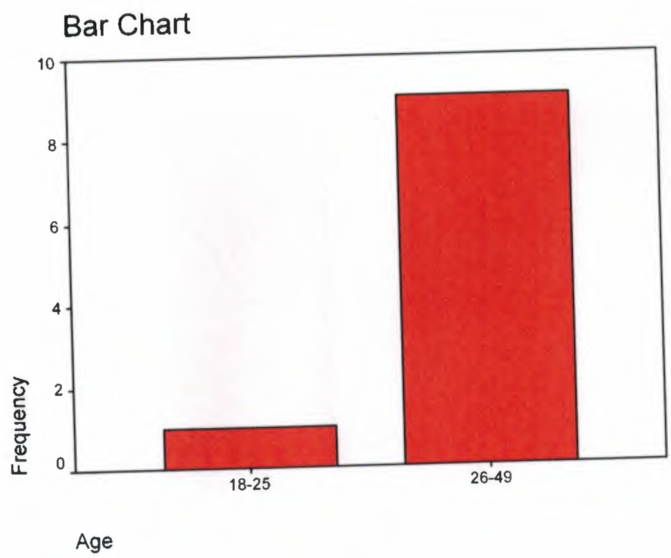


Figure 6.31 Age (Önder)

Major Finding: 90 % of Önder customers' ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	60,0	60,0	60,0
	University: Lisans	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.34 Education (Önder)

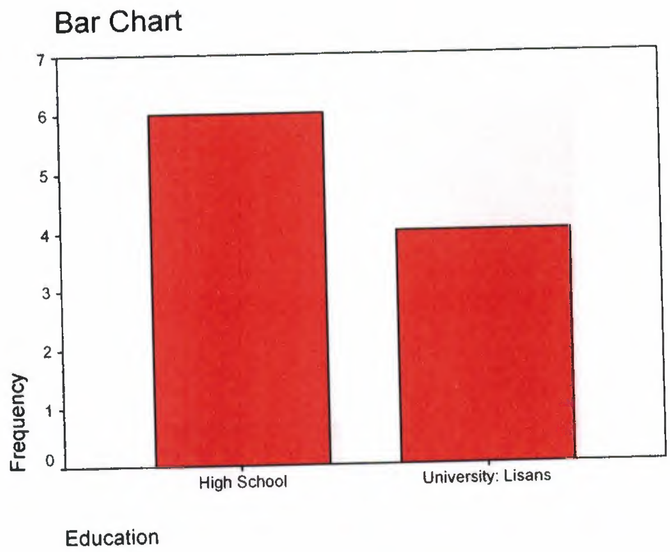


Figure 6.32 Education (Önder)

Major Finding: 60 % of Önder customers are High School graduated.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	1	10,0	10,0	10,0
	Civil Servant	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.35 Occupation (Önder)

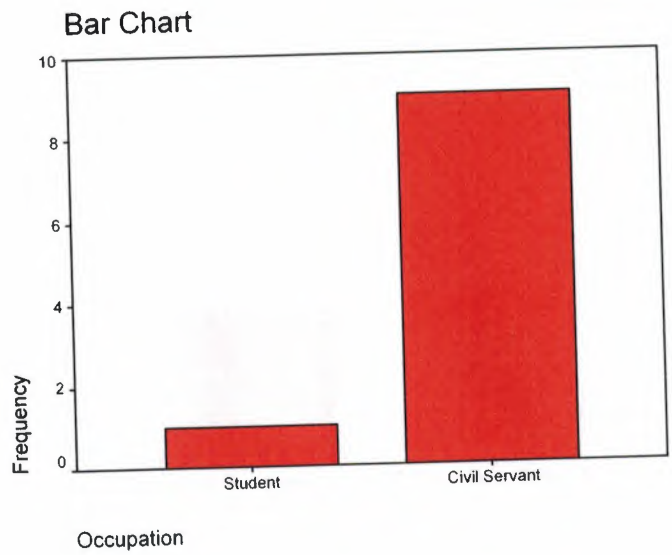


Figure 6.33 Occupation (Önder)

Major Finding: 90% of Önder customers are civil servant.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married, no children	3	30,0	30,0	30,0
	Married with children	7	70,0	70,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.36 Family Life-Cycle (Önder)

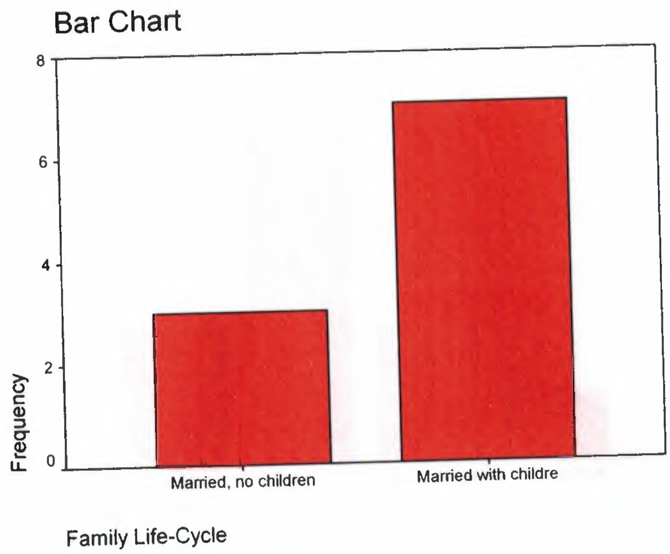


Figure 6.34 Family Life-Cycle (Önder)

Major Finding: 70 % of Önder customers' family life-cycle is married with children.

10.	**Evin toplam aylık geliri?**

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	2	20,0	20,0	20,0
	1500-2500ytl	5	50,0	50,0	70,0
	2500-3500ytl	2	20,0	20,0	90,0
	3500-4500ytl	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.37 Income (Önder)

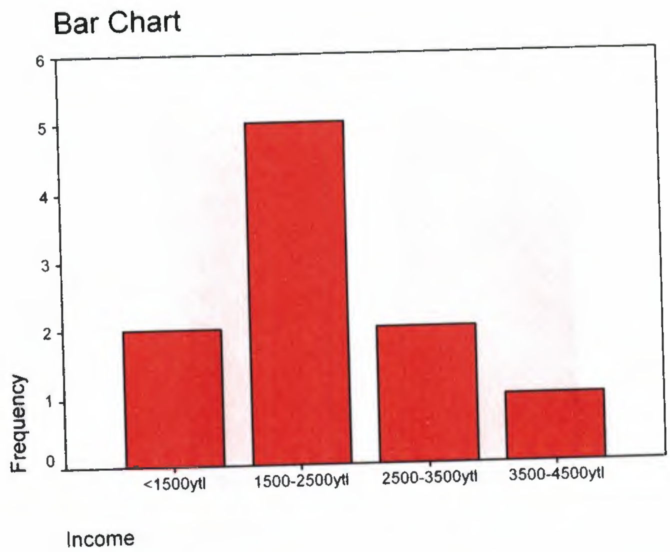


Figure 6.35 Income (Önder)

Major Finding: 50 % of Önder customers' incomes are between 1500-2500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11. Market fiyatları çok pahalıdır.

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.38 Question 11 (Önder)

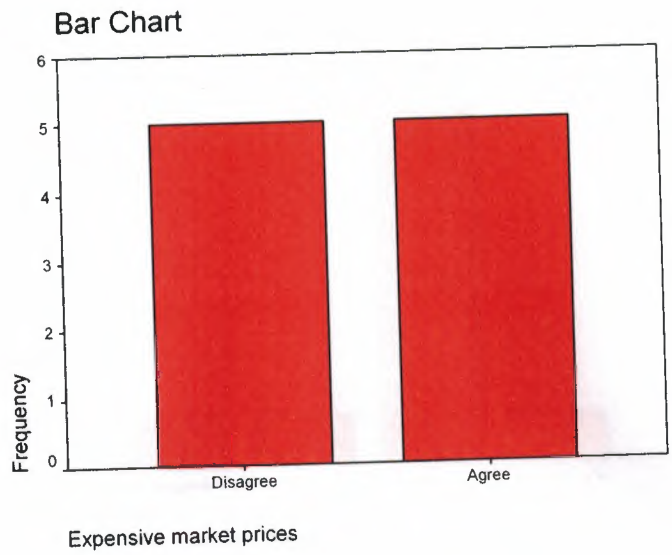


Figure 6.36 Question 11 (Önder)

Major finding: 50 % of Önder customers agree and 50% of Önder customers disagree that there are expensive market prices

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.39 Question 12 (Önder)

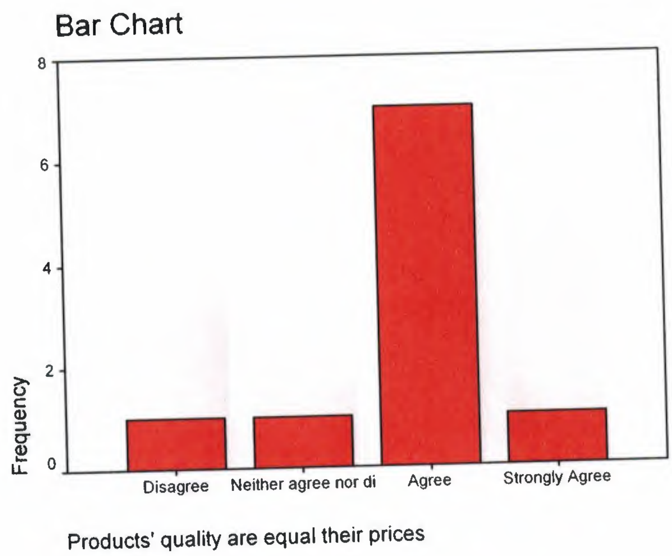


Figure 6.37 Question 12 (Önder)

Major Findings: 80 % of Önder customers agree that products' quality are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	4	40,0	40,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.40 Question 13 (Önder)

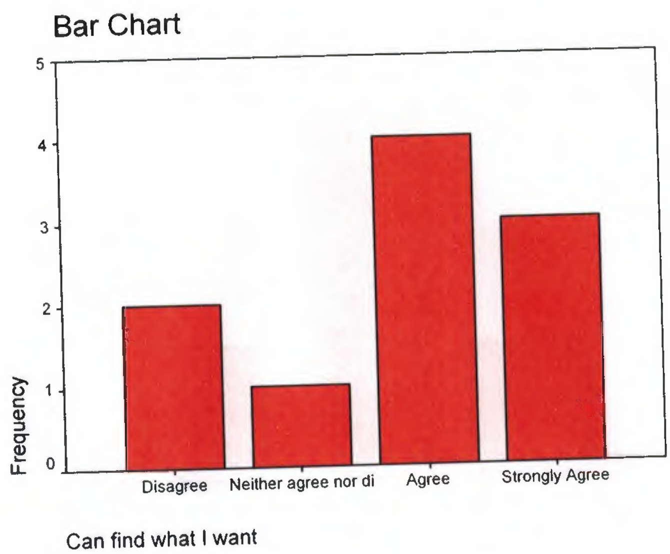


Figure 6.38 Question 13 (Önder)

Major Finding: 70 % of Önder customers agree that they can find what they want in Önder.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	6	60,0	60,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.41 Question 14 (Önder)

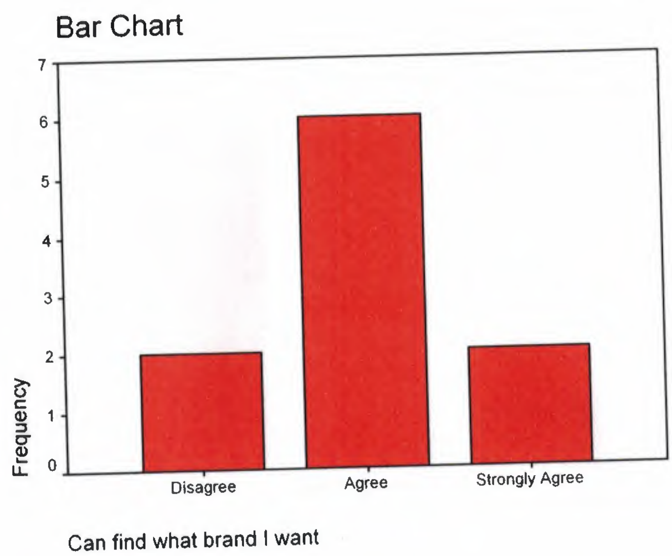


Figure 6.39 Question 14 (Önder)

Major Finding: 80 % of Önder customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Onder's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.42 Question 15 (Önder)

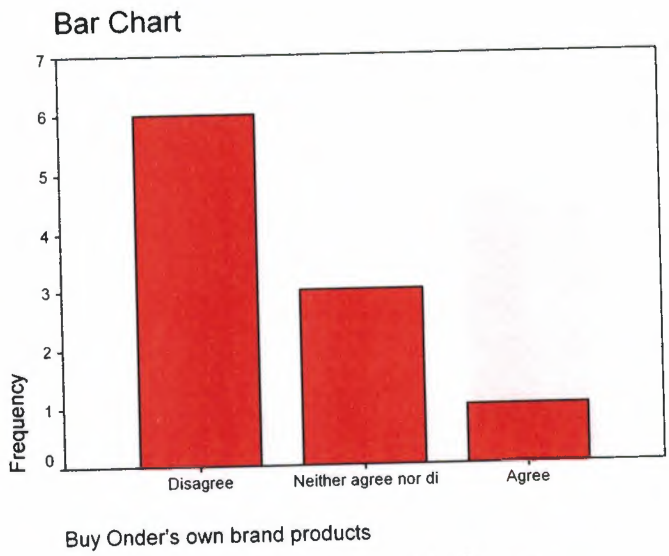


Figure 6.40 Question 15 (Önder)

Major Finding: 60 % of Önder customers don't buy Önder's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Can find different products under Onder's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.43 Question 16 (Önder)

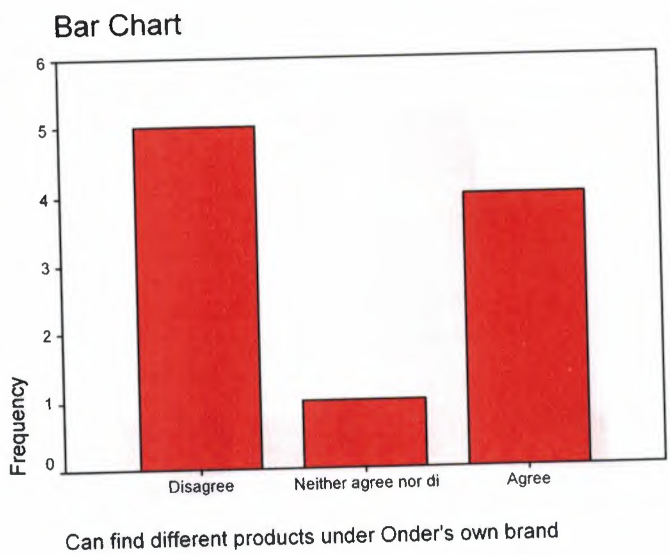


Figure 6.41 Question 16 (Önder)

Major Finding: 50 % of Önder customers disagree that they can find different products under Önder's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Önder is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.44 Question 17 (Önder)

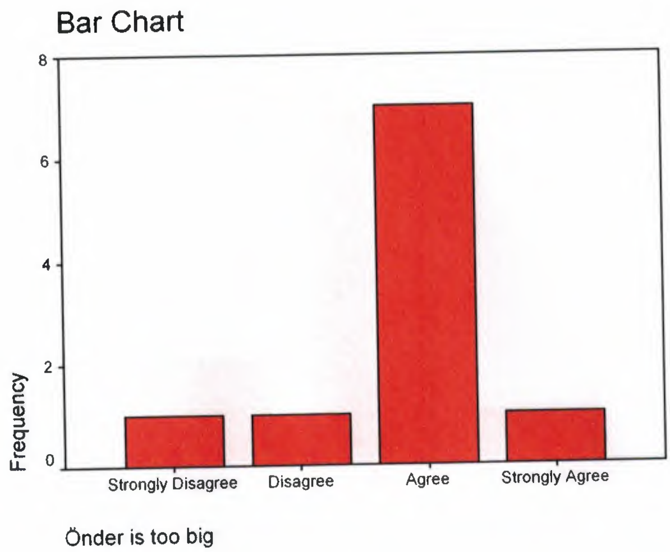


Figure 6.42 Question 17 (Önder)

Major Finding: 80 % of Önder customers agree that Önder is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.45 Question 18 (Önder)

Figure 6.43 Question 18 (Önder)

Major Finding: 80 % of Önder customers agree that there are enough spaces between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Onder such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.46 Question 19 (Önder)

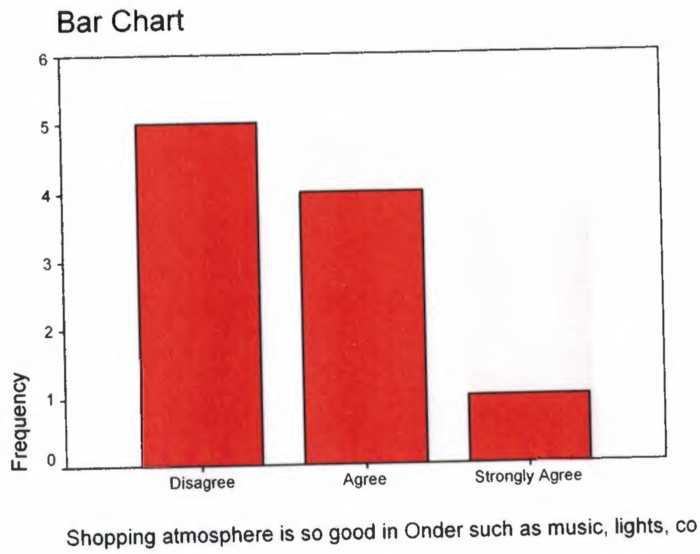


Figure 6.44 Question 19 (Önder)

Major Finding: 50 % of Önder customers agree that shopping atmosphere is so good in Önder but 50% of customers disagree.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Onder

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	4	40,0	40,0	70,0
	Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.47 Question 20 (Önder)

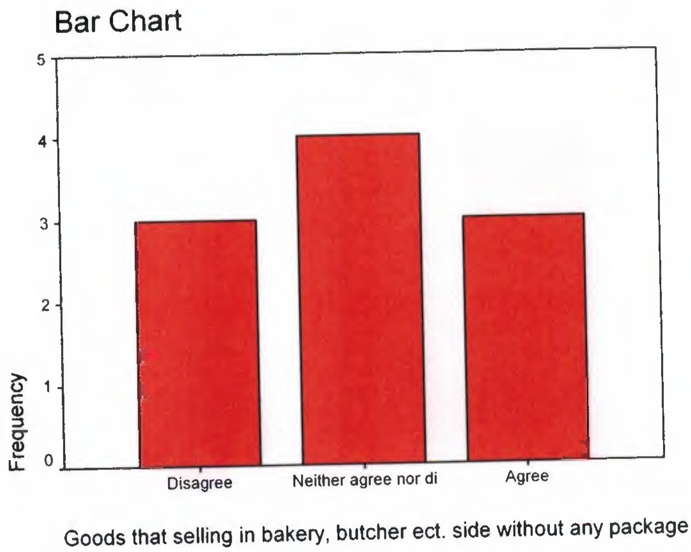


Figure 6.45 Question 20 (Önder)

Major Finding: There is an indecision situation but 30 % of Önder customers agree and 30% of customers disagree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Önder. Also 40 %of customers neither agree nor disagree.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Onder is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	4	40,0	40,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.48 Question 21 (Önder)

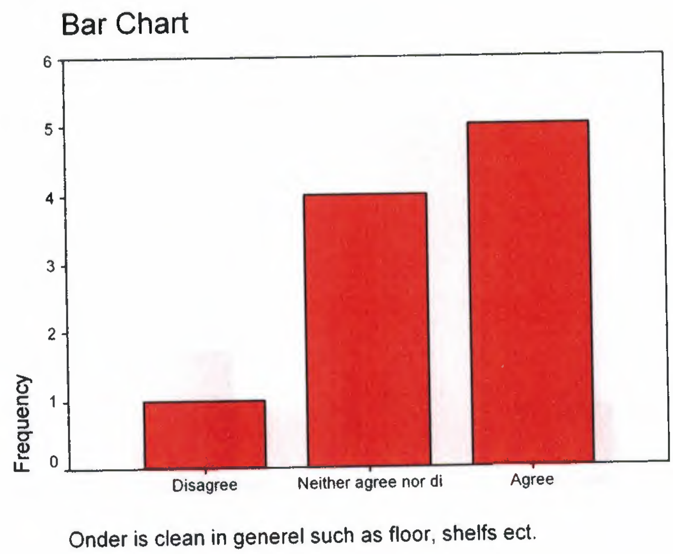


Figure 6.46 Question 21 (Önder)

Major Finding: 50 % of Önder customers agree that Önder is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.49 Question 22 (Önder)

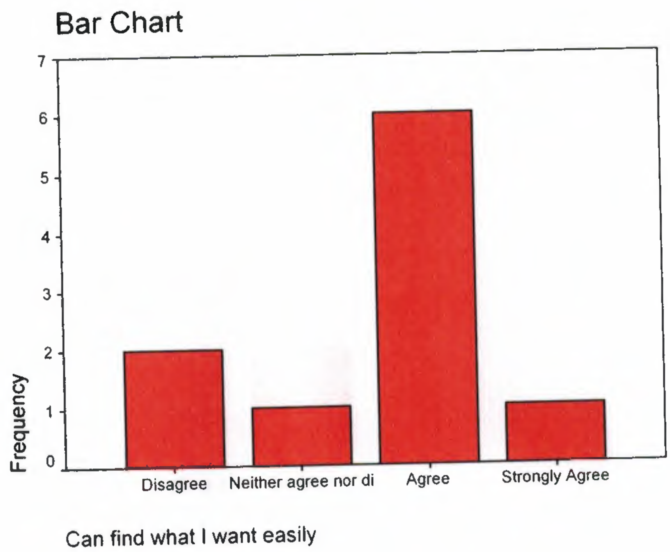


Figure 6.47 Question 22 (Önder)

Major Finding: 70 % of Önder customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.50 Question 23 (Önder)

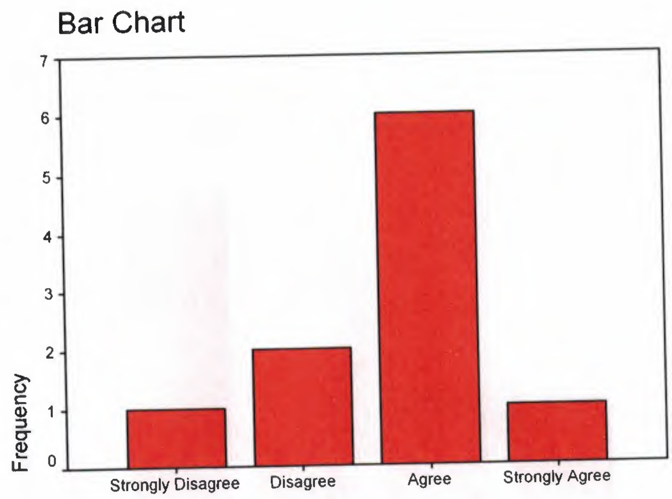


Figure 6.48 Question 23 (Önder)

Major Finding: 70 % of Önder customers agree that products' prices are in order and right on shelves.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Onder because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.51 Question 24 (Önder)

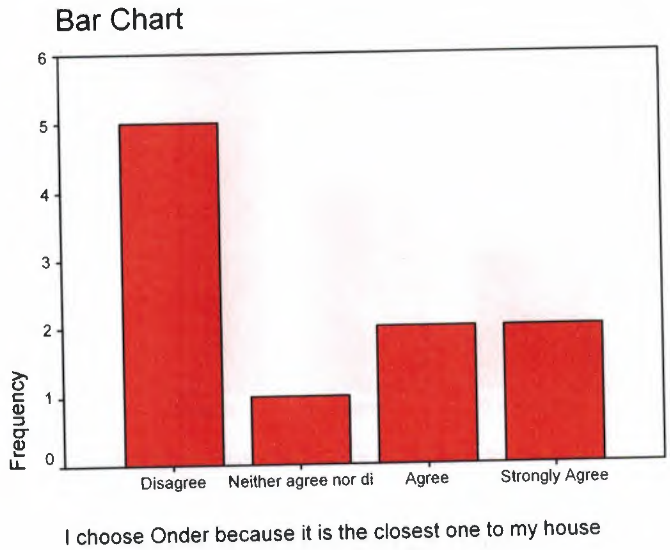


Figure 6.49 Question 24 (Önder)

Major Finding: 50 % of Önder customers disagree that they choose Önder because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Onder because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	3	30,0	30,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.52 Question 25 (Önder)

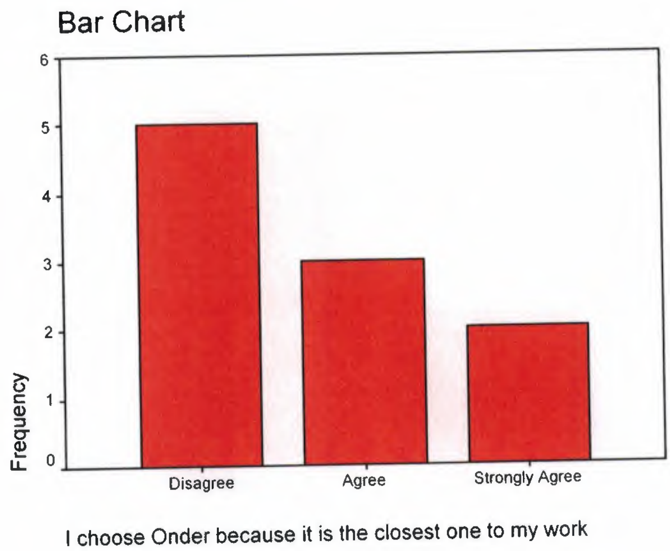


Figure 6.50 Question 25 (Önder)

Major Finding: 50 % of Önder customers disagree and other 50 % of customers agree that choice of Önder depends on it is the nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Open and close times and days of Onder are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	70,0	70,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.53 Question 26 (Önder)

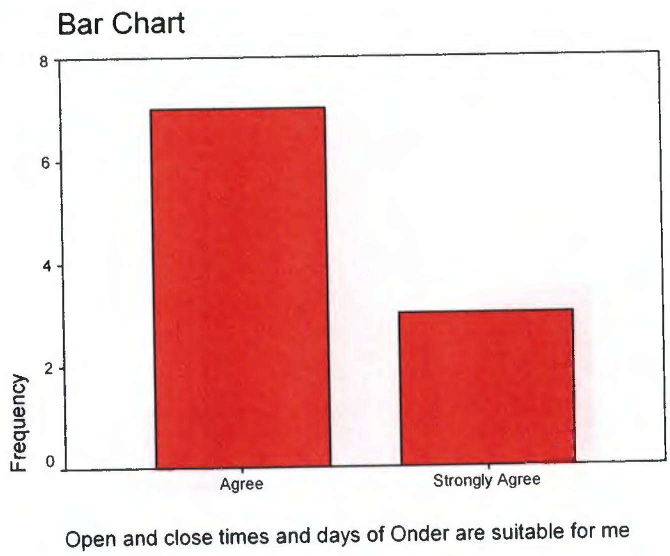


Figure 6.51 Question 26 (Önder)

Major Finding: 100 % of Önder customers agree that Önder's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Parking is more suitable at Onder

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.54 Question 27 (Önder)

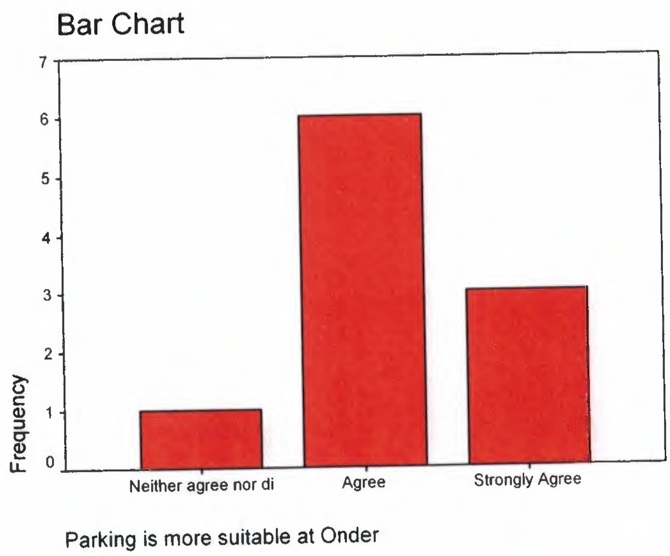


Figure 6.52 Question 27 (Önder)

Major Finding: 90 % of Önder customers agree that parking is more suitable at Önder.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I use extra facilities of Onder such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	8	80,0	80,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.55 Question 28 (Önder)

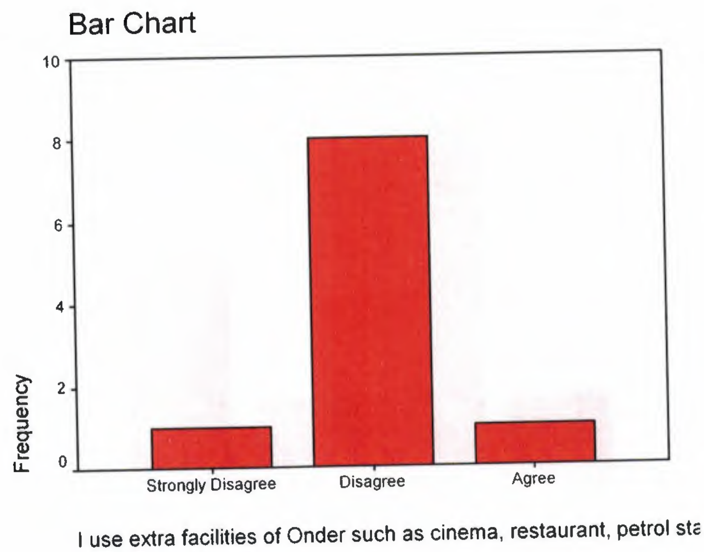


Figure 6.53 Question 28 (Önder)

Major Finding: 90 % of Önder customers disagree that use of extra facilities of Önder.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**

□ **1** ***Kesinlikle Katılmıyorum*** □ **2** ***Katılmıyorum*** □ **3** ***Kararsızım*** □ **4** ***Katılıyorum*** □ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Onder are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.56 Question 29 (Önder)

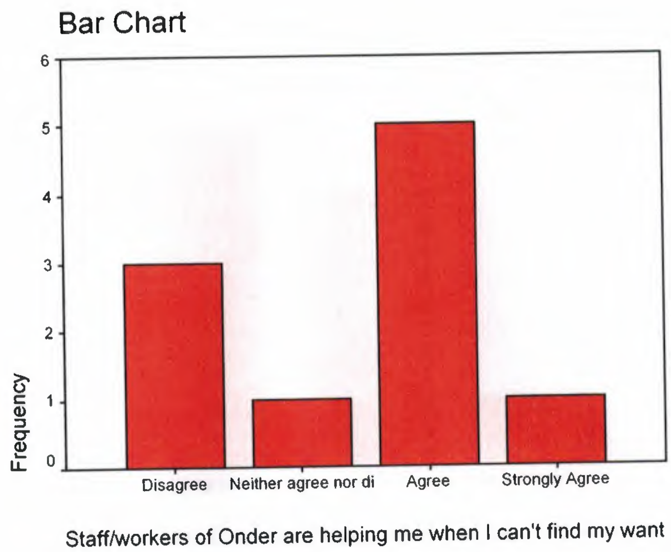


Figure 6.54 Question 29 (Önder)

Major Finding: 60 % of Önder customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Onder are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.57 Question 30 (Önder)

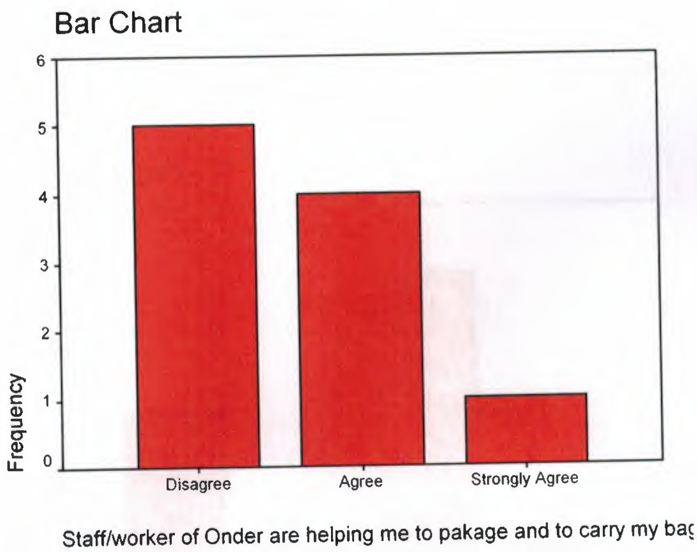


Figure 6.55 Question 30 (Önder)

Major Finding: 50 % of Önder customers disagree and other 50 % of customers agree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Onder has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.58 Question 31 (Önder)

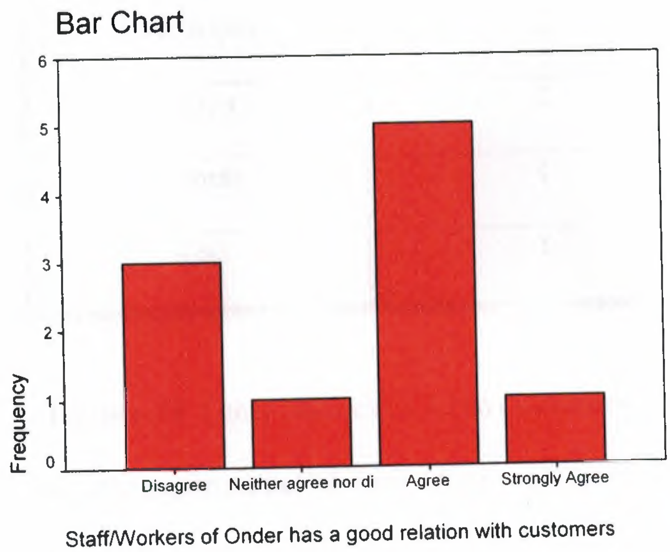


Figure 6.56 Question 31 (Önder)

Major Finding: 60 % of Önder customers agree that there is a good relation between staff/worker and customers.

6.3.3 ASTRO

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışlveriş yaptığınız marketler hangileridir?**
a)__________ **b)**__________ **c)**__________ **d)**__________	

Supermarkets	Frequency
Önder	3
Metropol	2
Belça	2
Lemar	1
Reis	1

Table 6.59 Other choices of Astro customers

Major Finding: With the main supermarket of Astro, Astro customers also mostly use Önder.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	5	50,0	50,0	50,0
	Male	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.60 Gender (Astro)

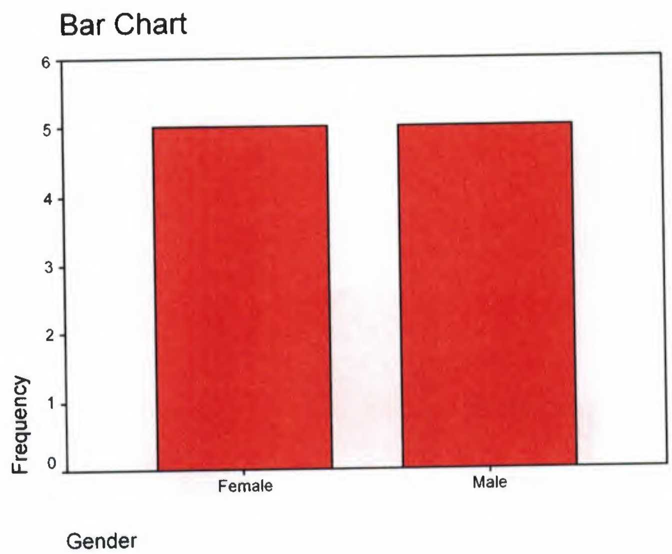


Figure 6.57 Gender (Astro)

Major Finding: 50 % of Astro customers are female and other 50 % of customers are male.

5.	**Medeni durumunuz?**
	□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	6	60,0	60,0	60,0
	Married	3	30,0	30,0	90,0
	Other	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.61 Marital Status (Astro)

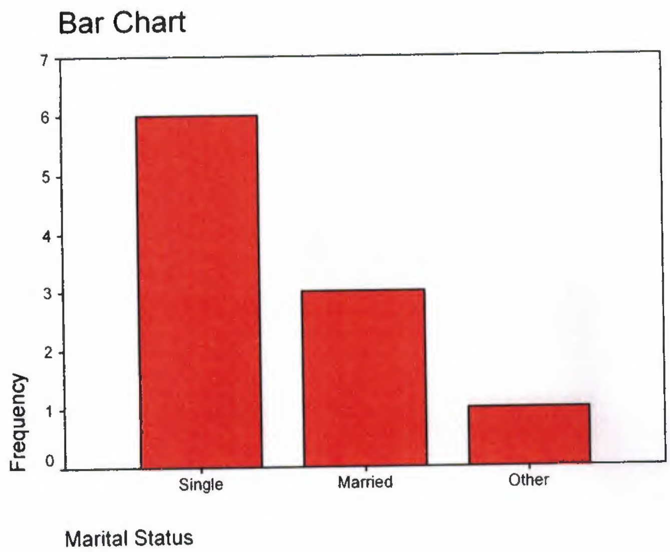


Figure 6.58 Marital Status (Astro)

Major Finding: 60 % of Astro customers are single.

6. Yaş grubunuz?

□ 12-19 □ 20-34 □ 25-49 □ 50-64 □ 65+

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	5	50,0	50,0	50,0
	26-49	4	40,0	40,0	90,0
	50-64	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.62 Age (Astro)

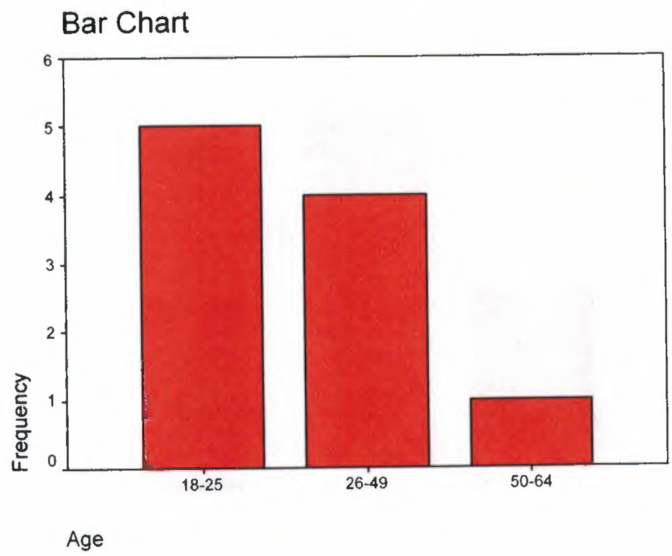


Figure 6.59 Age (Astro)

Major Finding: 50 % of Astro customers' ages are between 18-25.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	1	10,0	10,0	10,0
	High School	6	60,0	60,0	70,0
	University: Lisans	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.63 Education (Astro)

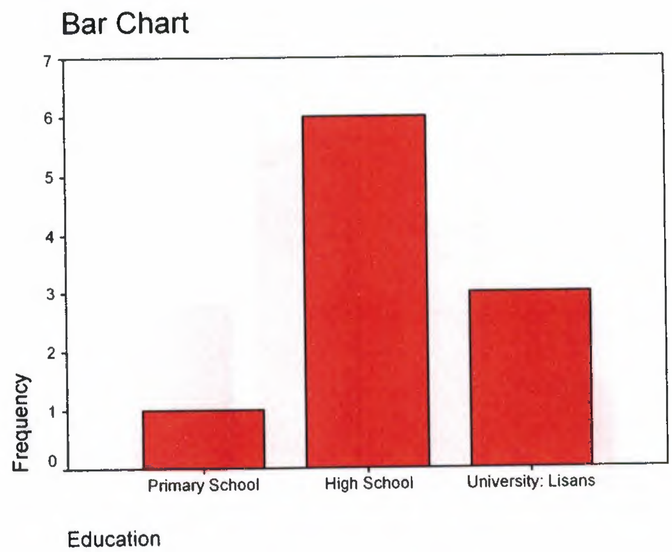


Figure 6.60 Education (Astro)

Major Finding: 60 % of Astro customers are High School graduated.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	2	20,0	20,0	20,0
	Student	4	40,0	40,0	60,0
	Civil Servant	3	30,0	30,0	90,0
	Self-employed	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.64 Occupation (Astro)

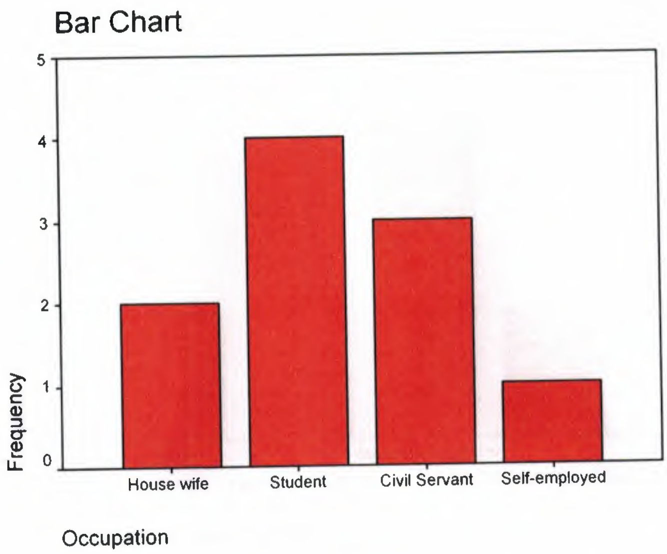


Figure 6.61 Occupation (Astro)

Major Finding: 40% of Astro customers are student.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	20,0	20,0	20,0
	Married, no children	1	10,0	10,0	30,0
	Married with children	5	50,0	50,0	80,0
	Married with no children under 18	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.65 Family Life-Cycle (Astro)

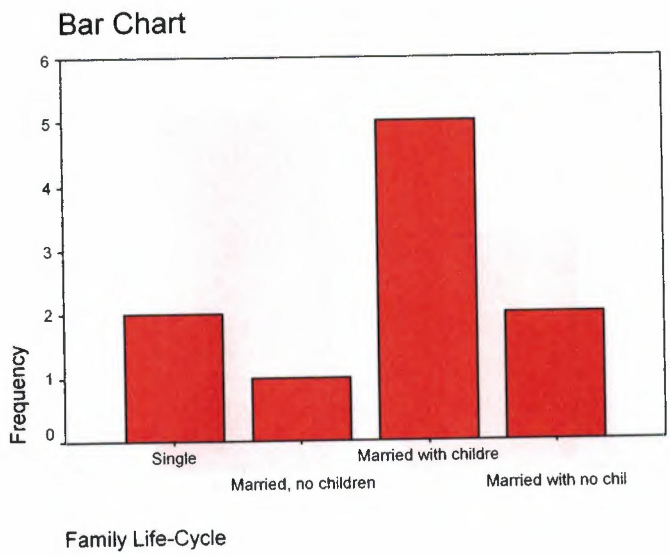


Figure 6.62 Family Life-Cycle (Astro)

Major Finding: 50 % of Astro customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	6	60,0	60,0	60,0
	1500-2500ytl	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.66 Income (Astro)

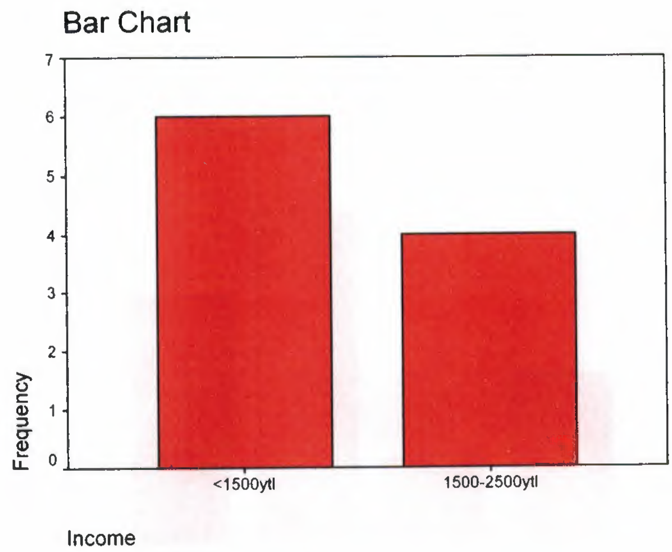


Figure 6.63 Income (Astro)

Major Finding: 60 % of Önder customers' incomes are below 1500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11.	**Market fiyatları çok pahalıdır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	4	40,0	40,0	70,0
	Agree	1	10,0	10,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.67 Question 11 (Astro)

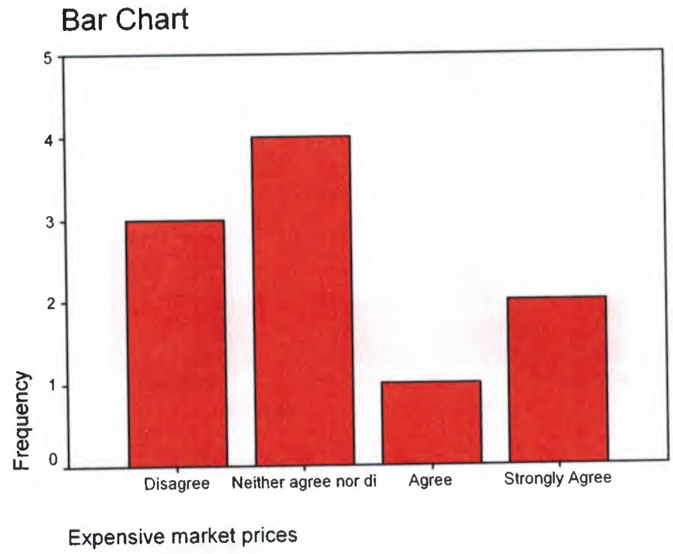


Figure 6.64 Question 11 (Astro)

Major finding: 40 % of Astro customers neither agree nor disagree, 30% of customers disagree and 30 % of customers disagree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	1	10,0	10,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.68 Question 12 (Astro)

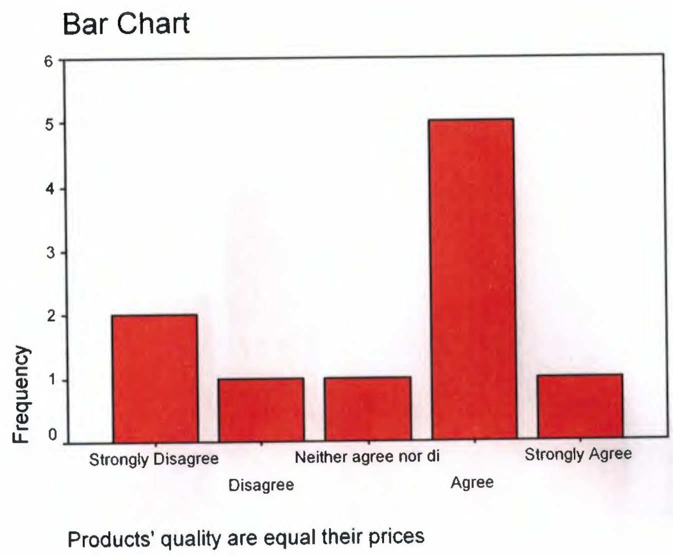


Figure 6.65 Question 12 (Astro)

Major Findings: 60 % of Astro customers agree that products' qualities are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	3	30,0	30,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.69 Question 13 (Astro)

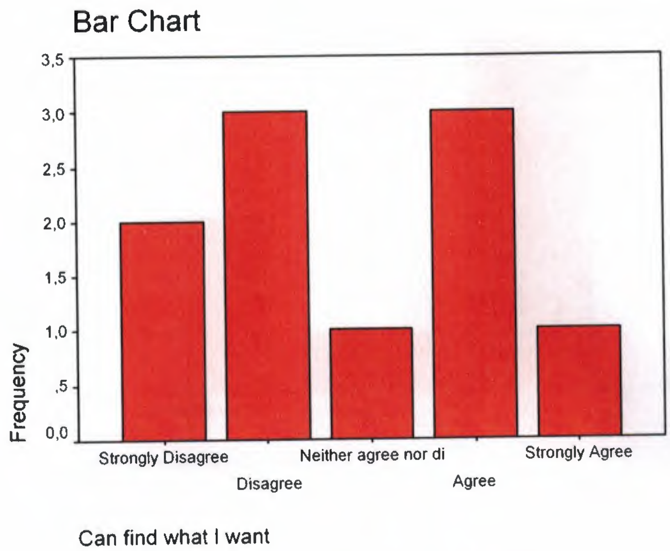


Figure 6.66 Question 13 (Astro)

Major Finding: 50 % of Astro customers disagree that they can find what they want in Astro.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	1	10,0	10,0	40,0
	Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.70 Question 14 (Astro)

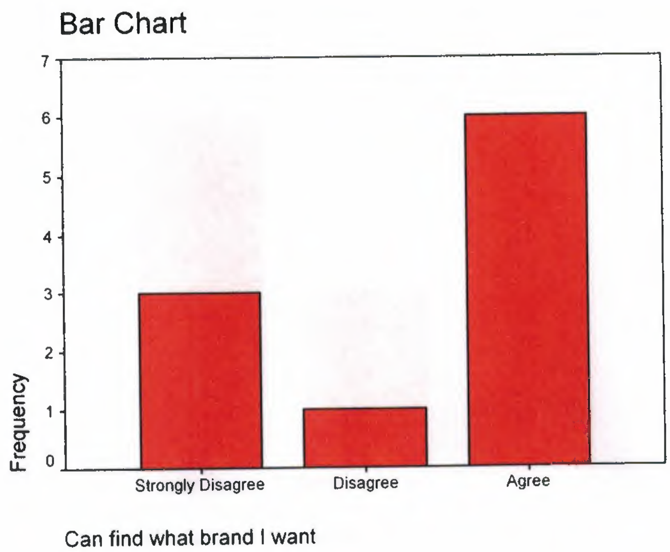


Figure 6.67 Question 14 (Astro)

Major Finding: 60 % of Astro customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Astro's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.71 Question 15 (Astro)

ABSTRACT

This paper is a study report for the graduation project (MAN 400) written as partial assessment requirement for the BA in Business Administration Degree, Near East University, Lefkoşa, Northern Cyprus.

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis, and Önder in Northern Cyprus. It is observed that people tend to prefer one store over other. The literature discusses some factors that influence the customer choice of a supermarket.

The purpose of this study was to find out whether there is a link between customers demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

A total of 10 customers (men-women) were interviewed at five different supermarkets. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher.

As a conclusion; results of the interviews compared with each other and found each superstores base factors that affect customers' choice.

Key words: Supermarkets/stores, Customers' choice, price, product range, store layout, location, facility, staff/customer service

Teşekkürler

Öncelikle bu projede emeği geçen ve hiçbir zaman desteğini esirgemeyen hatta bizimle birlikte uykusuz kalan danışmanım Ahmet Ertugan'a göstermiş olduğu paha biçilmez desteğine ve arkadaşça yaklaşımından ötürü sonsuz teşekkürlerimi sunarım. Ayrıca üniversite eğitimim boyunca ders veren sayın hocalarıma göstermiş oldukları özveri, anlayış ve yardımları için çok teşekkür ederim. Kendi deneyimleriyle verdikleri gerek bilgi gerse hayat dersi sayesinde bize kazandırmış oldukları değerlerden ötürü tekrar bütün öğretmenlerime sonsuz teşekkürlerimi sunarım.

Ayrıca sevgili ailem, onlar bana hayatım boyunca destek oldular, her sorunumda yanımdaydılar, hiç düşünmeden ellerinden gelen desteği gösterdiler, onlara da sonsuz teşekkürlerimi sunuyorum.

İşte bu iki ayrı emeğin oluşturduğu bendeniz Selma Aksoy, karşılıksız verdiğiniz bu emek ve özverileri karşılıksız bırakmayarak, emeğinizi boşa çıkarmayacağıma söz veriyorum.

Selma AKSOY

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SECTION 1

SETTING THE SCENE

1.1 Introduction

This section introduces the broad problem area, the problem definition, the purpose of the study and its questions.

1.2 Broad Problem Area

It is observed that people tend to prefer one store over other. This situation currently exists so it needs to be describing the factors which are affecting the customer store choice.

1.3 Problem Statement

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis and Önder in North Cyprus. It is observed that people tend to prefer one store over others. This study is doing to find the factors that affect the customer store choice.

1.4 Purpose

The purpose of this study is to find out whether there is a link between customers' demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

1.5 Questions For the Project

1.5.1 What are the variables that affect the customers' choice in preferring to use different superstores?

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1.6.1 Section 2 - Literature Review

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem.

1.6.2 Section 3 – Theoretical Framework

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

1.6.3 Section 4 – Contextual Factors

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

1.6.4 Section 5 – Methodology

This section describes the steps and methods that were used during the investigations of this study.

1.6.5 Section 6 - Findings

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

1.6.6 Section 7 - Conclusion

This section introduces the summary of the findings for each supermarket, conclusions on project questions, limitations of this study and recommendation for the future research.

1.7 Conclusion

This section has introduced the broad problem area, the problem definition, the purpose of the study and its questions.

SECTION 2

LITERATURE REVIEW

2.1 Introduction

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem as defined in Section 1.

2.2 Customer Supermarket Choice

According to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; there are different and a growing number of supermarkets. It is observed that people tend to prefer one store to others. Research findings reveal that the main reasons for choosing this format of food retailing are price, location, quality (store layout) and variety (Orgel, 1997). These factors are all inter-related. A combination of the right product offer in terms of price and choice, and a store offer that is convenient and appealing all impacted upon a consumer's choice of store.

The choice of a store's location is the most important decision for a retail organization makes since it is a critical factor in the enterprise's success or failure. So we can divide the literature in two parts, which are "competitive location literature" and "store-choice literature".

Competitive Location Literature

Competitive location literature is one line of study within the retail store field, which addresses the issue of optimally locating firms that compete for clients in space. Hotelling pioneered this field (Hotelling, 1929) and assumed that consumer would shop at the nearest store. Friesz, et.al. (Friesz, et.al., 1988) pointed out that there are three competitive network facility location models that were "likely to serve as foundations for future models". These ones are the ones of Lederer (Lederer, 1986), Tobin and Friesz (Tobin and Friesz, 1986) and Revelle (Revelle, 1986).

ReVelle and his followers constructed a group of models that examined competition among retail stores in a discrete spatial market. The basic model was the Maximum Capture Problem (MAXCAP) (ReVelle, 1986). In essence, the MAXCAP problem seeks the location of a fixed number of stores for an entering firm in a spatial market where there are other shops from other firms already competing for clients. The spatial market is represented by a network. Each node of the network represents a local market with a fixed demand, which is given. The location of the shops is limited to the nodes of the network. Competition is based on distance: a market is "captured" by a given shop if there is no other shop closer to it. The objective of the entering firm is to maximize its market capture. This model has been adapted to different situations. The first modification introduced shops that are hierarchical in nature and where there is competition at each level of the hierarchy (Serra, et. al., 1992). A second extension took into account the possible reaction from competitors to the entering firm (Serra and ReVelle, 1994). Finally, another modification of the MAXCAP problem introduced scenarios with different demands and / or competitor locations (Serra et.al. 1996). A good review of these models can be found in Serra and ReVelle (Serra and ReVelle, 1996) and a real application of it in Serra and Marianov (Serra and Marianov, 1999).

Store-Choice Literature

Store-Choice literature tries to understand the consumer store-choice process. This literature studies the key variables, which a customer takes into account when shopping at a particular shop, and how these variables interact. This literature usually assumes that the consumers not only cares about which shop is the closest but also consider other variables in making his decision to patronize a particular establishment.

Store-Choice models may be classified into three groups (Craig, et.al., 1984).

The first group includes models that rely on some normative assumption regarding consumer travel behaviour. The simplest model is the nearest-centre hypothesis; i.e., consumers patronize the nearest outlet that provides the required good or service. This hypothesis has not found much empirical support, except in areas where shopping opportunities are few and transportation is difficult.

The empirical evidence suggested that consumers trade off the cost of travel with the attractiveness of alternative shopping opportunities. The first one to recognize this was Reilly in its Reilly's "law of retail ***gravitation***" (1929) based on Newton's Law of Gravitation[6] (1686). Reilly's law states that "the probability that a consumer patronizes a shop is proportional to its attractiveness and inversely proportional to a power of distance to it" (Reilly, 1929). Reilly was the precursor of the "gravity" type of spatial choice models. As this early stage, these models were non-calibrated in the sense that the parameters of the models have a priori assigned value. The best representatives of this group are the models of Reilly (Reilly, 1929) and Converse (Converse, 1949).

These non-calibrated gravity models have some *limitations* (Diez de Castro, 1997):

- They can only be applied to big stores like hypermarkets and shopping centres.
- They can only be applied when the consumer buys non-usual goods.
- They have a restrictive assumption that forces consumer's zones to be assigned to only one shop.

The second group includes models that use the revealed preference approach to calibrate the "gravity" type of spatial choice models. These ones use information revealed by past behaviour to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

Huff (Huff, 1964) was the first one to use the revealed preference approach to study retail store choice. The Huff probability formulation uses distance (or travel time) from consumer's zones to retail centres and the size of retail centres as inputs to find the probability of consumers shopping at a given retail outlet. He was also the first one to introduce the Luce axiom of discrete choice in the gravity model. Using this axiom, consumers may visit more than one store and the probability of visiting a particular store is equal to the ratio of the utility of that store to the sum of utilities of all stores considered by the consumers.

The main critique to Huff model is its over-simplification since it only considers two variables (***distance*** and ***size***) to describe consumer store-choice behaviour.

Nakanishi and Cooper (1974) extended Huff's model by including a set of store attractiveness attributes (rather than just one attribute employed in Huff's model). Attributes such as consumer opinion of ***store image***, ***store appearance***, and ***service level*** can be used, as well as objectives measures as travel distance and physical distance (Vandell & Carter, 1993). This more general statement was known as the **Multiplicatives Competitive Interaction** (**MCI** model).

Revealed preference methods overcome the problems of normative methods because consumers are not assigned exclusively to one shop, and the models can be applied to cases where consumers shopping habits are independent of store size. Despite these improvements, these models also have their drawbacks (Craig, et.al., 1984):

- They assume consumer utility function to be compensatory. But in reality consumers reject stores beyond a certain distance. Consumers may also reject stores unless they possess minimum levels of other attributes.
- Context dependence; i.e., the estimated parameters reflect the characteristics of existing stores in the area. For example, the parameters associated with characteristics on which the existing stores do not differ much would be low. This does not, however, imply that such characteristics are unimportant to consumers but rather, that because of their similarity across stores; other variables are used to discriminate among them.
- The distance decay parameter is highly dependent on the characteristics of the spatial structure. The implication is that in assessing the importance of location on store utilities, individuals consider not only the distance to that stores but also the relative distances to other stores in the area. The result is that consumers residing in different areas might differentially weight the impact of distance on store choice.

Finally, **the third group** includes the models that use direct utility. These models overcome the problem of context dependence, estimating consumer utility functions from simulated choice data using information integration, conjoint or logit techniques. Instead of observing past choices, these methods use consumer evaluations of hypothetical ***store descriptions*** to calibrate the utility function. The best representative model of this group is the one developed by Ghosh and Craig (Ghosh and Craig, 1983) based on game theory.

Given that the aim of the thesis is the incorporation of one store-choice model in the MAXCAP model, one of the previous store-choice models needs to be chosen. The criterion used in making this choice is how well the resulting model can be applied to the real world.

* As we can see there are three types of research methods for store-choice. These are Maximum Capture Problem (MAXCAP) (ReVelle, 1986), Multiplicative Competitive Interaction (MCI) (Nakanishi and Cooper, 1974) and Multiple Store Location (Achabal, et.al., 1982).

1st Freisz, te.al. (Freisz, et.al., 1988) pointed out that one of the three competitive network facility location models that were "likely to serve as foundations for future models" is ReVelle's **Maximum Capture Problem (MAXCAP)** (ReVelle, 1986). MAXCAP problems are trying to include Store-Choice theories in its models. It stands to reason that any retail location model should take into account the process underlying consumers' choice of store. Traditionally, the discrete location modelling literature has been successfully applied to locate public sector services, where the main aim is to optimise some measure of service quality in terms of access (e.g., maximizing service coverage or minimizing average distance to the service). Actually, new models are appearing within a private sector context, where there is competition among providers

of the service. The models employed focus on solving problems like hierarchical services and scenarios with different demand and/or competitor locations. To date, this literature has assumed that consumers shop at the closest store supplying a specific product or service. However, one needs to ask whether this assumption reflects consumer behaviour. It seems more realistic to admit that consumers do not merely consider distance when making-choice retail shops. There is a new version of the MAXCAP model, which could be applied to the retail sector. This broader research work has defined three main stages on the way to achieving these objectives:

1st - an analysis of how best to include distance in the new version of MAXCAP model.

2nd - analyse which store attributes (other than distance) should be included in the new version of the MAXCAP model and how these could be incorporated.

3rd - a solution employing the new version of the MAXCAP model and its application to a real case.

In essence, the MAXCAP problem seeks the location of a fixed number of stores for firm entering in a spatial market where competitors' shops are already doing business. Since consumers in an area are captured by a given shop if there is no closer shop, the objective of the entering firm is to maximize its market capture. The MAXCAP model uses the traditional view of all or nothing capture relative to the distance criteria.

2nd The Multiplicative Competitive Interaction (MCI) model (Nakanishi and Cooper, 1974) determines using information revealed by past consumer's behaviour in order to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

3rd Multiplicative Store Location (Achabal, et.al., 1982) is usually applied in a retailing context of firms.

- As we said at the beginning of the literature according to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; a combination of the right *product offer* in terms of price and choice, and a *store offer* that is convenient and appealing all impacted upon a consumer's choice of store.

a) Product Offer

- **Price:** Not all customers seek the "cheapest outlets". Price appears to be more of a driver for those on a budget and those with less of an interest in food.

- **Promotions:** Special offers played an important role in delivering an overall price message, often providing enough of an incentive to break a routine and visit different stores. Typical promotions are only associated with the supermarkets (Joseph Cronin, 2000).

- **Food choice-breadth of range:** Many customers feel that they would be able to get all they need from the supermarket, including food, non-foods, newspapers, prescriptions, paying utility bills and dry cleaning for example.

- **Food choice-depth of range:** It is generally recognize that supermarkets offer the widest choice of products. However many people feel that specialist shops and farmer's markets for

example have a different or deeper, but narrower range, offering a valued alternative to the supermarket.

- **Own brand products:** A number of customers would make an effort to visit another store if they preferred certain products. This is often the motivation behind customers shopping at local specialty outlets, however even those reliant on supermarkets would often switch between different supermarket chains.

b) Store Offer

- **Layout & Atmosphere:**

→ ***Store Layout:*** Many of the consumers want to complete their shopping as quickly as possible and therefore they placed a higher value on knowing the store layout. This is a main driver of store loyalty – but of course applied to supermarkets.

→ ***Store Size:*** There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

→ ***Atmosphere:*** The "atmosphere" of supermarkets is only commented on occasionally, but the positive comments often related to aspects associated with smaller, or market environment stores (Philip Kotler, 1973)

• **Facilities:**

→ ***Opening Hours:*** A number of customers, particularly those working, found traditional 9-5 opening hours of typical town centre shops restrictive, as they do not necessarily want to be complete food shopping at the weekend. These customers welcomed the flexibility of late opening hours.

→ ***Parking:*** As most people do large weekly shops in a car, free parking is an important and an attractive feature of the supermarket offer.

• **Location:**

→ ***Closest:*** Customers most likely to cite the proximity of a shop to their home as a key driver for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

• **Staff / Customer Service:** The type of service expected varied between stores. Generally the customers expected an efficient and polite service within supermarkets (Berry M. McCollough, 2000); this is a "must have" rather than added value part of the offer. However there are more positive, unprompted comments about the type of service in local specialist outlets, typically implying a more friendly and knowledgeable approach.

2.3 Conclusion

This section was a review of the literature survey carried out on customers' supermarket choice. The purpose was to identify and define the main variables affecting the problem as defined in Section 1.

SECTION 3

THEORETICAL FRAMEWORK

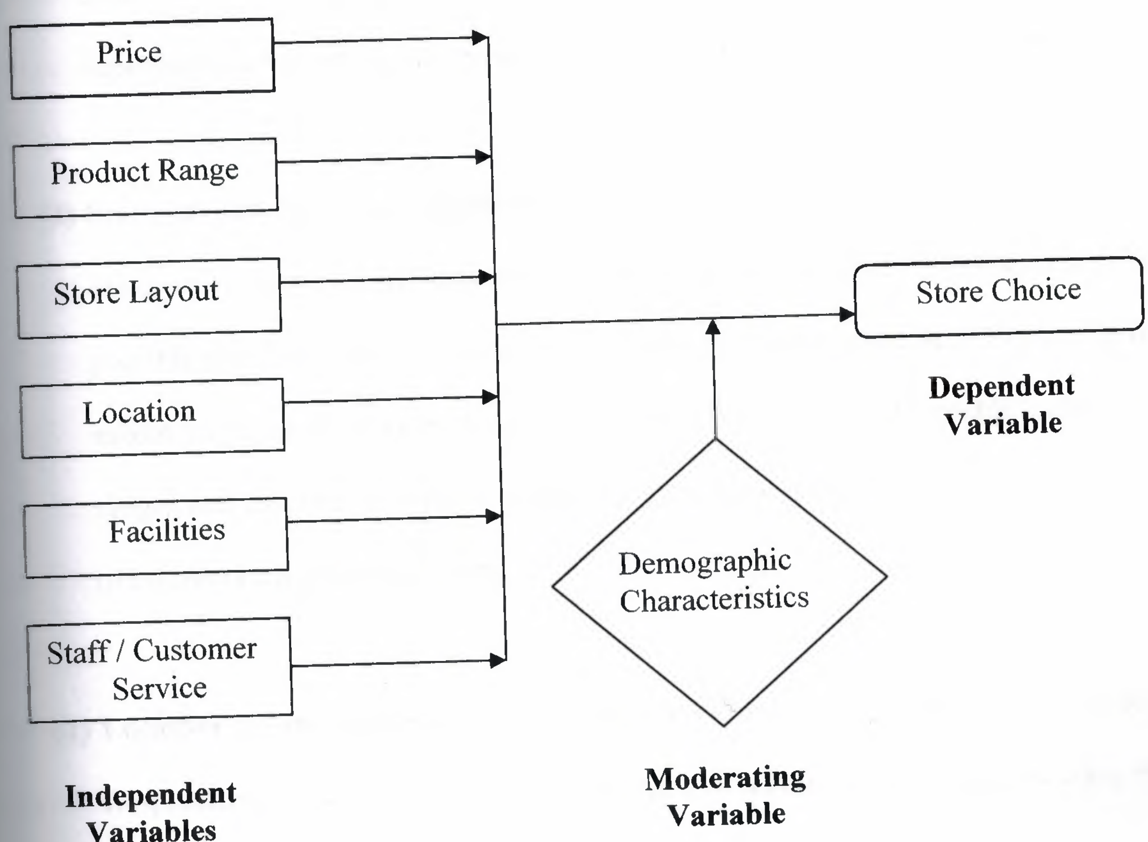
3.1 Introduction

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

3.2 A Theoretical Framework for Customer's Supermarket Choice

The variables and their relationships that will be the basis of this study are defined and illustrated as below:

Figure 3.1



According to Joanne Denney (2004) there are six independent variables which are (1) price, (2) product range, (3) store layout, (4) location, (5) facilities and (6) staff/customer service. These independent variables are all affecting each other; it means that they are all inter-related.

(1) **Price** appears to be a driver for those on a budget and those with less of an interest in food. Price also refers to *product price,* which includes cheap/expensive, value for money and promotion. Special offers play an important role in delivering on overall price message, often providing enough of an incentive to break a routine and visit different stores.

(2) **Product range** refers *food choice – breadth of range, food choice – depth of range* and *own brand products*. Breadth of range means that customer can find whatever they want or we can say there are a variety of product types. Depth of range means supermarkets offer the widest choice of products. Own brand products means that supermarkets have their own brand products which are selling in their stores.

(3) **Store layout** refers *arrangement of products in a row, sore size, cleanliness* and *atmosphere*. Many of the customers wanted to complete their shopping as quickly as possible and therefore they placed a high value on knowing the store layout. There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

(4) **Location** refers supermarket places if it is closest or not and on the way or not. Respondents most likely to cite the proximity of a shop to their home as a key driver

for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

(5) **Facilities** refer stores' opening hours, parking and may be some places for eating, drinking something or sitting for rest. A number of respondents, particularly those working, welcomed the flexibility of late opening hours. As most people do large weekly shops in a car, free parking is an important and attractive feature of the supermarket offer.

(6) **Staff / Customer Service** refers efficient and polite service within supermarkets. This is a "must have" rather than added value part of the offer. Staff should imply a more friendly and knowledgeable approach.

These independent variables act together in affecting the dependent variable (store choice) on the model illustrated in Figure 3.1. This study also argues that there is a moderating variable which has a contingent effect on the independent variable and dependent variable relationship. The moderating variable (7) is identified as ***demographic characteristics***.

(7) **Demographic characteristics** refer customers' personal characteristics such as age, gender, income, education, ethnicity, occupation, and family cycle.

This study is centred on the argument that apart from the variables described by Joanne Denney (2004), there is the moderating variable, demographic characteristic, and this study will try to identify the contingent effect of this variable on the final customer decision in store choice.

3.3 Conclusion

This section set up a theoretical framework of the problem situation using the variables as identified in Section 2.

SECTION 4

CONTEXTUAL FACTORS

4.1 Introduction

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

4.2 Supermarkets Around the World

A **supermarket** is a store that sells a wide variety of goods including food and alcohol, medicine, clothes, and other household products that are consumed regularly. It is often part of a chain that owns or controls (sometimes by franchise) other supermarkets located in the same or other towns; this increases the opportunities for economies of scale. The chains themselves are often supplied from the distribution centres of a larger business.

Supermarkets usually offer products at low prices by reducing margins. Certain products (typically staples such as bread, milk and sugar) are often sold as loss leaders, that is, with negative margins. To maintain a profit, supermarkets attempt to make up for the low margins with a high volume of sales, and with sales of higher-margin items. Customers usually shop by putting their products into trolleys (shopping carts) or baskets (self-service) and pay for the products at the check-out. At present, many supermarket chains are trying to reduce labour costs (and thus margins) further by shifting to self-service check-out machines, where a group of four or five machines is supervised by a single assistant.

A larger full-service supermarket combined with a department store is known as a hypermarket. Other services that supermarkets may have include cafés, crèches, photo development, pharmacies, and/or petrol stations.

History

Early retailers did not trust their customers. In many stores, all products had to be fetched by an assistant from high shelves on one side of a counter while the customers stood on the other side and pointed to what they wanted. Also, many foods did not come in the individually wrapped consumer-size packages taken for granted today, so a clerk had to measure out the precise amount desired by the consumer. These practices were obviously labour-intensive and quite expensive.

The concept of a self-service grocery store was developed by Clarence Saunders and his Piggly Wiggly stores, and A&P was the most successful of the early chains in the United States, having become common in American cities in the 1920s. The general trend in retail since then has been to stack shelves at night and let the customers get their own goods and bring them to the front of the store to pay for them. Although there is a higher risk of shoplifting, the costs of appropriate security measures will be ideally outweighed by the economies of scale and reduced labour costs.

The first true supermarket in the United States was opened by ex-Kroger employee Michael J. Cullen, in August 1930 in a 6,000 square foot (560 m^2) former garage in Jamaica, Queens, New York. The store, King Kullen, following King Kong, operated under the slogan "Pile it high. Sell it low." When Cullen died in 1936, there were fifteen stores in operation.

Supermarkets proliferated in the United States along with suburban areas after World War II. Supermarkets in the USA are now often co-located with department stores in strip malls and

are generally regional rather than national. Kroger is probably the closest thing in the U.S. to a national chain but has preserved most of its regional brands like Ralphs.

It was formerly common for supermarkets to give trading stamps. Today, most supermarkets issue store-specific "members' cards," "club cards," or "loyalty cards" which are scanned at the register when the customer goes to check-out. Typically, several items are given special discounts if the credit card-like devices are used.

In Britain, France and other European countries, the proliferation of out-of-town supermarkets has been blamed for the disappearance of smaller, local grocery stores and for increased dependency on the motor car. In particular, some critics consider the practice of selling loss leaders to be anti-competitive.

4.3 Supermarkets in Lefkoşa, Northern Cyprus

4.3.1 Northern Cyprus

The Turkish Republic of Northern Cyprus (TRNC) is a small island state situated in the Eastern Mediterranean with its 200 000 inhabitants. Despite its small population and limited trade with the outside world increasing number of supermarket companies compete with each other for customers.

4.3.2 Background to Supermarkets and Groceries in Northern Cyprus

There were some groceries in some towns and villages for shopping. People bought their needs from groceries. There were open markets for buying extra needs such as clothes, shoes, etc. Supermarkets started at the beginning of the 1990's. After that time supermarkets started to compete with different prices, product range, store layout, location, facilities and staff/worker."

4.3.3 Supermarkets Visited by This Study

4.3.3.1 Lemar

Lemar started in the end of the 1990's. It has total seven branches in Girne, Lefkoşa, Güzelyurt, and Magosa. Lefkoşa Lemar has a restaurant and a cinema as facilities.

4.3.3.2 Metropol

Metropol started at the middle of the 1990's.It hasn't got an extra branch. It has a restaurant which name is "Pizzy Burger" and a park for children.

4.3.3.3 Önder

Önder name was Atlex until before two years. It started at the beginning of the 1990's. It hasn't got an extra branch.

4.3.3.4 Astro

Astro started at the beginning of the 2000's. It has two branches which are in Lefkoşa and Girne.

4.3.3.5 Reis

Reis started at the middle of the 1980's as a grocery. After years, at beginning of the 1990's it continued as a supermarket. Build new buildings and growth its capacity. It has a web page and gives orders from internet then distributes products to groceries in the villages and towns.

4.4 Conclusion

This section introduced the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

SECTION 5

METHODOLOGY

5.1 Introduction

This section describes the steps and methods that were used during the investigations of this study.

5.2 Sampling

The type of sampling is; <u>*Convenience sampling*</u> which is nonprobability sampling. Convenience sampling refers to collection of information from members of the population who are conveniently available to provide it. This study use convenience samples to obtain a large number of completed questionnaires quickly and economically.

The purpose of the study is; <u>*Descriptive study*</u>. The goal of a descriptive study is to offer to the researcher a profile or to describe relevant aspects of the phenomena of interest from an individual, organizational, industry-oriented, or other perspective. Descriptive studies that present data in a meaningful from thus help to:

- understand the characteristics of a group in a given situation,
- think systematically about aspects in a given situation,
- offer ideas for further probe and research, and/or
- help make certain simple decisions (such as what kinds of individuals should be shopping in a store).

This study is also undertaken in supermarkets to learn about and describe the characteristics of supermarket customers as for example age, gender, income, education, ethnicity, occupation and family cycle.

The type of investigation is; *Correlational study*. When the researcher is interested in delineating the important variables associated with the problem, the study is called a *Correlational study*. This study researches the variables relation to make a store choice.

The extent of research interference in the study is; *Minimal interference* because in this study researcher has not interfered with the normal activities in the store. Researcher collects data from customers through a questionnaire to indicate demographic characteristics of each stores customers and variables that affect their store choice.

The study setting is; *Field study and noncontrived setting*. Correlational studies done in organizations are called field study. In this study researcher analyze the relationship between variables (such as independent, moderating and dependent variables).

The unit of analysis is; *Individuals* because data will be gathered from supermarket customers and researcher through a questionnaire to each customer.

The time horizon is; *longitudinal study* because this study needs to study people at more than one point in times in order to answer the research questions. In this study, data are gathered at five different points in time such as morning, noon, afternoon, evening during the week and weekend.

5.3 Questionnaire Design

A questionnaire was designed by this study based on the variables identified during the literature review and the preliminary interviews with supermarket customers. The variables identified and their correlations were illustrated and explained in the theoretical model proposed by this study in Section 3. The questions were worded on the operational definitions of the variables. We create questions by using variables dimensions and elements as you can see on the figures 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. Both dichotomous and open-ended questions were designed with a 5-point Likert scale to measure the variances of the variables defined. There were three sections in the questionnaire, the first section related to screening questions, second section related to demographic questions and third section related to the variables on customers' store choice.

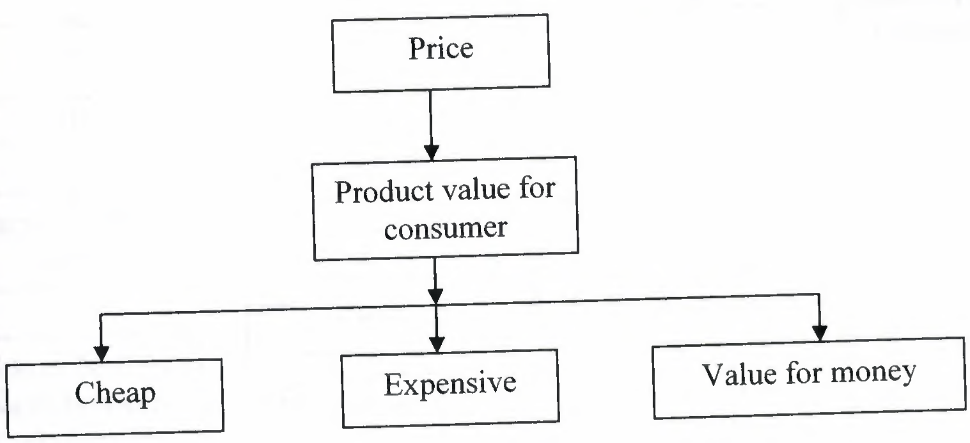


Figure 5.1 Price

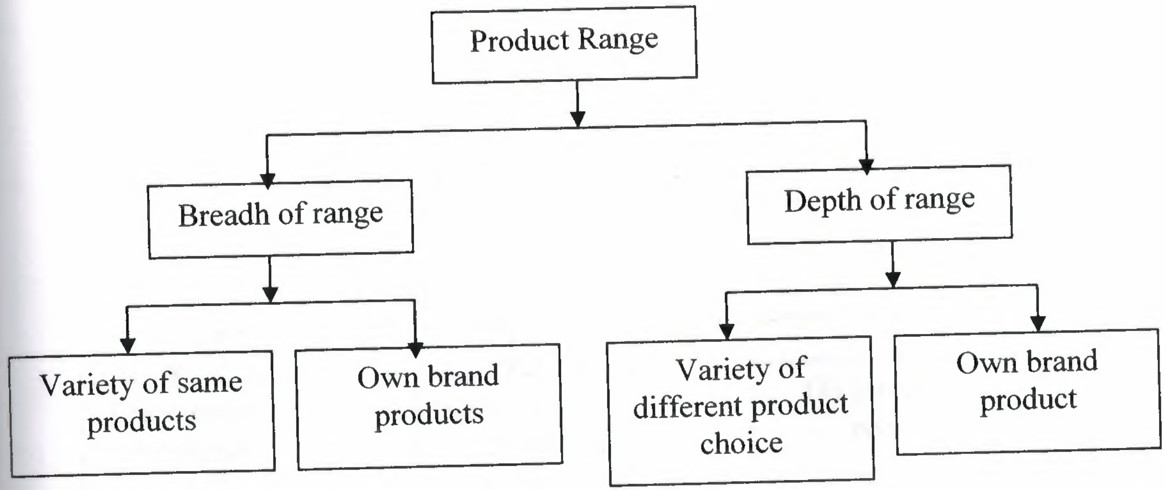


Figure 5.2 Product range

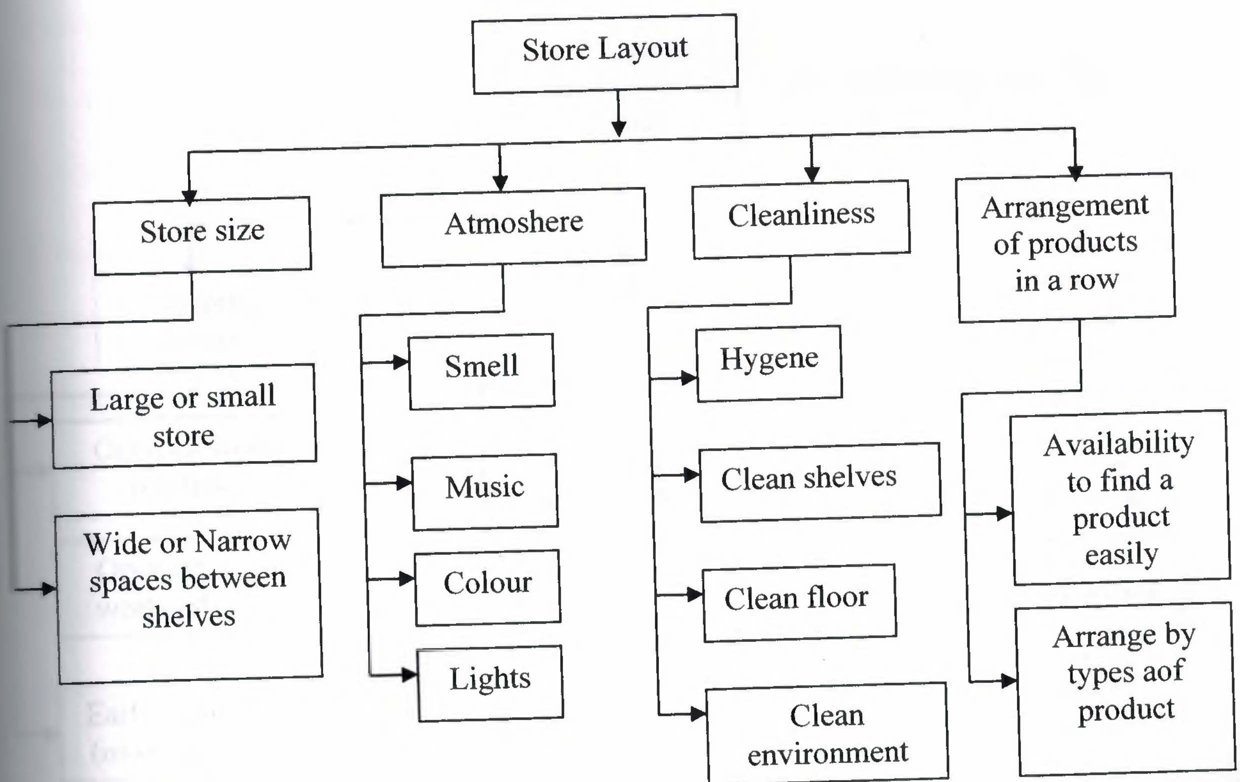


Figure 5.3 Store Layout

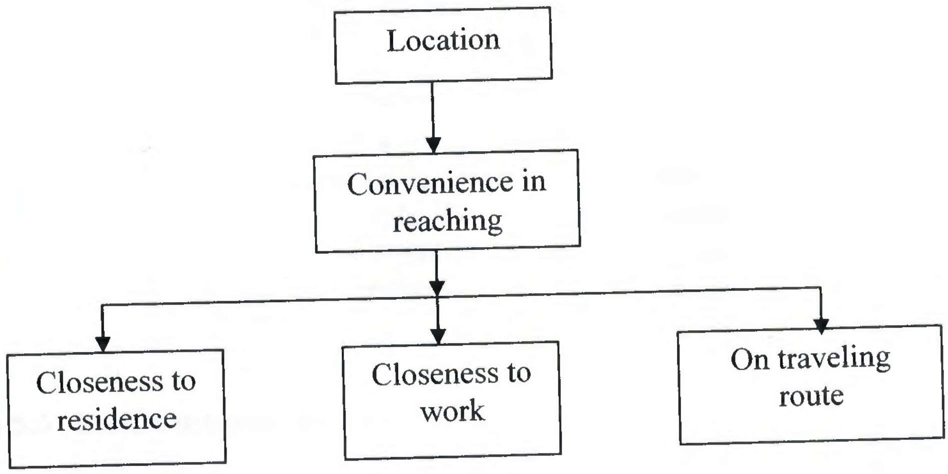


Figure 5.4 Location

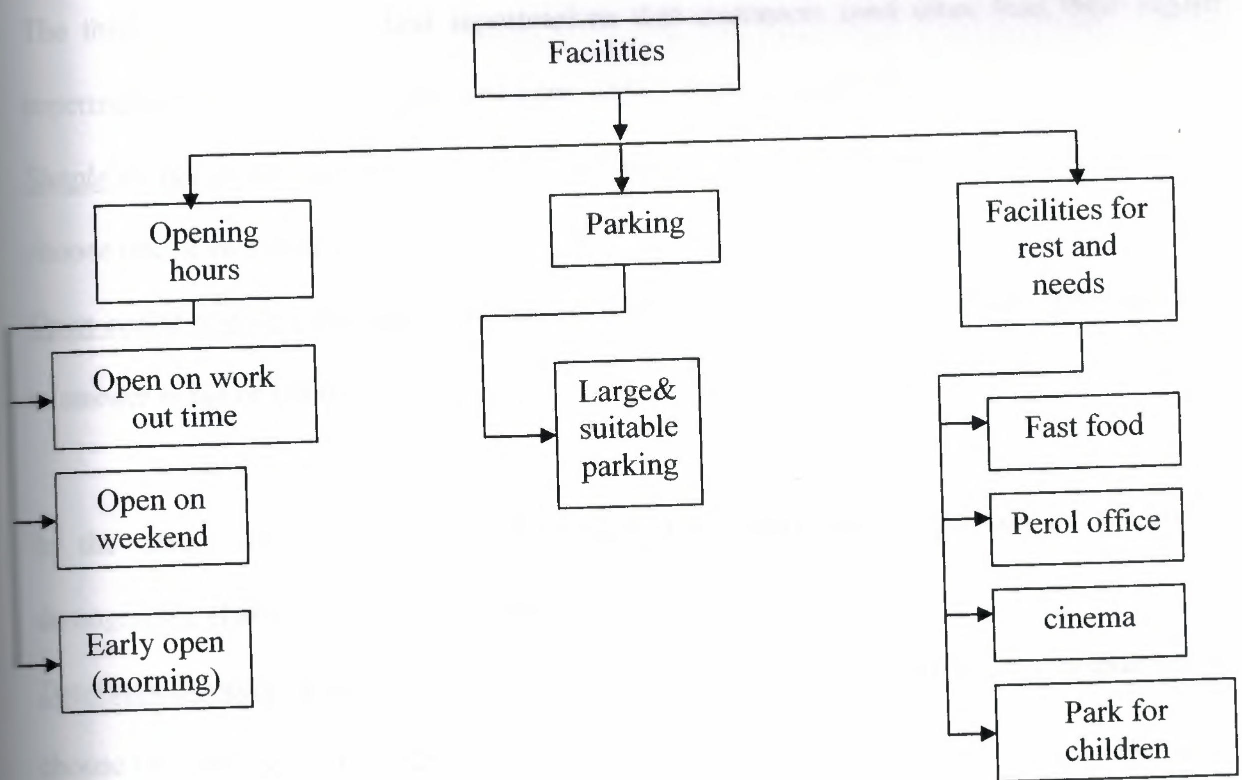


Figure 5.5 Facilities

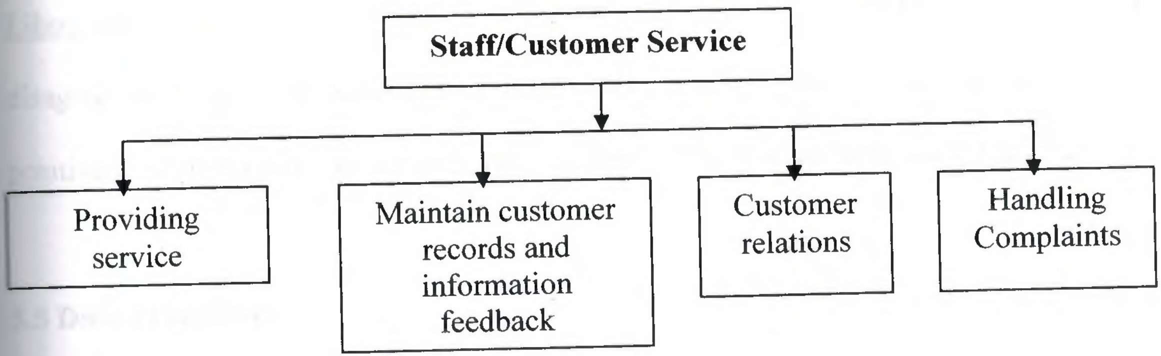


Figure 5.6 Staff/Customer Service

5.4 Scales of Questions

In the first section, the first two questions were the screening questions that helped to eliminate the non-customers from the investigation and used simple-dichotomous questions. The third question was to find supermarkets that customers used other than their regular supermarket and there researcher used open-ended response question.

Simple dichotomous question is a fixed-alternative question that requires the respondent to choose one or two dichotomous alternatives.

Open-ended response question is a question that poses some problem and asks the respondent to answer in his or her own words.

In the second section, the researcher used determinant-choice question to understand demographic characteristics of customers.

Determined-choice question is a fixed-alternative question that requires a respondent to choose one, and only one, response from among multiple alternatives.

In the third section researcher use five point likert scales to determine affected variables of store choice.

Likert scale is a measure of attitudes in which respondents' rate how strongly they agree or disagree with carefully constructed statements; several scales items ranging from very positive to very negative attitudes toward an object may be used form a summated index.

5.5 Data Processing

The information collected from the 50 questionnaires completed were processed using the SPSS statistical programme.

5.6 Conclusion

This section described the steps and methods that were used during the investigations of this study.

SECTION 6

FINDINGS

6.1 Introduction

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

6.2 Realisation Rate

A total of 10 customers (men-women) were interviewed at each supermarket named. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher. The reason for convenience sampling was explained in section 5.

The first two questions were the screening questions that helped to eliminate the non-customers from the investigation.

6.3 Responses and findings

The following reports the findings from the respondents interviewed from each supermarket visited. The findings are explained on a question-by-question basis:

6.3.1 LEMAR

PART A (SCREENING QUESTIONS)

3. Bu market dışında alışlveriş yaptığınız marketler hangileridir?

a)__________ **b)**__________ **c)**__________ **d)**__________

Supermarkets	Frequency
Metropol	3
Astro	1
Önder	1
Kiler	1

Table 6.1 Other choices of Lemar customers

Major Finding: With the main supermarket of Lemar, Lemar customers also mostly use Metropol.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	7	70,0	70,0	70,0
	Male	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.2 Gender (Lemar)

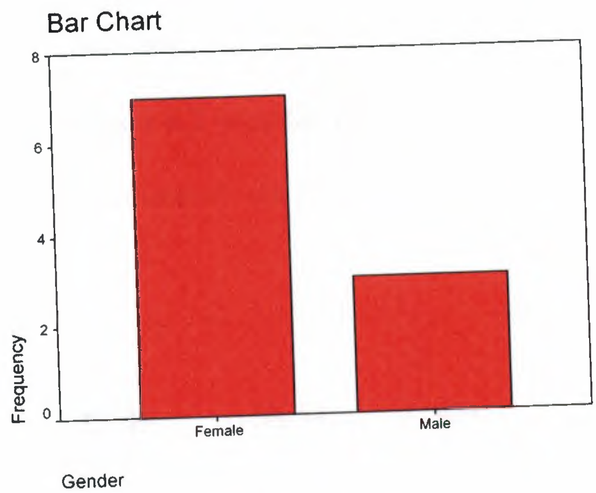


Figure 6.1 Gender (Lemar)

Major Finding: 70 % of Lemar customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.3 Marital Status (Lemar)

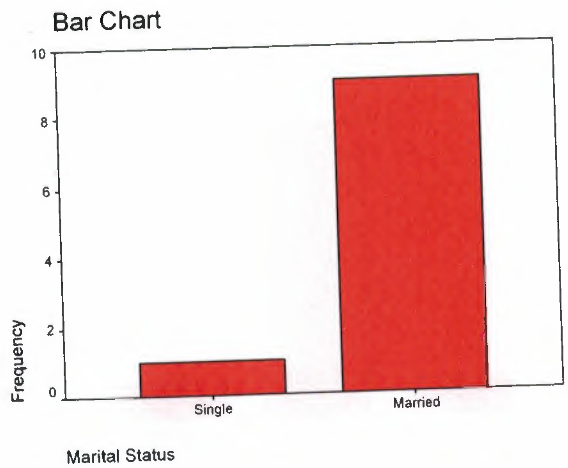


Figure 6.2 Marital Status (Lemar)

Major Finding: 90 % of Lemar customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	1	10,0	10,0	10,0
	26-49	8	80,0	80,0	90,0
	65+	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.4 Age (Lemar)

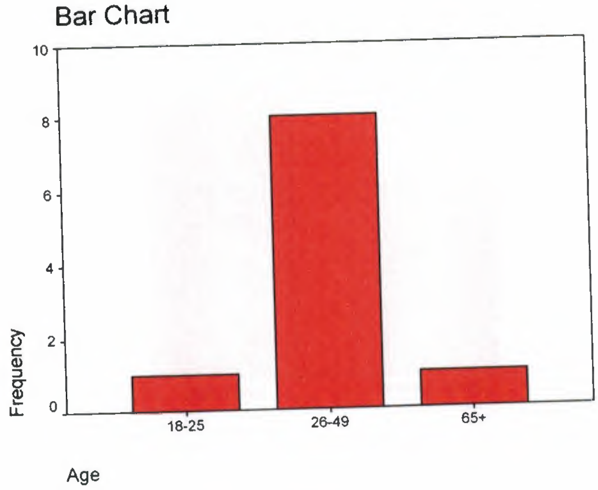


Figure 6.3 Age (Lemar)

Major Finding: 80 % of Lemar customer's ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	60,0	60,0	60,0
	University: Lisans	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.5 Education (Lemar)

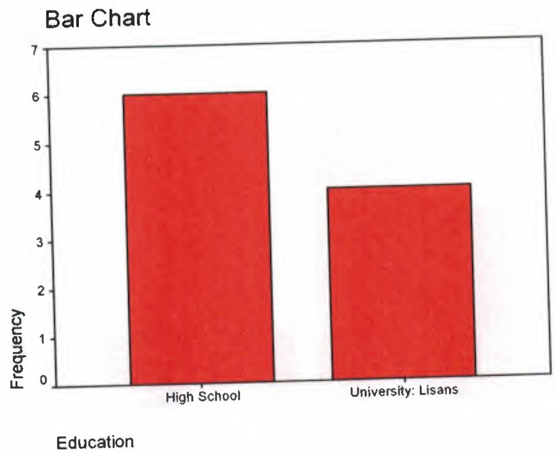


Figure 6.4 Education (Lemar)

Major Finding: 60 % of Lemar customers are High School graduates.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	1	10,0	10,0	10,0
	Retired	1	10,0	10,0	20,0
	Civil Servant	5	50,0	50,0	70,0
	Other	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.6 Occupation (Lemar)

The three other occupations are Teacher, Technician and Banker.

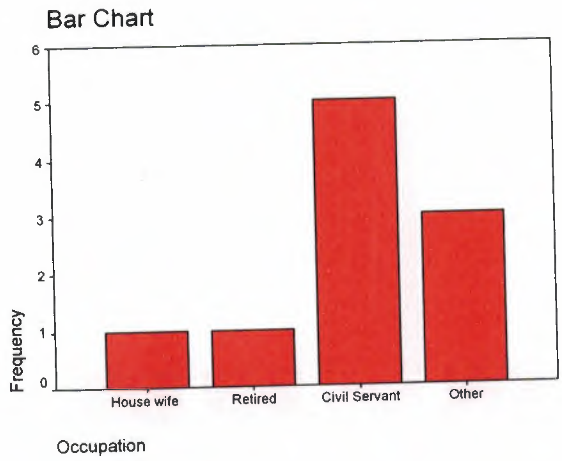


Figure 6.5 Occupation

Major Finding: 50% of Lemar customers are civil servant. There is a distribution on occupations.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ Tek **□ Evli, çocuksuz** **□ Evli, çocuklu**

□ Evli, 18 yaşından küçük çocuk yok **□ Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married, no children	1	10,0	10,0	20,0
	Married with children	7	70,0	70,0	90,0
	Married with no children under 18	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.7 Family Life-Cycle (Lemar)

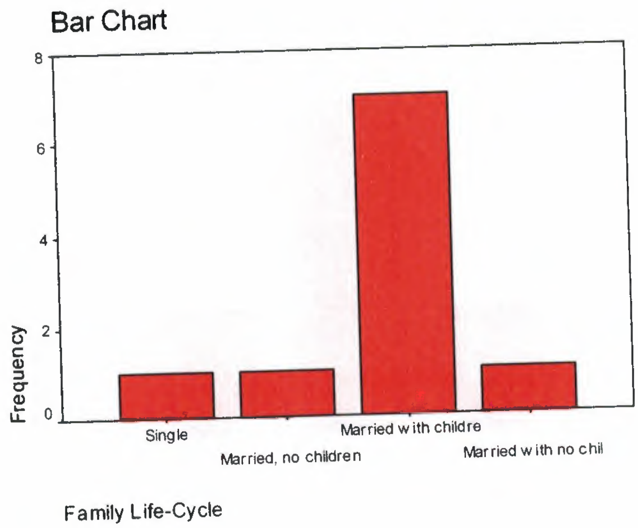


Figure 6.6 Family Life-Cycles

Major Finding: 70 % of Lemar customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	2	20,0	20,0	20,0
	1500-2500ytl	6	60,0	60,0	80,0
	2500-3500ytl	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.8 Income (Lemar)

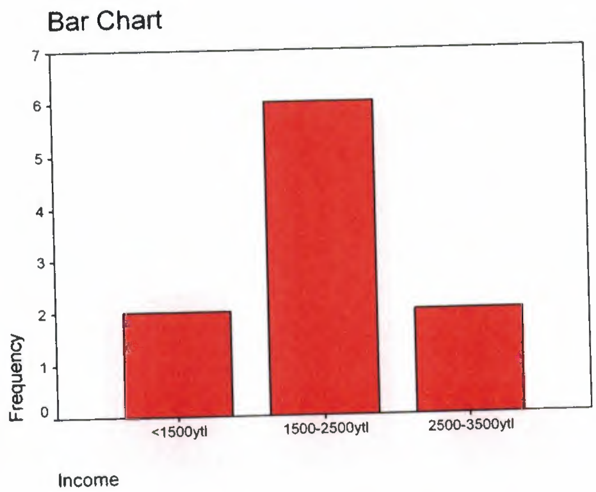


Figure 6.7 Income (Lemar)

Major Finding: 60 % of Lemar customers' incomes are between 1500-2500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11. Market fiyatları çok pahalıdır.				
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.9 Question 11 (Lemar)

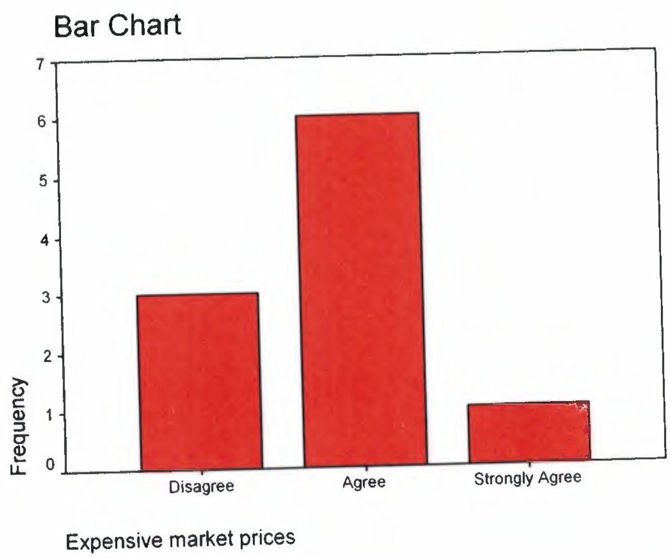


Figure 6.8 Questions 11 (Lemar)

Major finding: 60 % of Lemar customers agree that there are expensive market prices.

12.	**Markketteki ürünler kalitesine göre fiyatlandırılmıştır.**

□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.10 Question 12 (Lemar)

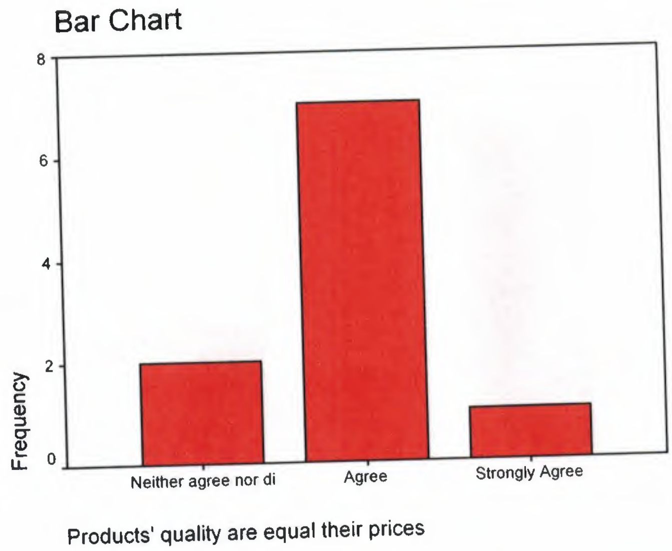


Figure 6.9 Questions 12 (Lemar)

Major Findings: 70 % of Lemar customers agree that products' quality is equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	3	30,0	30,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.11 Question 13 (Lemar)

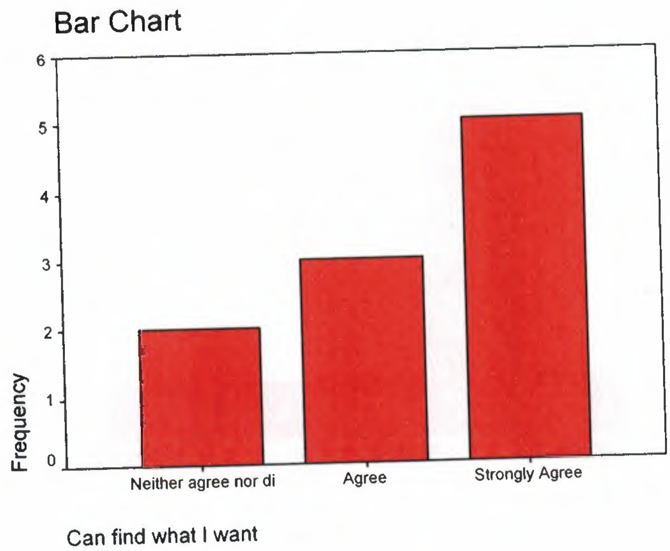


Figure 6.10 Questions 13 (Lemar)

Major Finding: 80 % of Lemar customers agree that they can find what they want in Lemar.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.12 Question 14 (Lemar)

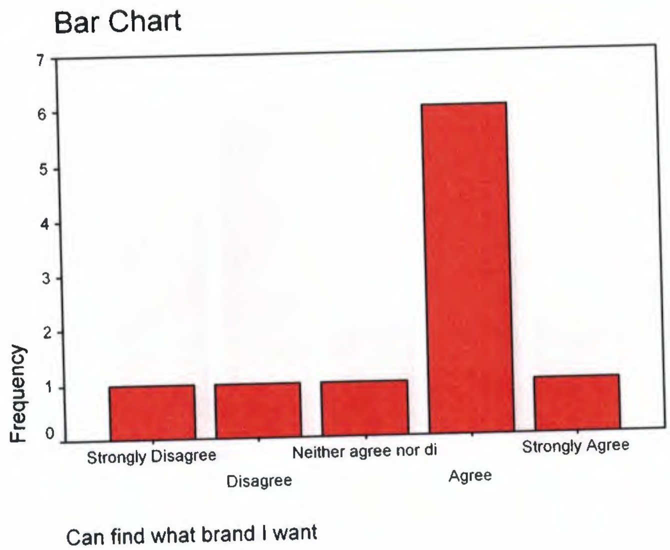


Figure 6.11 Questions 14 (Lemar)

Major Finding: 70 % of Lemar customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Lemar's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	3	30,0	30,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.13 Question 15 (Lemar)

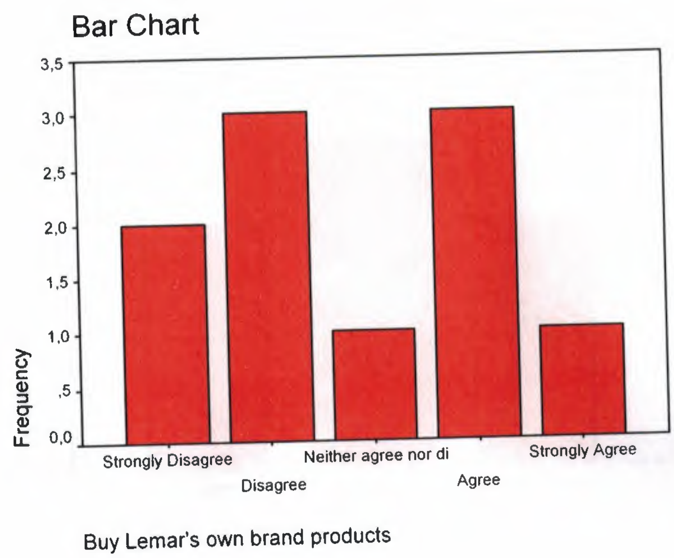


Figure 6.12 Questions 15 (Lemar)

Major Finding: 50 % of Lemar customers don't buy Lemar's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Lemar's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	4	40,0	40,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.14 Question 16 (Lemar)

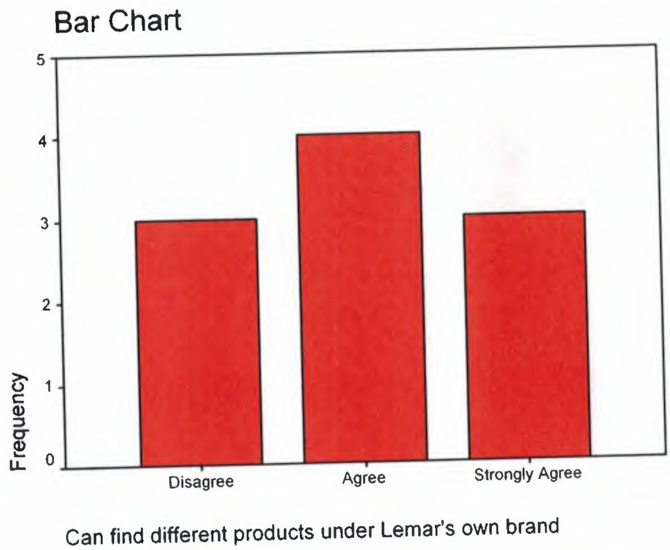


Figure 6.13 Questions 16 (Lemar)

Major Finding: 70 % of Lemar customers agree that they can find different products under Lemar's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Lemar is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.15 Question 17 (Lemar)

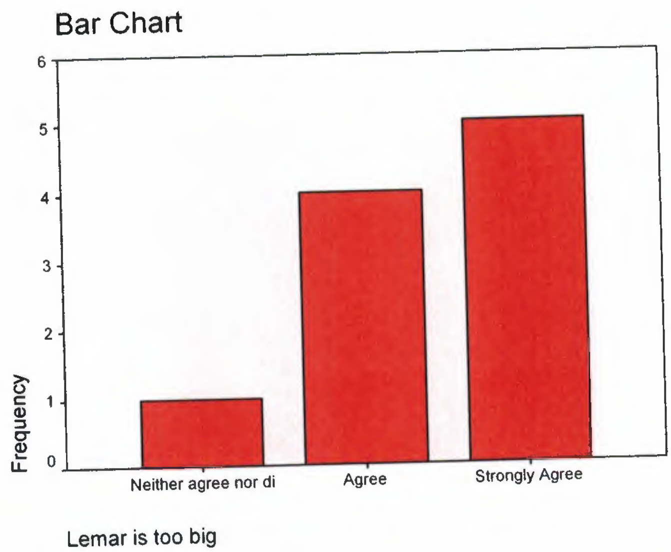


Figure 6.14 Question 17 (Lemar)

Major Finding: 90 % of Lemar customers agree that Lemar is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	50,0	50,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.16 Question 18 (Lemar)

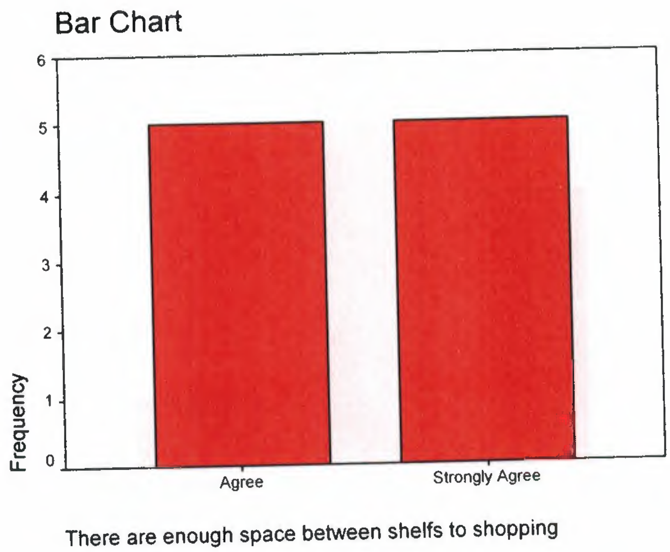


Figure 6.15 Question 18 (Lemar)

Major Finding: 100 % of Lemar customers agree that there are enough spaces between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Lemar such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	5	50,0	50,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.17 Question 19 (Lemar)

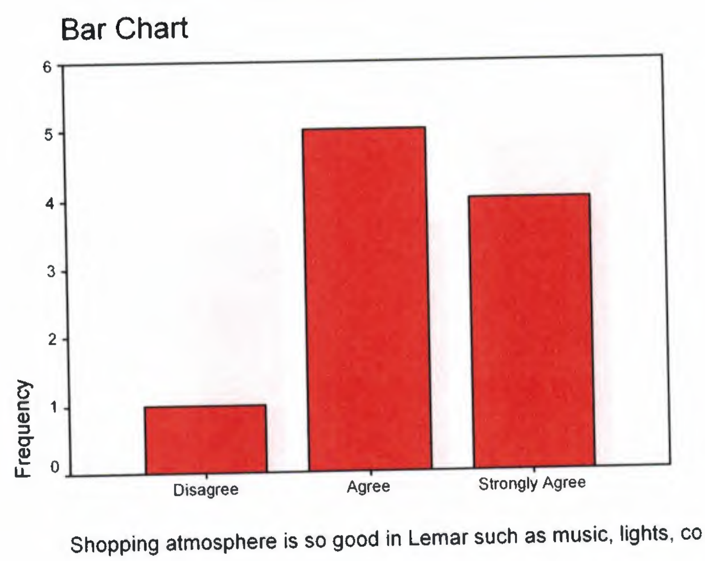


Figure 6.16 Question 19 (Lemar)

Major Finding: 90 % of Lemar customers agree that shopping atmosphere is so good in Lemar.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**

□ **1** ***Kesinlikle Katılmıyorum*** □ **2** ***Katılmıyorum*** □ **3** ***Kararsızım*** □ **4** ***Katılıyorum*** □ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Lemar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	3	30,0	30,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.18 Question 20 (Lemar)

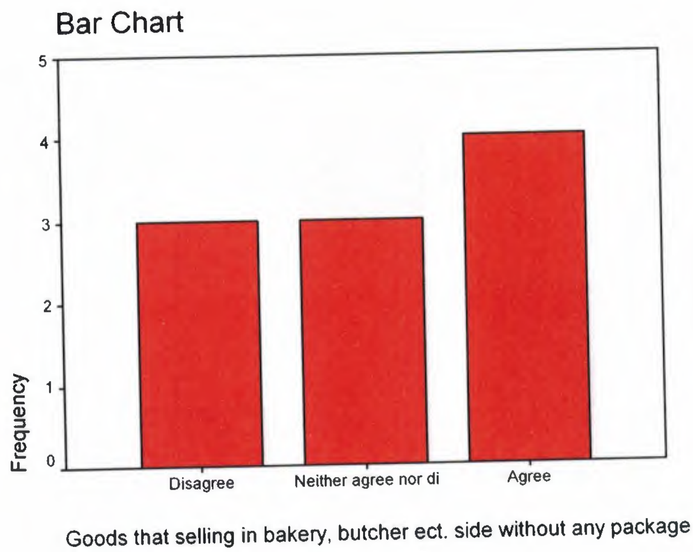


Figure 6.17 Question 20 (Lemar)

Major Finding: There is an indecision situation but 40 % of Lemar customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Lemar.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Lemar is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.19 Question 21 (Lemar)

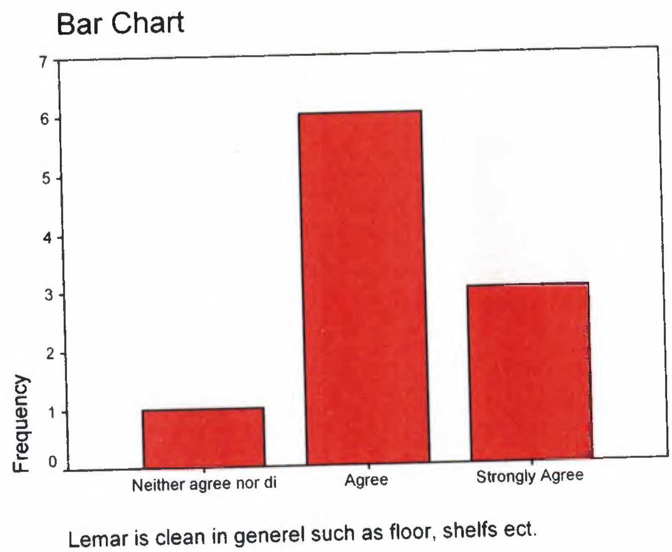


Figure 6.18 Question 21(Lemar)

Major Finding: 90 % of Lemar customers agree that Lemar is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.20 Question 22 (Lemar)

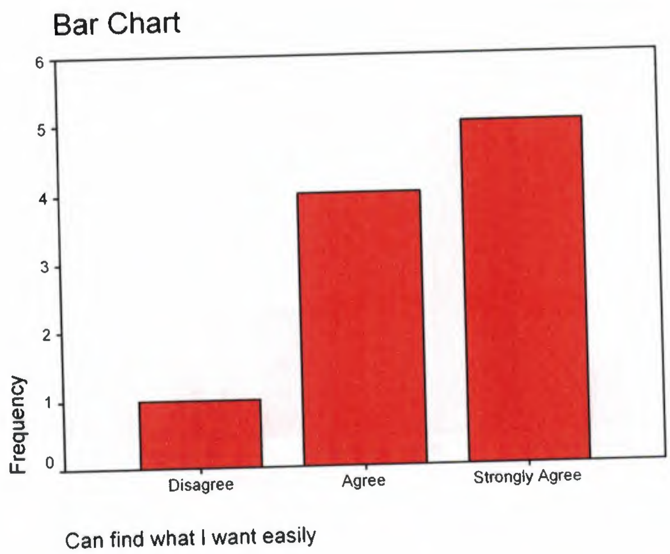


Figure 6.19 Question 22 (Lemar)

Major Finding: 90 % of Lemar customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**

□ **1** ***Kesinlikle Katılmıyorum*** □ **2** ***Katılmıyorum*** □ **3** ***Kararsızım*** □ **4** ***Katılıyorum*** □ **5** ***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.21 Question 23 (Lemar)

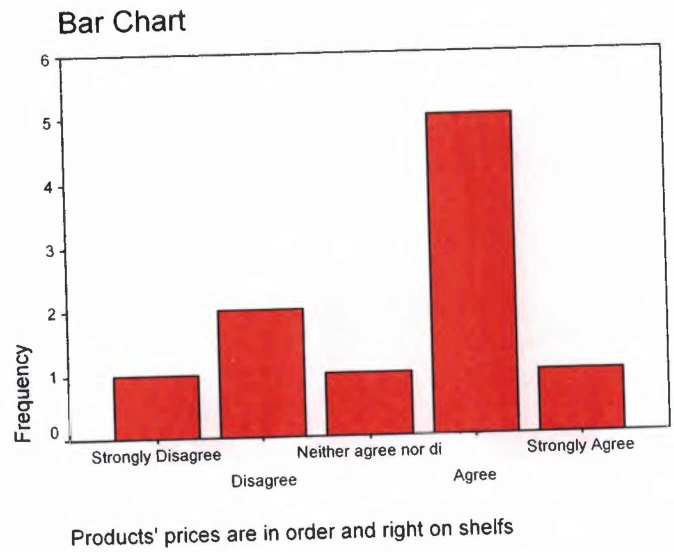


Figure 6.20 Question 23 (Lemar)

Major Finding: 60 % of Lemar customers agree that products' prices are in order and right on shelfs.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Lemar because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	3	30,0	30,0	40,0
	Strongly Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.22 Question 24 (Lemar)

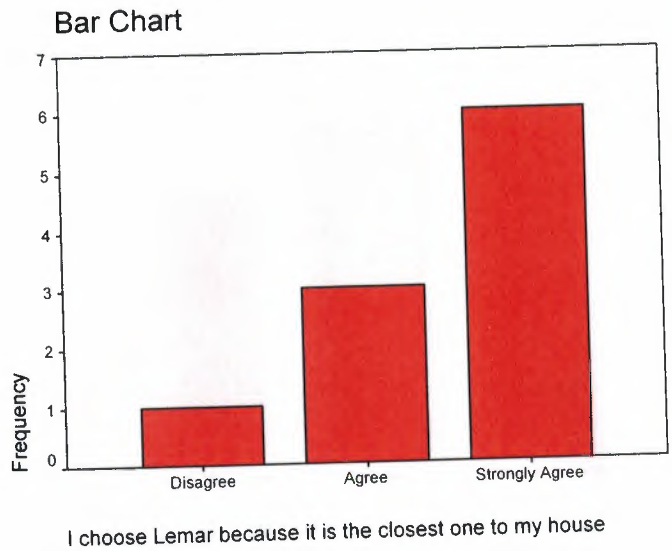


Figure 21 Question 24 (Lemar)

Major Finding: 90 % of Lemar customers' choice Lemar because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Lemar because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	40,0	40,0	40,0
	Disagree	5	50,0	50,0	90,0
	Neither agree nor diagree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.23 Question 25 (Lemar)

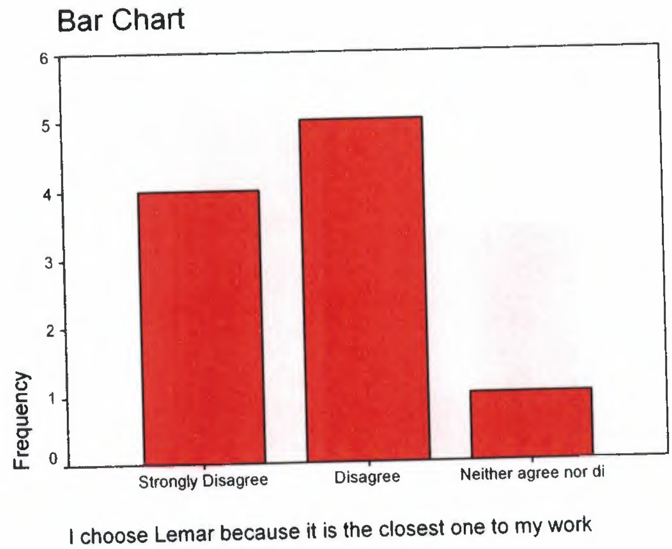


Figure 6.22 Question 25 (Lemar)

Major Finding: 90 % of Lemar customers disagree that choice of Lemar depends on nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Open and close times and days of Lemar are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	6	60,0	60,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.24 Question 26 (Lemar)

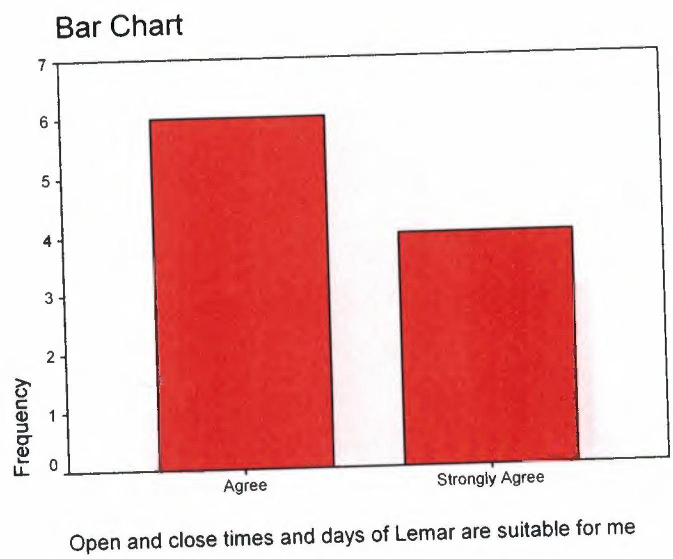


Figure 6.23 Question 26 (Lemar)

Major Finding: 100 % of Lemar customers agree that Lemar's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Parking is more suitable at Lemar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.25 Question 27 (Lemar)

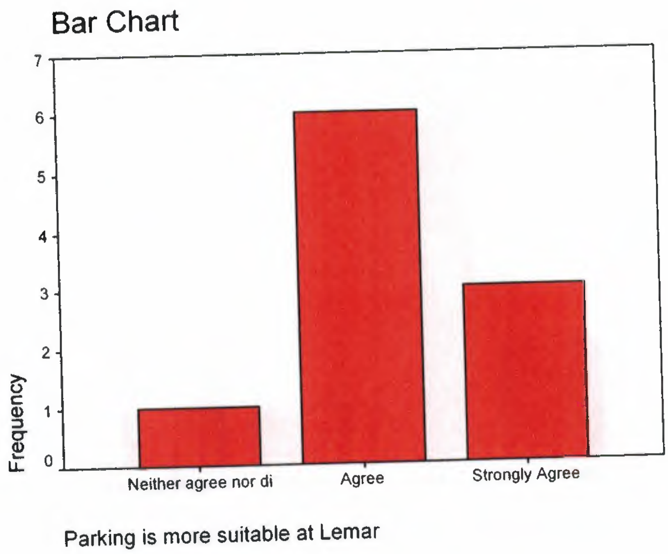


Figure 6.24 Question 27 (Lemar)

Major Finding: 90 % of Lemar customers agree that parking is more suitable at Lemar.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I use extra facilities of Lemar such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Agree	6	60,0	60,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.26 Question 28 (Lemar)

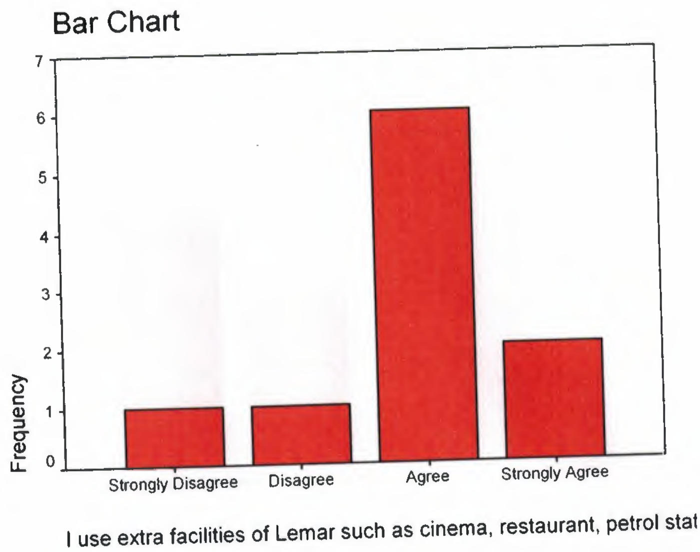


Figure 6.25 Question 28 (Lemar)

Major Finding: 80 % of Lemar customers use extra facilities of Lemar.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Lemar are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	2	20,0	20,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.27 Question 29 (Lemar)

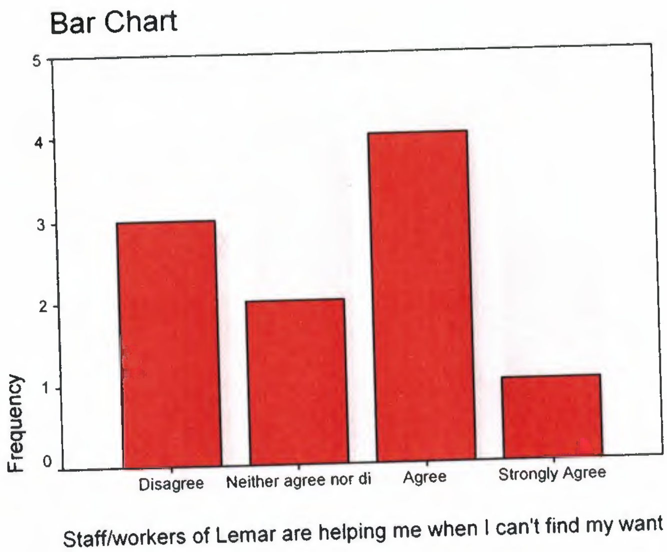


Figure 6.26 Question 29 (Lemar)

Major Finding: 50 % of Lemar customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Lemar are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	3	30,0	30,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.28 Question 30 (Lemar)

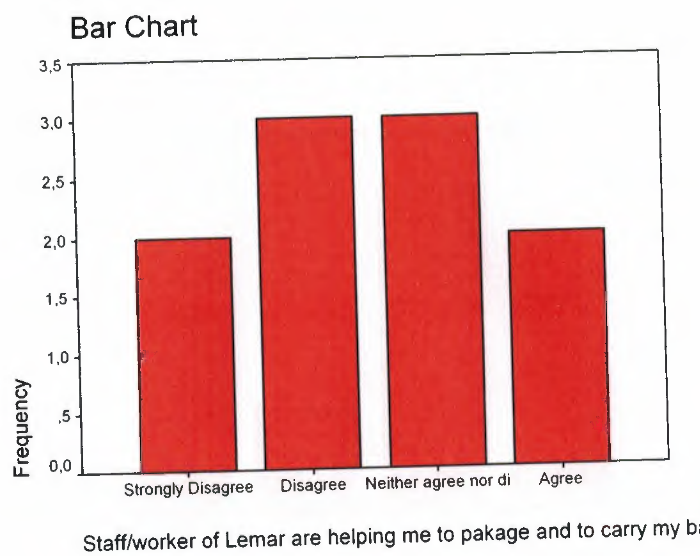


Figure 6.27 Question 30 (Lemar)

Major Finding: 50 % of Lemar customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**

□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Lemar has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	2	20,0	20,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.29 Question 31 (Lemar)

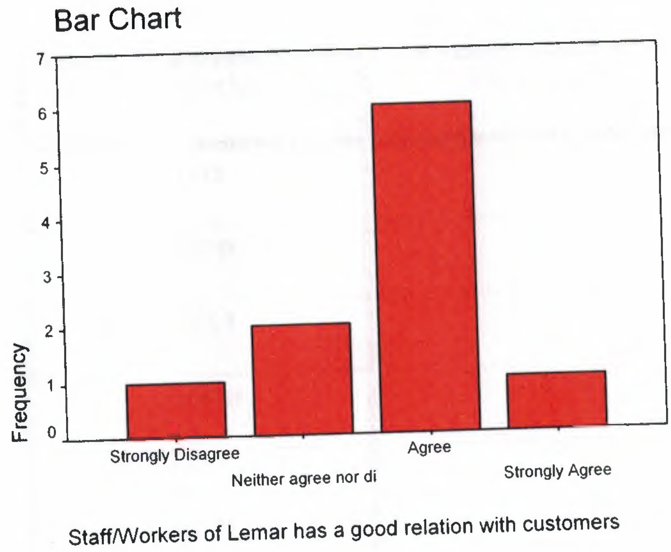


Figure 6.28 Question 31 (Lemar)

Major Finding: 70 % of Lemar customers agree that there is a good relation between staff/worker and customers.

6.3.2 ÖNDER

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışveriş yaptığınız marketler hangileridir?**		
a)__________	**b)**__________	**c)**__________	**d)**__________

Supermarkets	Frequency
Reis	4
Metropol	4
Belça	4
Lemar	3
Beyaz Market	1
Astro	1

Table 6.30 Other choices of Önder customers

Major Finding: With the main supermarket of Önder, Önder customers also mostly use Metropol, Reis, Belça.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	8	80,0	80,0	80,0
	Male	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.31 Gender (Önder)

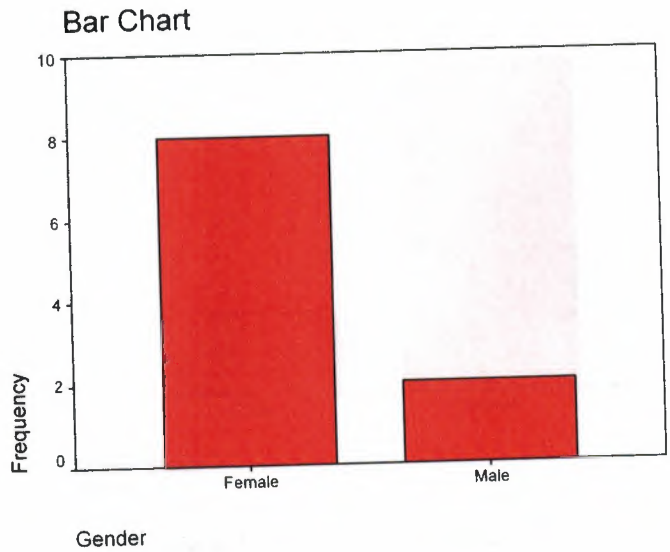


Figure 6.29 Gender (Önder)

Major Finding: 80 % of Önder customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	20,0	20,0	20,0
	Married	8	80,0	80,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.32 Marital Status (Önder)

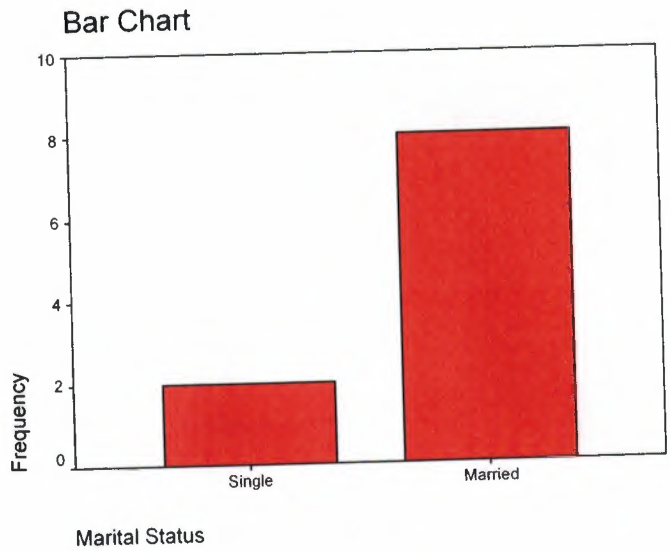


Figure 6.30 Marital Status (Önder)

Major Finding: 80 % of Önder customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	1	10,0	10,0	10,0
	26-49	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.33 Age (Önder)

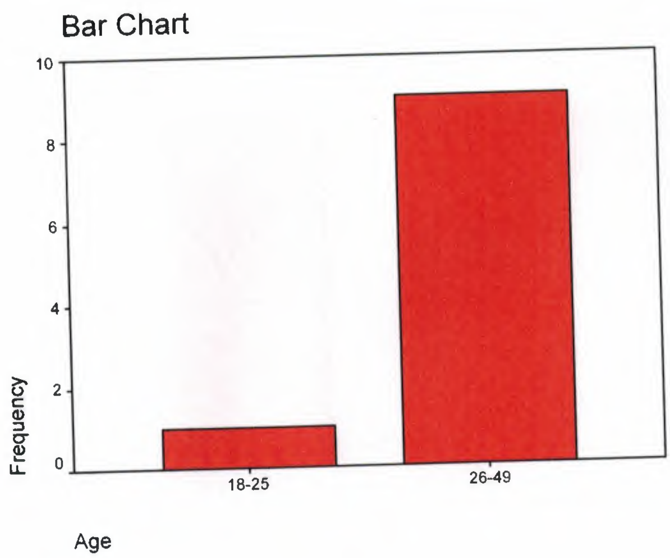


Figure 6.31 Age (Önder)

Major Finding: 90 % of Önder customers' ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	60,0	60,0	60,0
	University: Lisans	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.34 Education (Önder)

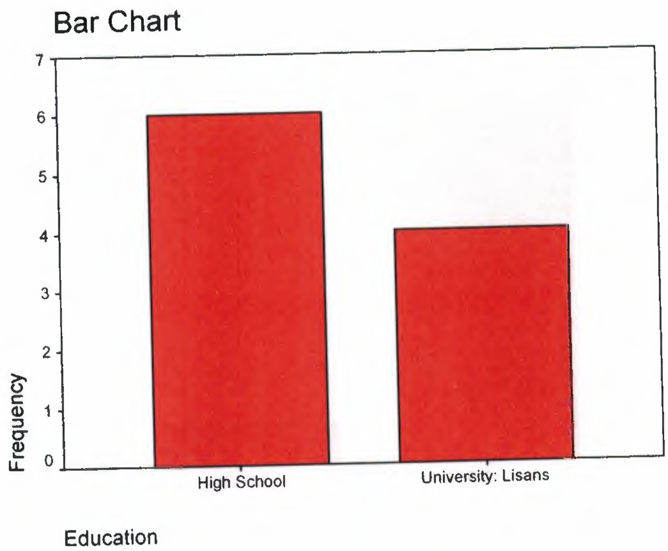


Figure 6.32 Education (Önder)

Major Finding: 60 % of Önder customers are High School graduated.

8. **Mesleğiniz?**

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	1	10,0	10,0	10,0
	Civil Servant	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.35 Occupation (Önder)

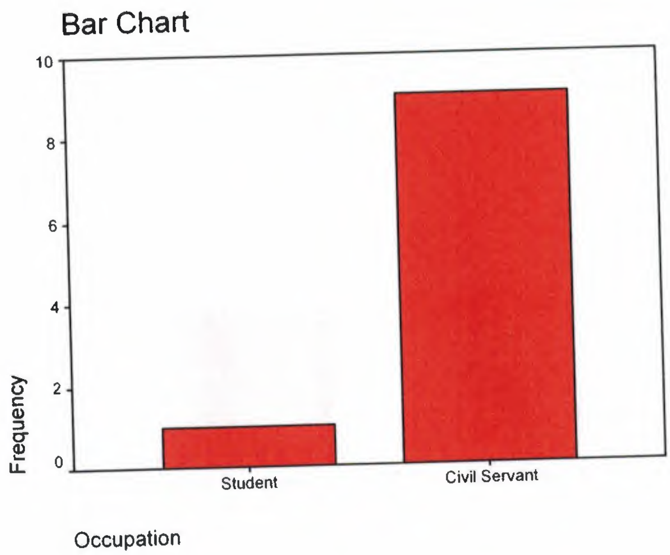


Figure 6.33 Occupation (Önder)

Major Finding: 90% of Önder customers are civil servant.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married, no children	3	30,0	30,0	30,0
	Married with children	7	70,0	70,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.36 Family Life-Cycle (Önder)

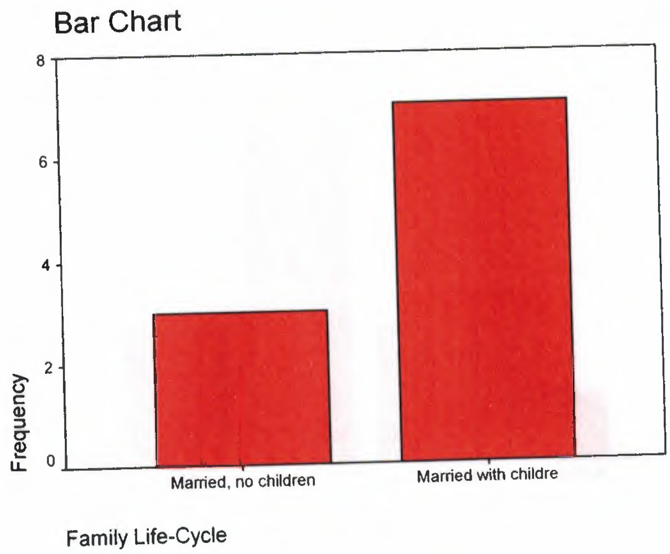


Figure 6.34 Family Life-Cycle (Önder)

Major Finding: 70 % of Önder customers' family life-cycle is married with children.

10.	**Evin toplam aylık geliri?**
□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**	
□ **4500<**	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	2	20,0	20,0	20,0
	1500-2500ytl	5	50,0	50,0	70,0
	2500-3500ytl	2	20,0	20,0	90,0
	3500-4500ytl	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.37 Income (Önder)

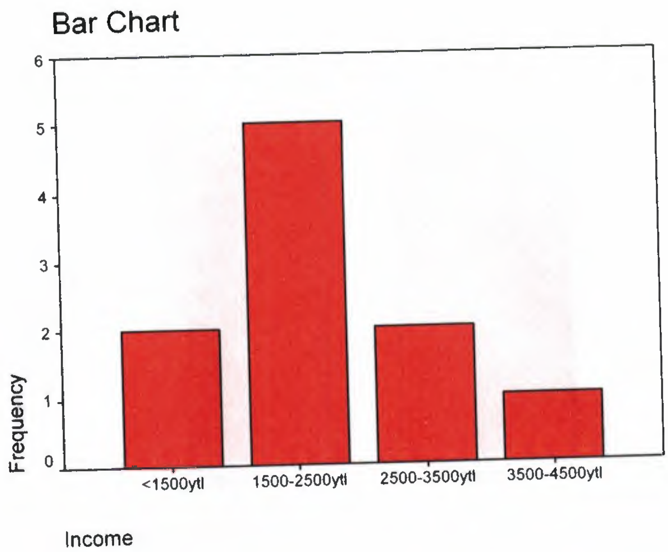


Figure 6.35 Income (Önder)

Major Finding: 50 % of Önder customers' incomes are between 1500-2500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11. Market fiyatları çok pahalıdır.

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.38 Question 11 (Önder)

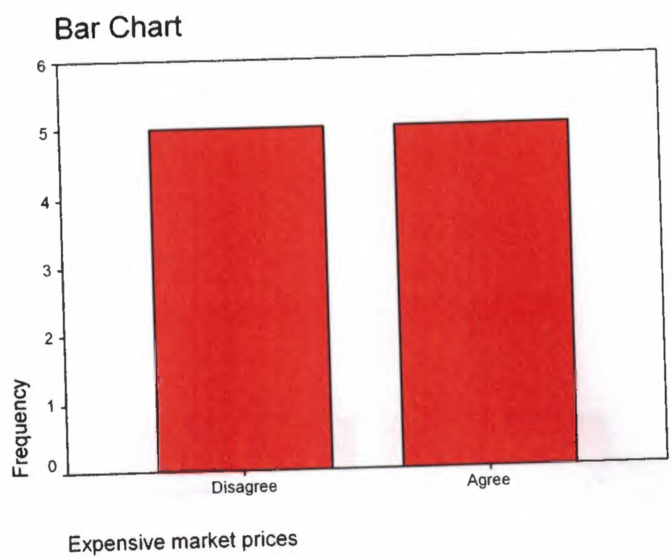


Figure 6.36 Question 11 (Önder)

Major finding: 50 % of Önder customers agree and 50% of Önder customers disagree that there are expensive market prices

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.39 Question 12 (Önder)

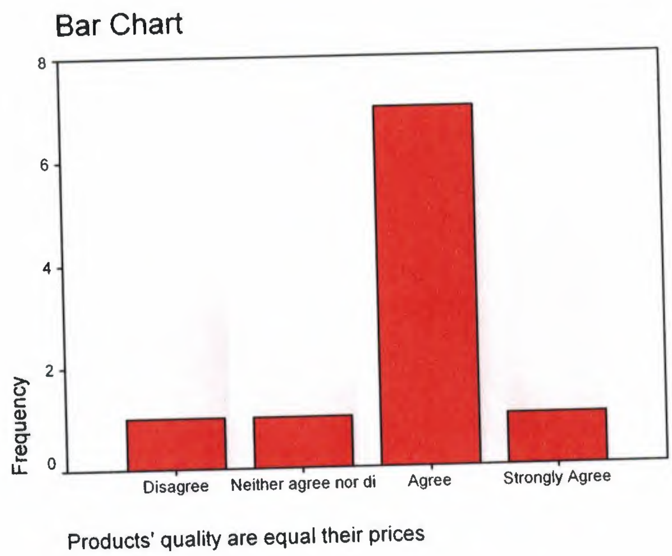


Figure 6.37 Question 12 (Önder)

Major Findings: 80 % of Önder customers agree that products' quality are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	4	40,0	40,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.40 Question 13 (Önder)

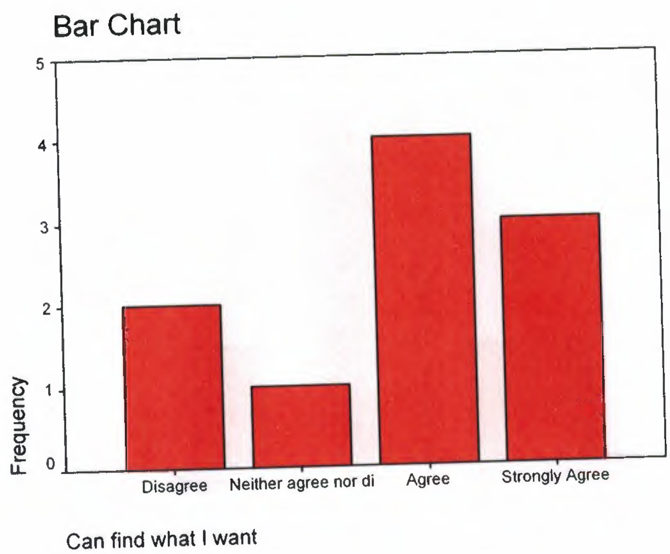


Figure 6.38 Question 13 (Önder)

Major Finding: 70 % of Önder customers agree that they can find what they want in Önder.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	6	60,0	60,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.41 Question 14 (Önder)

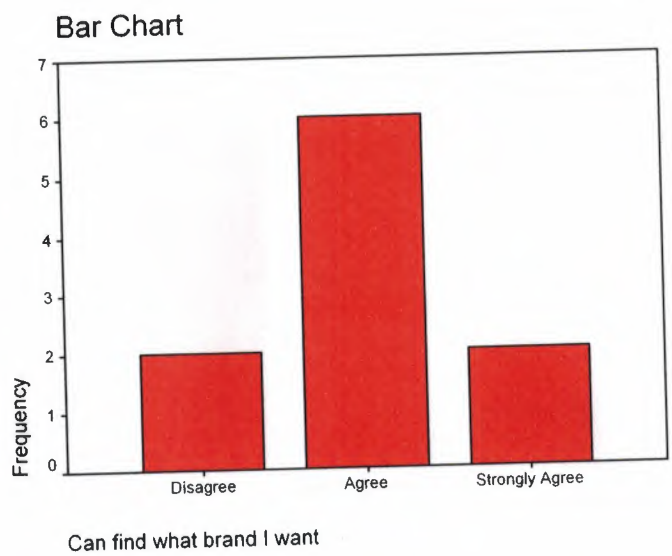


Figure 6.39 Question 14 (Önder)

Major Finding: 80 % of Önder customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Onder's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.42 Question 15 (Önder)

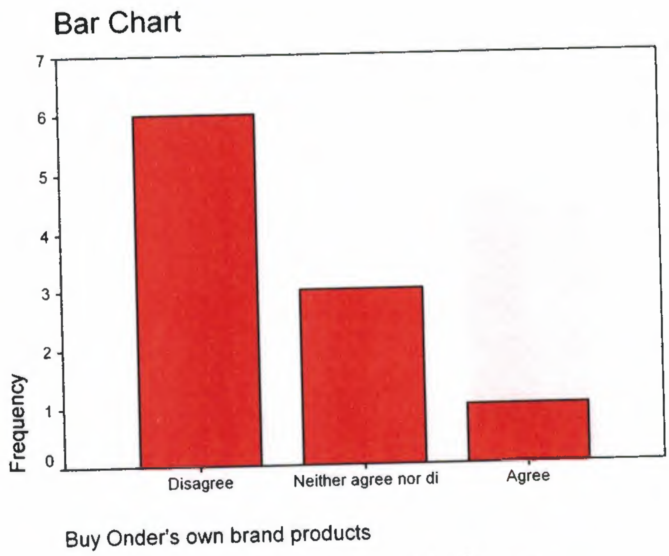


Figure 6.40 Question 15 (Önder)

Major Finding: 60 % of Önder customers don't buy Önder's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Onder's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.43 Question 16 (Önder)

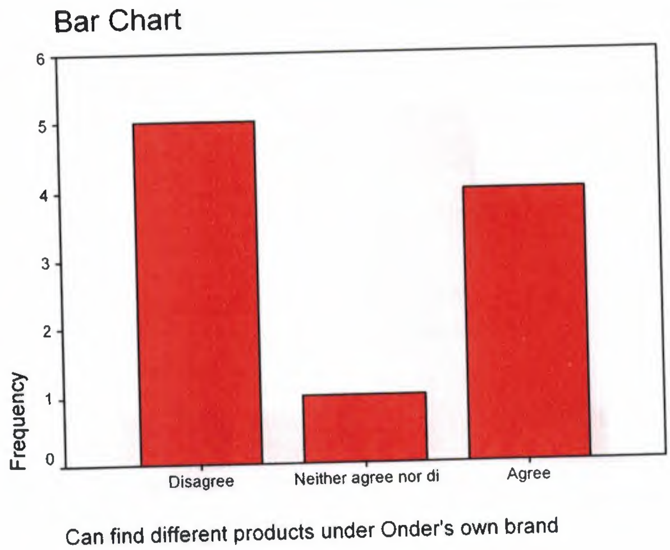


Figure 6.41 Question 16 (Önder)

Major Finding: 50 % of Önder customers disagree that they can find different products under Önder's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Önder is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.44 Question 17 (Önder)

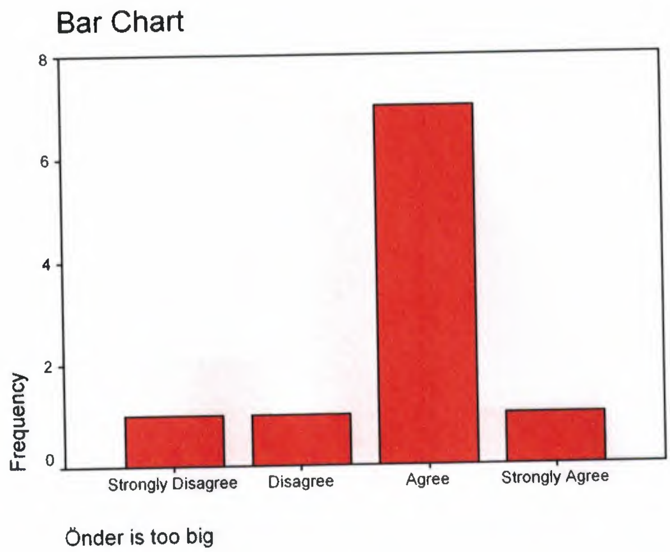


Figure 6.42 Question 17 (Önder)

Major Finding: 80 % of Önder customers agree that Önder is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.45 Question 18 (Önder)

Figure 6.43 Question 18 (Önder)

Major Finding: 80 % of Önder customers agree that there are enough spaces between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**				
	□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Shopping atmosphere is so good in Onder such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.46 Question 19 (Önder)

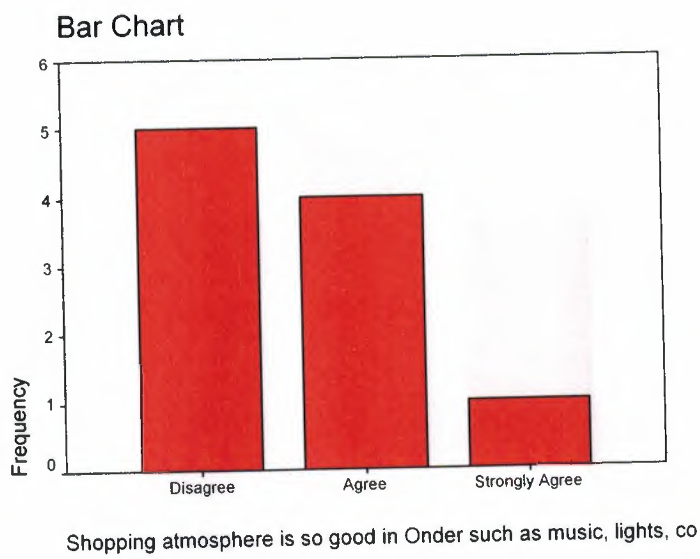


Figure 6.44 Question 19 (Önder)

Major Finding: 50 % of Önder customers agree that shopping atmosphere is so good in Önder but 50% of customers disagree.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Onder

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	4	40,0	40,0	70,0
	Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.47 Question 20 (Önder)

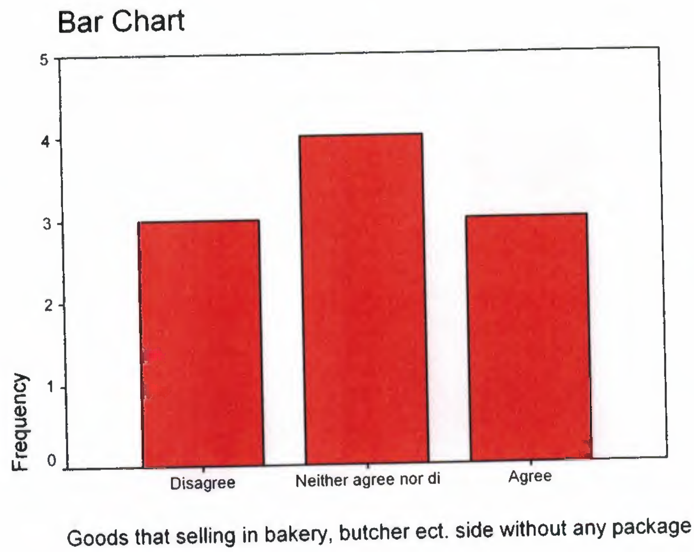


Figure 6.45 Question 20 (Önder)

Major Finding: There is an indecision situation but 30 % of Önder customers agree and 30% of customers disagree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Önder. Also 40 %of customers neither agree nor disagree.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Onder is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	4	40,0	40,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.48 Question 21 (Önder)

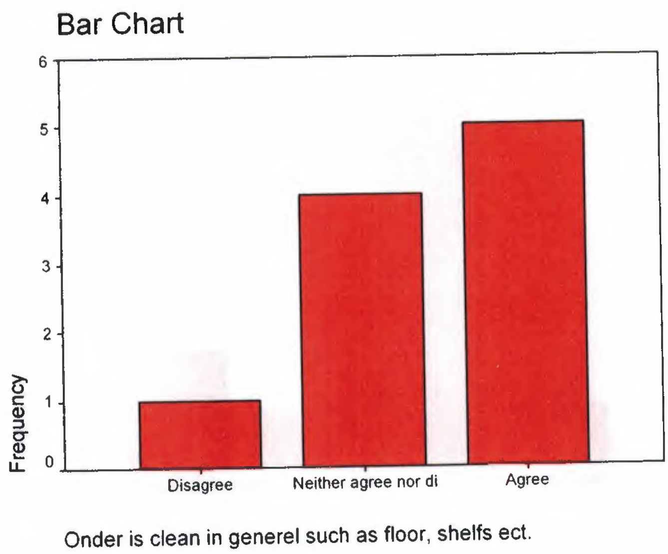


Figure 6.46 Question 21 (Önder)

Major Finding: 50 % of Önder customers agree that Önder is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.49 Question 22 (Önder)

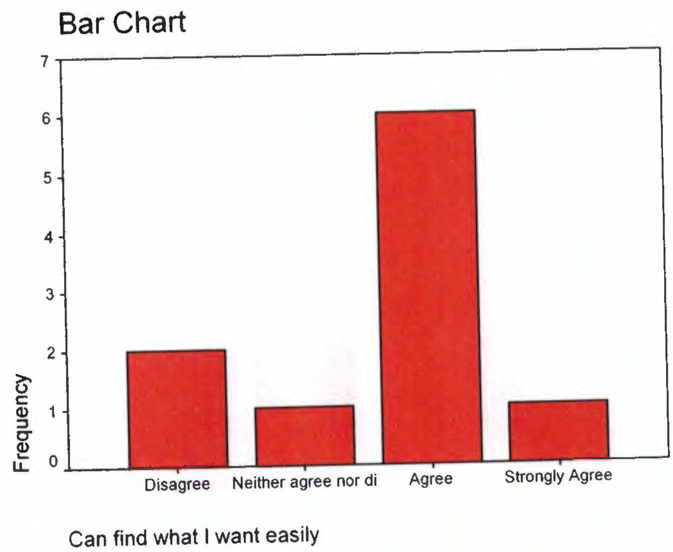


Figure 6.47 Question 22 (Önder)

Major Finding: 70 % of Önder customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.50 Question 23 (Önder)

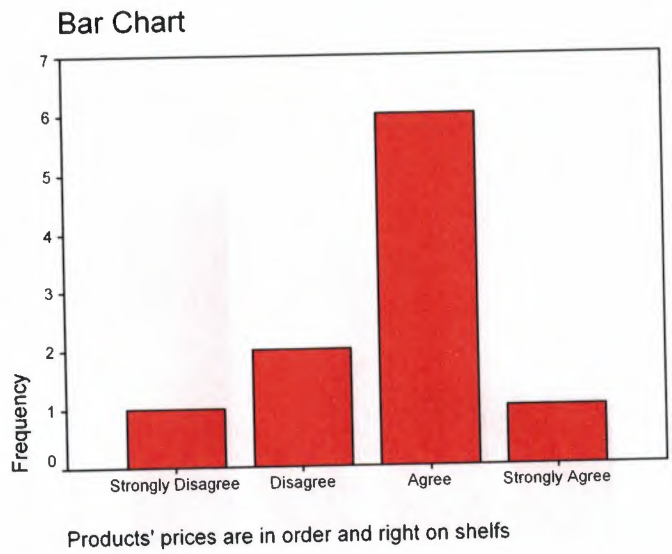


Figure 6.48 Question 23 (Önder)

Major Finding: 70 % of Önder customers agree that products' prices are in order and right on shelves.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Onder because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.51 Question 24 (Önder)

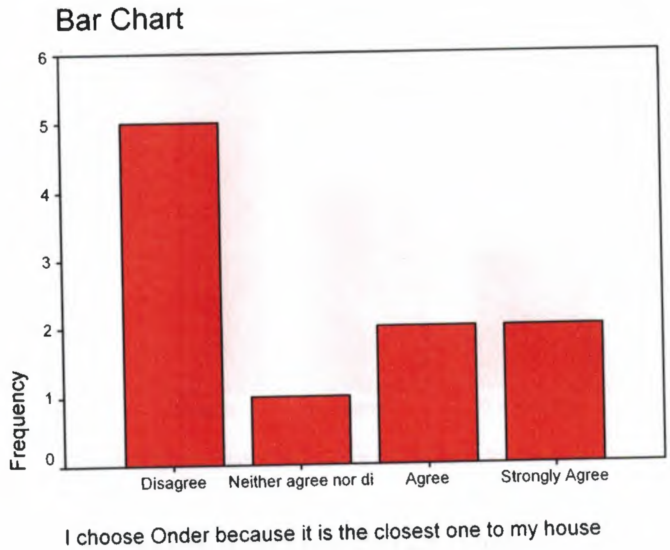


Figure 6.49 Question 24 (Önder)

Major Finding: 50 % of Önder customers disagree that they choose Önder because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Onder because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	3	30,0	30,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.52 Question 25 (Önder)

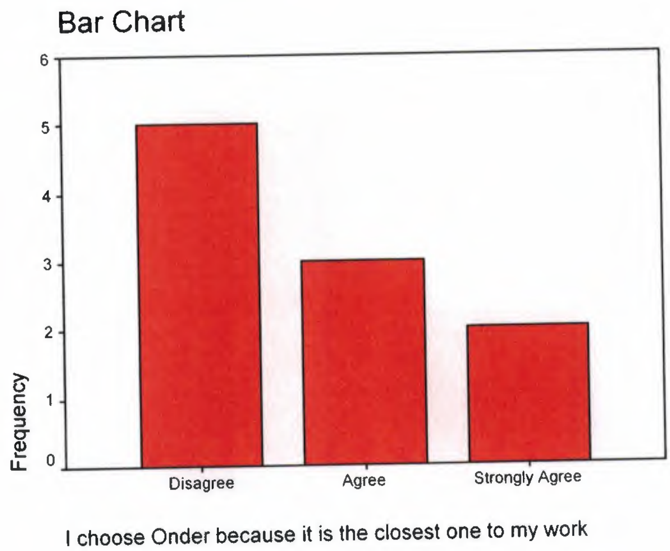


Figure 6.50 Question 25 (Önder)

Major Finding: 50 % of Önder customers disagree and other 50 % of customers agree that choice of Önder depends on it is the nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Open and close times and days of Onder are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	70,0	70,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.53 Question 26 (Önder)

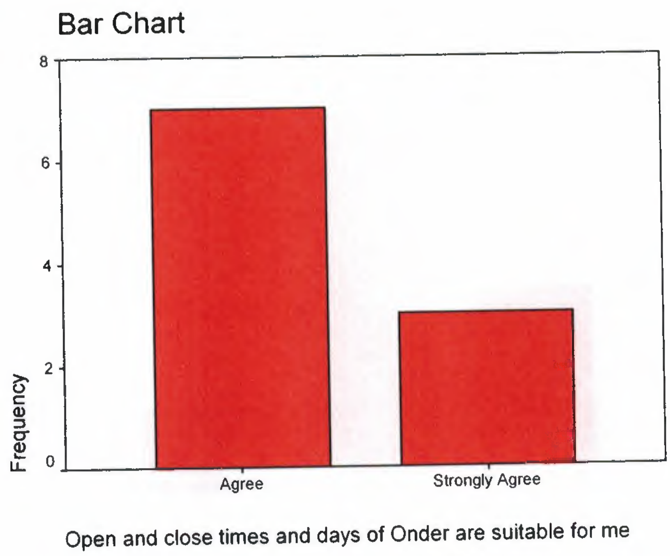


Figure 6.51 Question 26 (Önder)

Major Finding: 100 % of Önder customers agree that Önder's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Parking is more suitable at Onder

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.54 Question 27 (Önder)

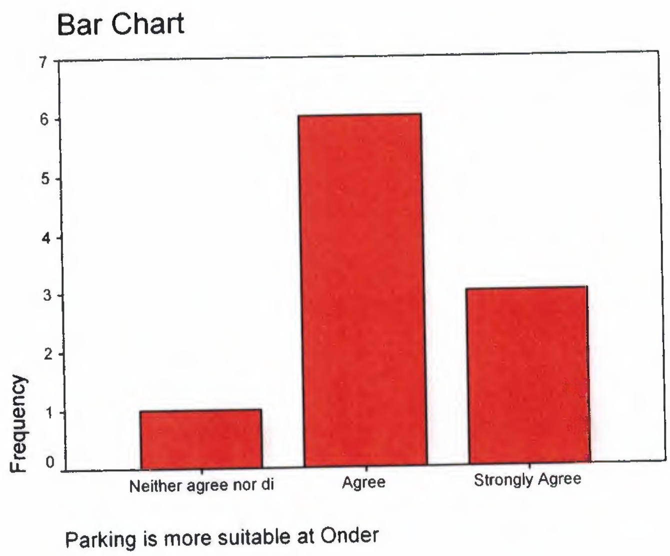


Figure 6.52 Question 27 (Önder)

Major Finding: 90 % of Önder customers agree that parking is more suitable at Önder.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I use extra facilities of Onder such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	8	80,0	80,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.55 Question 28 (Önder)

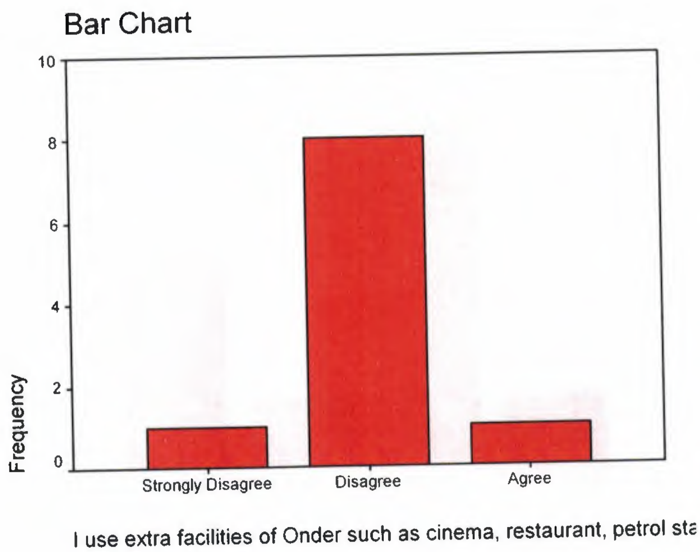


Figure 6.53 Question 28 (Önder)

Major Finding: 90 % of Önder customers disagree that use of extra facilities of Önder.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Onder are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.56 Question 29 (Önder)

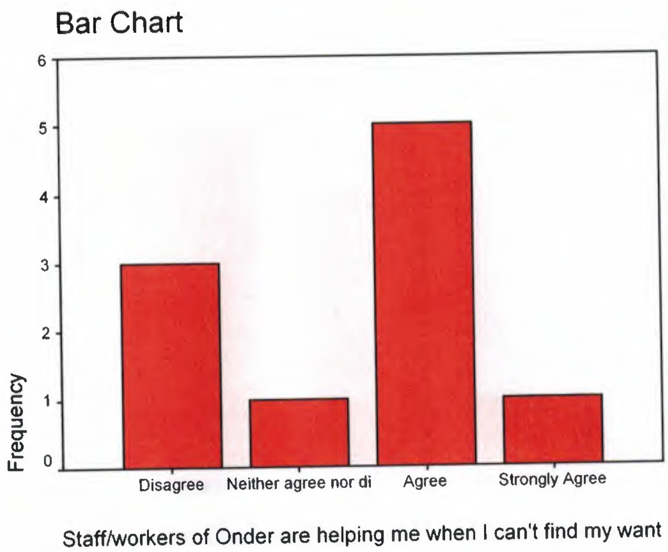


Figure 6.54 Question 29 (Önder)

Major Finding: 60 % of Önder customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Onder are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.57 Question 30 (Önder)

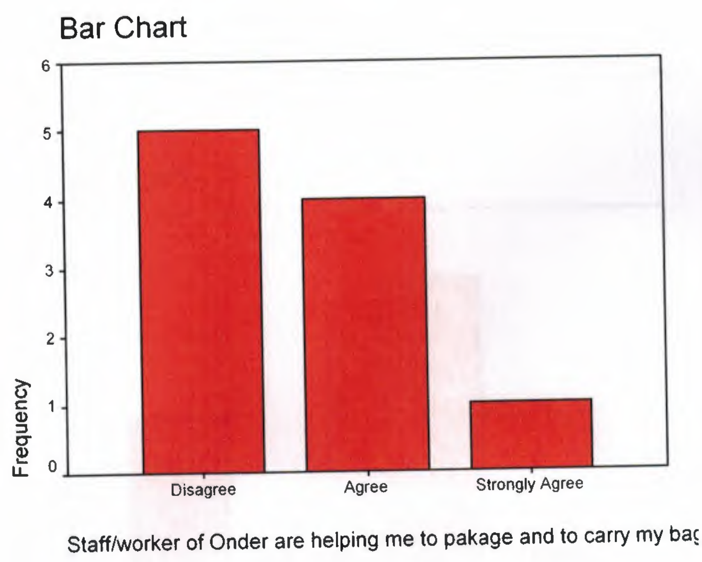


Figure 6.55 Question 30 (Önder)

Major Finding: 50 % of Önder customers disagree and other 50 % of customers agree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Onder has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.58 Question 31 (Önder)

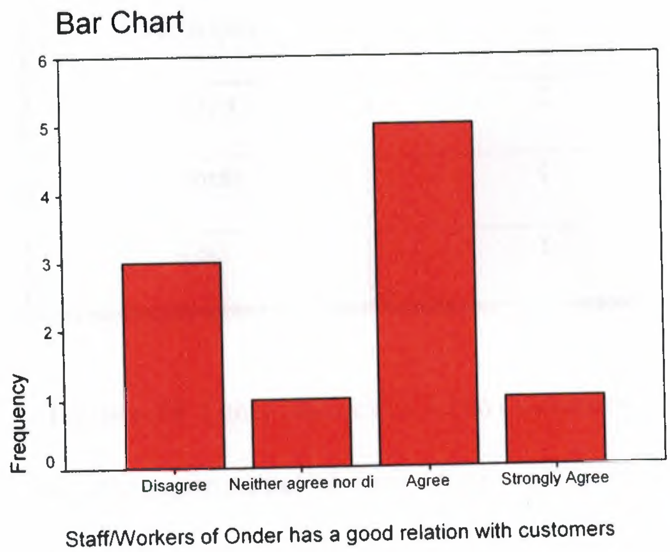


Figure 6.56 Question 31 (Önder)

Major Finding: 60 % of Önder customers agree that there is a good relation between staff/worker and customers.

6.3.3 ASTRO

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışlveriş yaptığınız marketler hangileridir?**		
a)__________	**b)**__________	**c)**__________	**d)**__________

Supermarkets	Frequency
Önder	3
Metropol	2
Belça	2
Lemar	1
Reis	1

Table 6.59 Other choices of Astro customers

Major Finding: With the main supermarket of Astro, Astro customers also mostly use Önder.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	5	50,0	50,0	50,0
	Male	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.60 Gender (Astro)

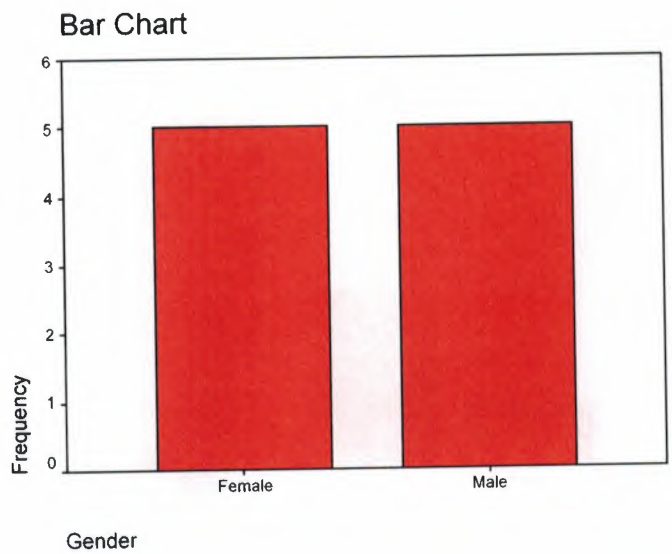


Figure 6.57 Gender (Astro)

Major Finding: 50 % of Astro customers are female and other 50 % of customers are male.

5.	**Medeni durumunuz?**		
	□ **Bekar**	□ **Evli**	□ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	6	60,0	60,0	60,0
	Married	3	30,0	30,0	90,0
	Other	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.61 Marital Status (Astro)

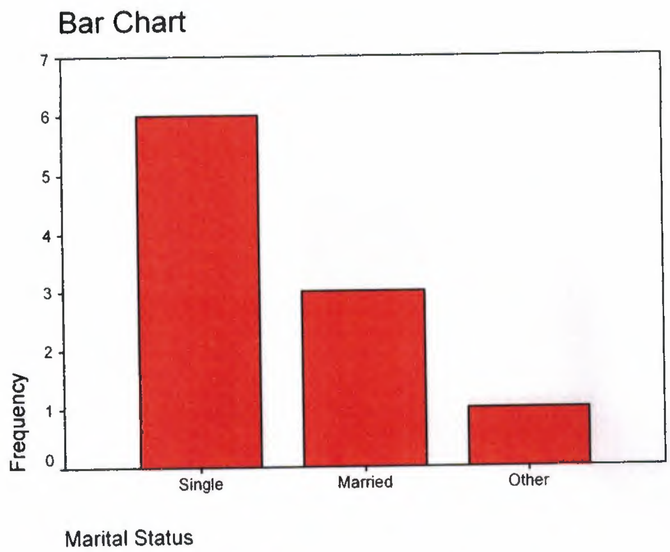


Figure 6.58 Marital Status (Astro)

Major Finding: 60 % of Astro customers are single.

6.	**Yaş grubunuz?**			
□ **12-19**	□ **20-34**	□ **25-49**	□ **50-64**	□ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	5	50,0	50,0	50,0
	26-49	4	40,0	40,0	90,0
	50-64	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.62 Age (Astro)

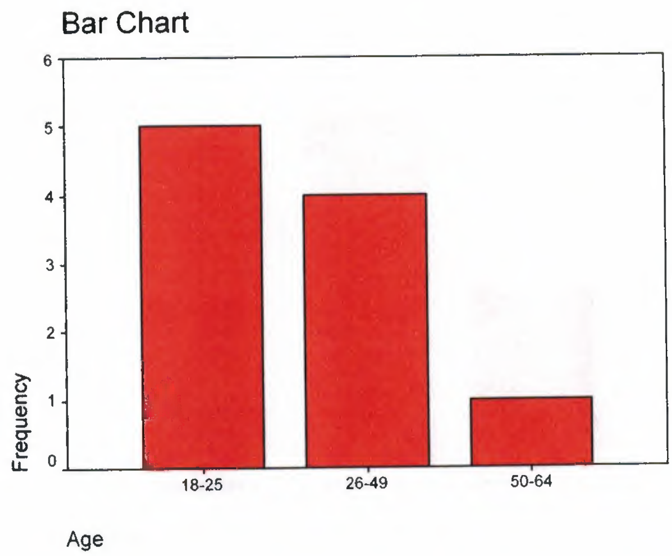


Figure 6.59 Age (Astro)

Major Finding: 50 % of Astro customers' ages are between 18-25.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	1	10,0	10,0	10,0
	High School	6	60,0	60,0	70,0
	University: Lisans	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.63 Education (Astro)

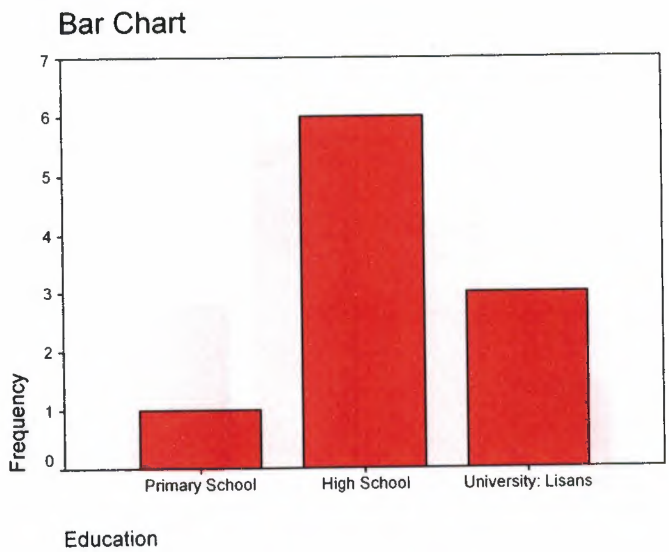


Figure 6.60 Education (Astro)

Major Finding: 60 % of Astro customers are High School graduated.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	2	20,0	20,0	20,0
	Student	4	40,0	40,0	60,0
	Civil Servant	3	30,0	30,0	90,0
	Self-employed	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.64 Occupation (Astro)

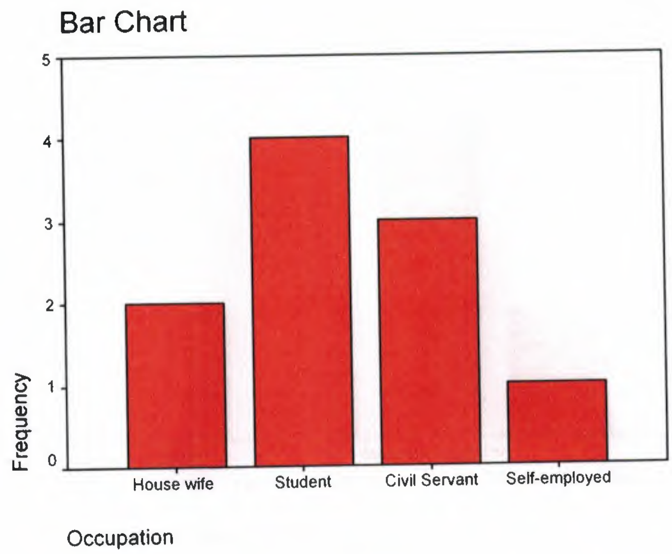


Figure 6.61 Occupation (Astro)

Major Finding: 40% of Astro customers are student.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	20,0	20,0	20,0
	Married, no children	1	10,0	10,0	30,0
	Married with children	5	50,0	50,0	80,0
	Married with no children under 18	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.65 Family Life-Cycle (Astro)

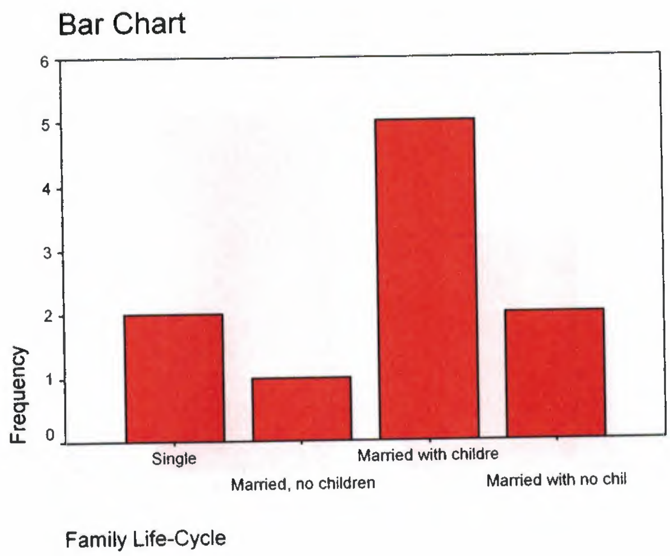


Figure 6.62 Family Life-Cycle (Astro)

Major Finding: 50 % of Astro customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	6	60,0	60,0	60,0
	1500-2500ytl	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.66 Income (Astro)

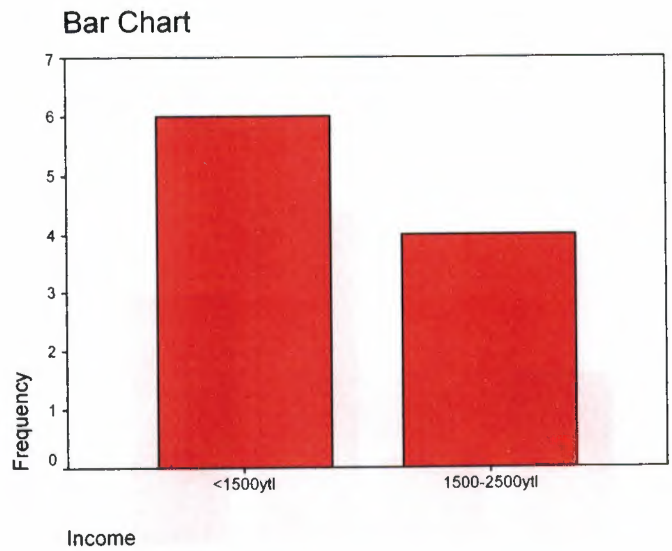


Figure 6.63 Income (Astro)

Major Finding: 60 % of Önder customers' incomes are below 1500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11.	**Market fiyatları çok pahalıdır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	4	40,0	40,0	70,0
	Agree	1	10,0	10,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.67 Question 11 (Astro)

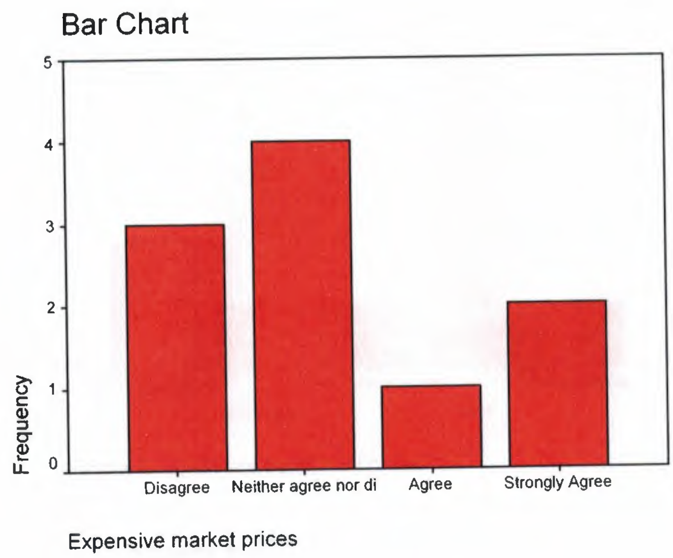


Figure 6.64 Question 11 (Astro)

Major finding: 40 % of Astro customers neither agree nor disagree, 30% of customers disagree and 30 % of customers disagree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	1	10,0	10,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.68 Question 12 (Astro)

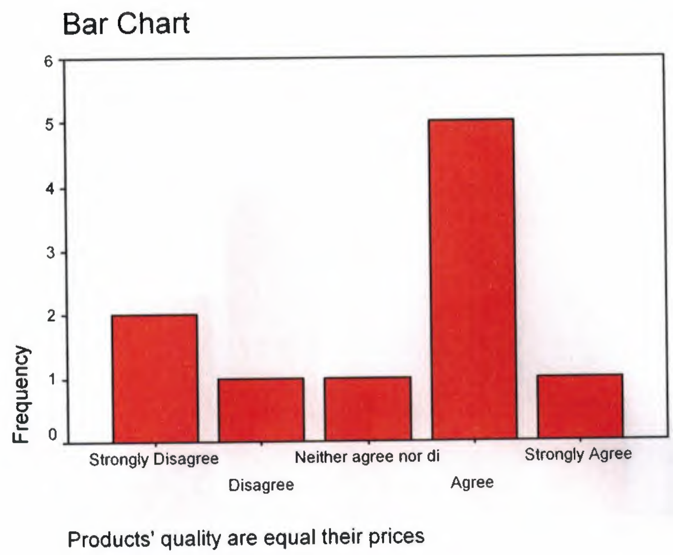


Figure 6.65 Question 12 (Astro)

Major Findings: 60 % of Astro customers agree that products' qualities are equal their prices.

13. **Aradığım herşeyi burada bulabiliyorum.**				
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	3	30,0	30,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.69 Question 13 (Astro)

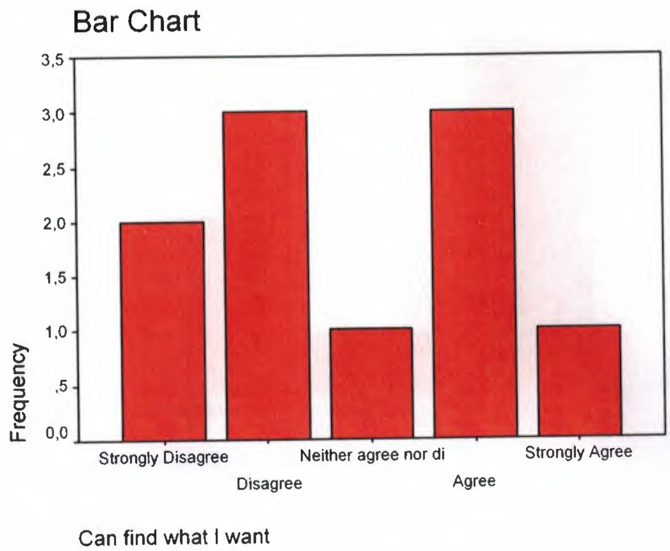


Figure 6.66 Question 13 (Astro)

Major Finding: 50 % of Astro customers disagree that they can find what they want in Astro.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	1	10,0	10,0	40,0
	Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.70 Question 14 (Astro)

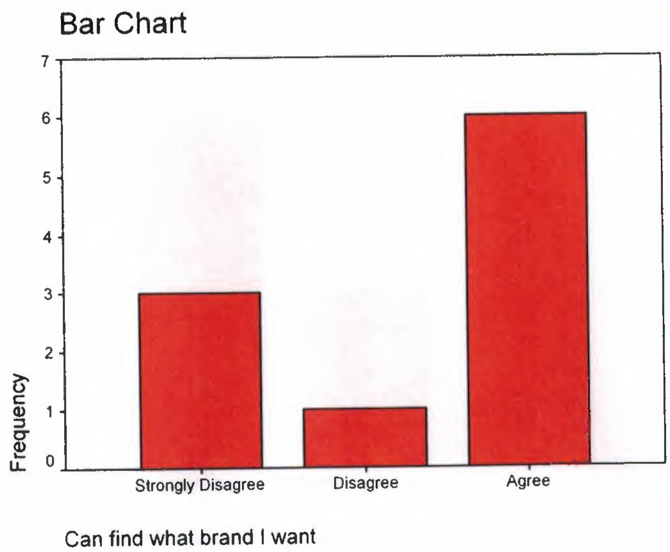


Figure 6.67 Question 14 (Astro)

Major Finding: 60 % of Astro customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Astro's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.71 Question 15 (Astro)

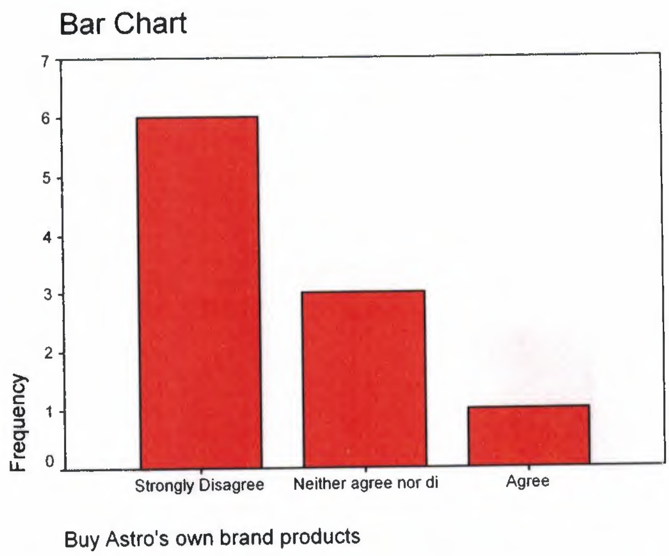


Figure 6.68 Question 15 (Astro)

Major Finding: 60 % of Astro customers don't buy Astro's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Astro's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	3	30,0	30,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.72 Question 16 (Astro)

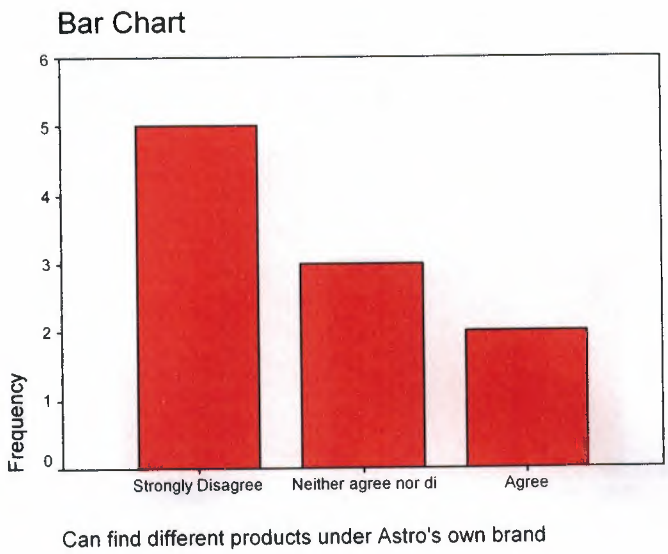


Figure 6.69 Question 16 (Astro)

Major Finding: 50 % of Astro customers disagree that they can find different products under Astro's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Astro is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	3	30,0	30,0	40,0
	Neither agree nor diagree	2	20,0	20,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.73 Question 17 (Astro)

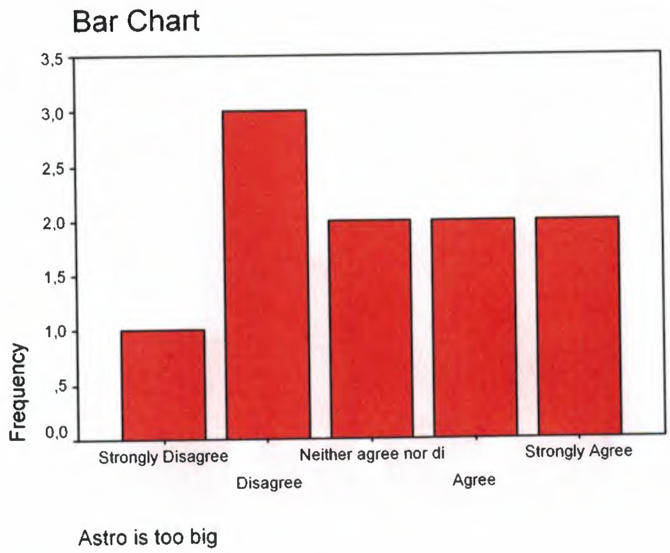


Figure 6.70 Question 17 (Astro)

Major Finding: 40 % of Astro customers agree and 40 % of customers disagree that Astro is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Agree	1	10,0	10,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.74 Question 18 (Astro)

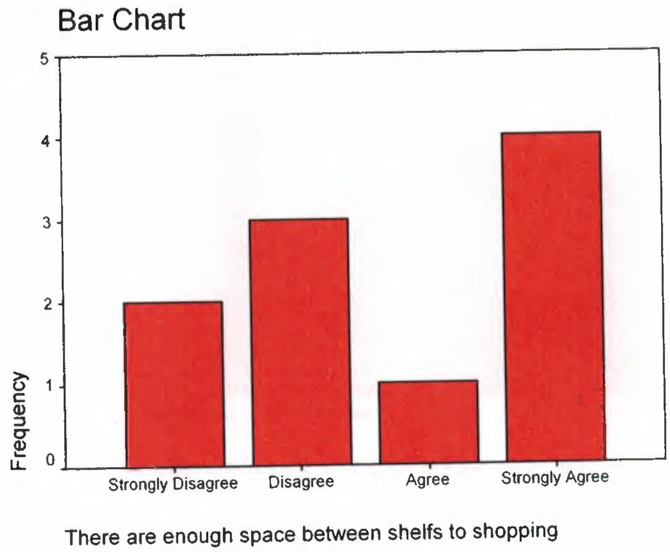


Figure 6.71 Question 18 (Astro)

Major Finding: 50 % of Astro customers agree and other 50 % of customers disagree that there are enough space between shelves for shopping.

19. Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)

□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Astro such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	2	20,0	20,0	50,0
	Agree	3	30,0	30,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.75 Question 19 (Astro)

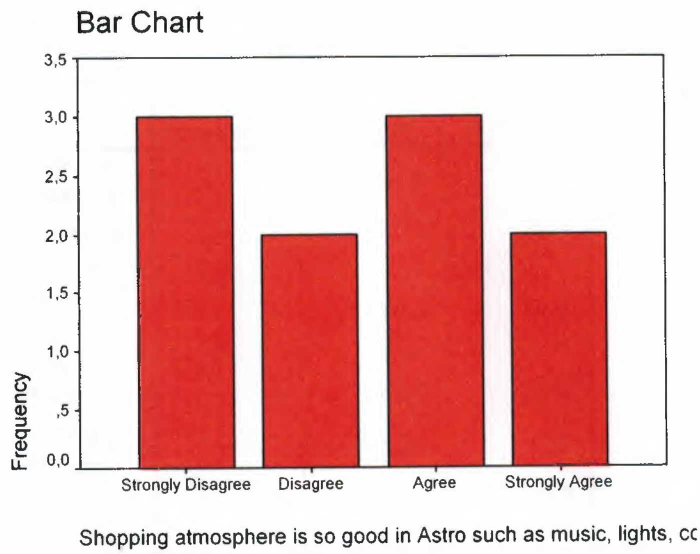


Figure 6.72 Question 19 (Astro)

Major Finding: 50 % of Astro customers agree that shopping atmosphere is so good in Astro but other 50% of customers disagree.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Astro

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.76 Question 20 (Astro)

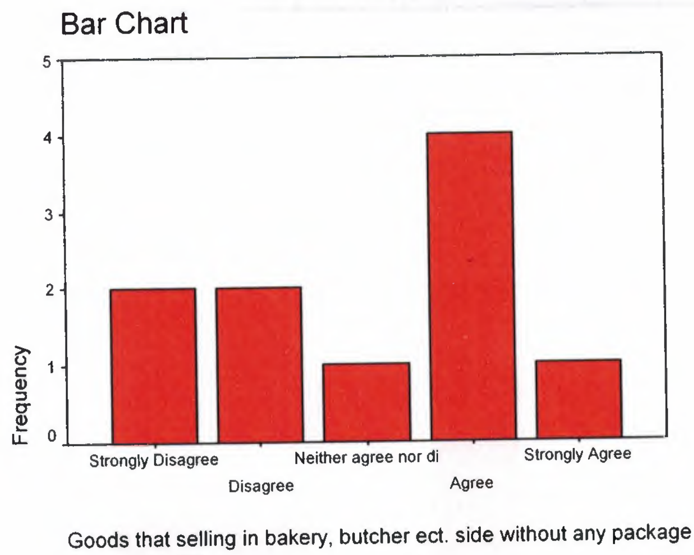


Figure 6.73 Question 20 (Astro)

Major Finding: 50 % of Astro customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Astro.

21.	Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Astro is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.77 Question 21 (Astro)

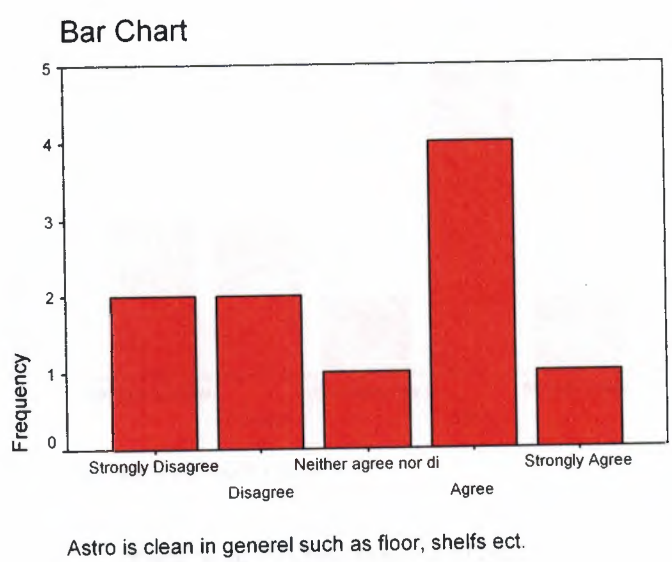


Figure 6.74 Question 21 (Astro)

Major Finding: 50 % of Astro customers agree that Astro is clean in general.

22.	Markette aradığım ürünü rahatlıkla bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.78 Question 22 (Astro)

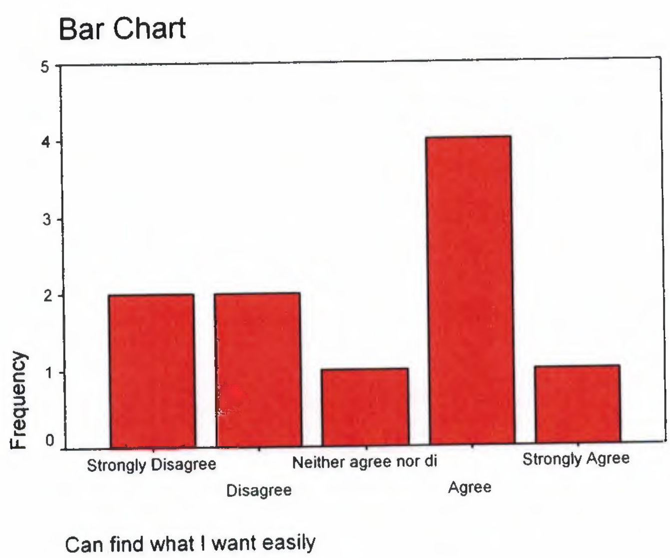


Figure 6.75 Question 22 (Astro)

Major Finding: 50 % of Astro customers can easily find what they want.

23.	Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.79 Question 23 (Astro)

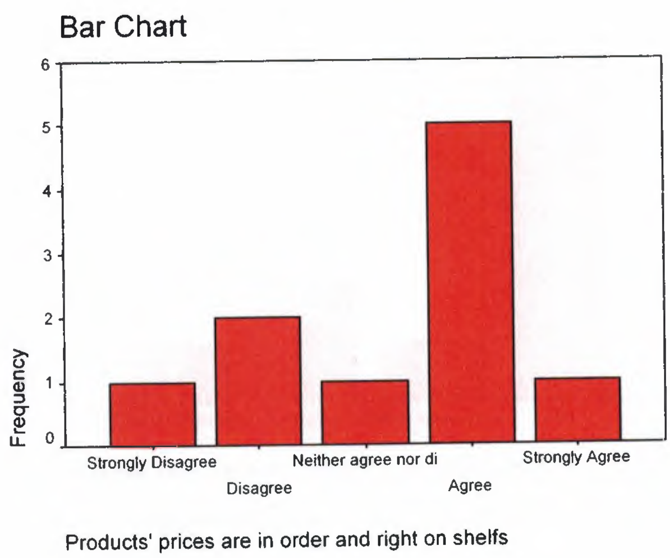


Figure 6.76 Question 23 (Astro)

Major Finding: 60 % of Astro customers agree that products' prices are in order and right on shelves.

24.	Bu marketi tercih etme nedenim evime yakın oluşudur.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

I choose Astro because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.80 Question 24 (Astro)

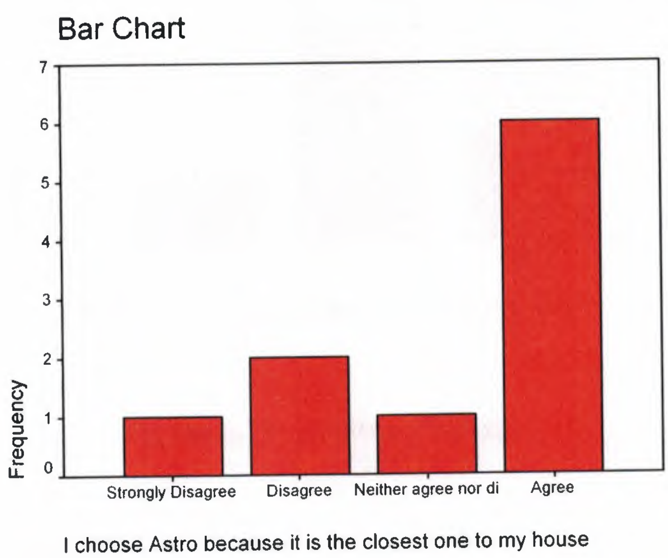


Figure 6.77 Question 24 (Astro)

Major Finding: 60 % of Astro customers agree that they choose Astro because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Astro because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	5	50,0	50,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.81 Question 25 (Astro)

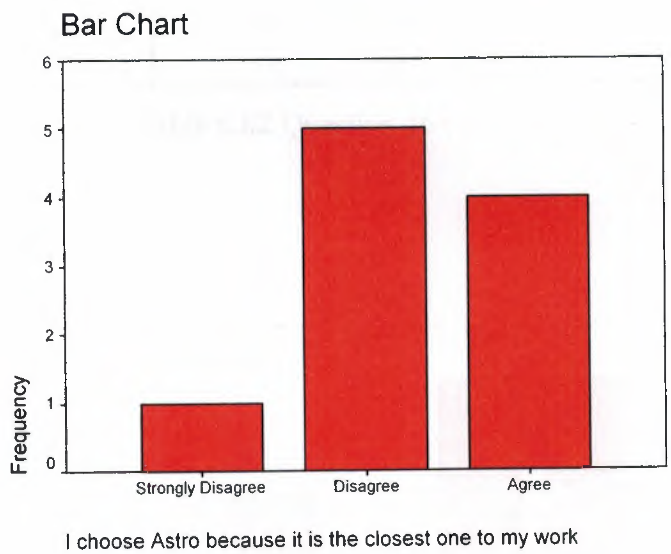


Figure 6.78 Question 25 (Astro)

Major Finding: 60 % of Astro customers disagree that choice of Astro depends on it is the nearest supermarket to their work.

26.	Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Open and close times and days of Astro are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	3	30,0	30,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.82 Question 26 (Astro)

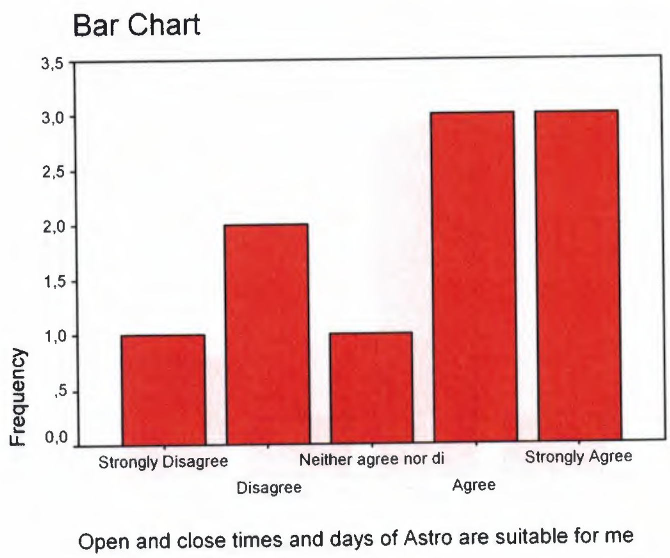


Figure 6.79 Question 26 (Astro)

Major Finding: 60 % of Astro customers agree that Astro's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Parking is more suitable at Astro

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.83 Question 27 (Astro)

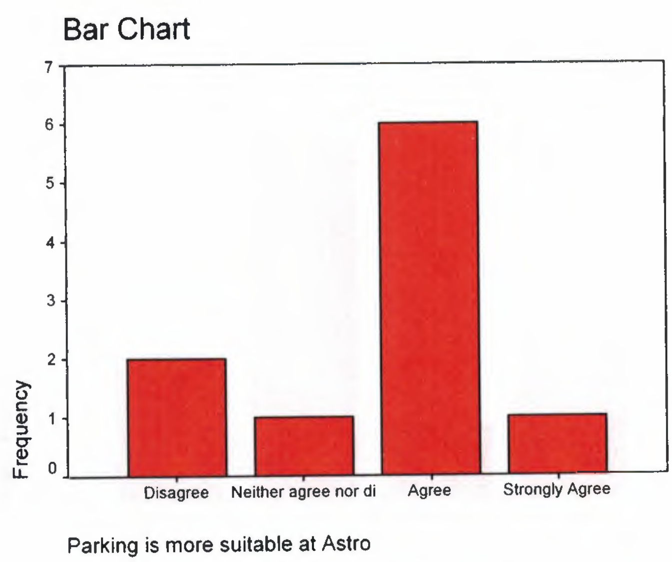


Figure 6.80 Question 27 (Astro)

Major Finding: 70 % of Astro customers agree that parking is more suitable at Astro.

28.	Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

I use extra facilities of Astro such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	5	50,0	50,0	70,0
	Neither agree nor diagree	1	10,0	10,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.84 Question 28 (Astro)

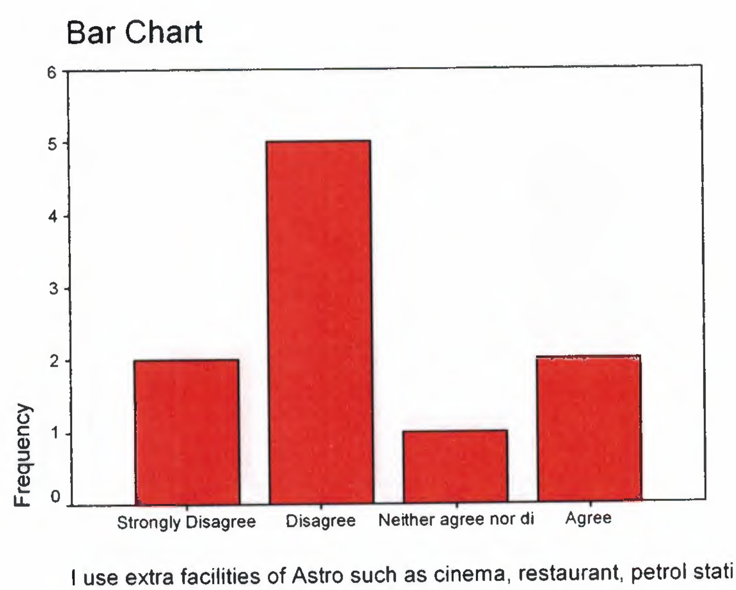


Figure 6.81 Question 28 (Astro)

Major Finding: 70 % of Astro customers disagree that use of extra facilities of Astro.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Staff/workers of Astro are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.85 Question 29 (Astro)

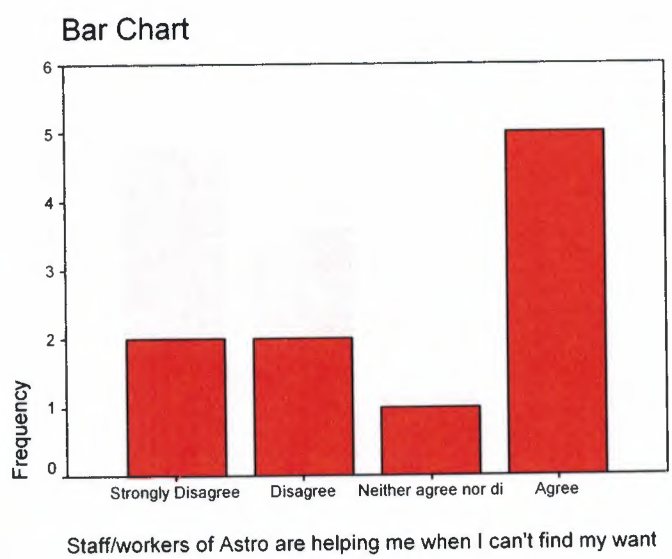


Figure 6.82 Question 29 (Astro)

Major Finding: 50 % of Astro customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Staff/worker of Astro are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	40,0	40,0	40,0
	Disagree	3	30,0	30,0	70,0
	Neither agree nor diagree	1	10,0	10,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.86 Question 30 (Astro)

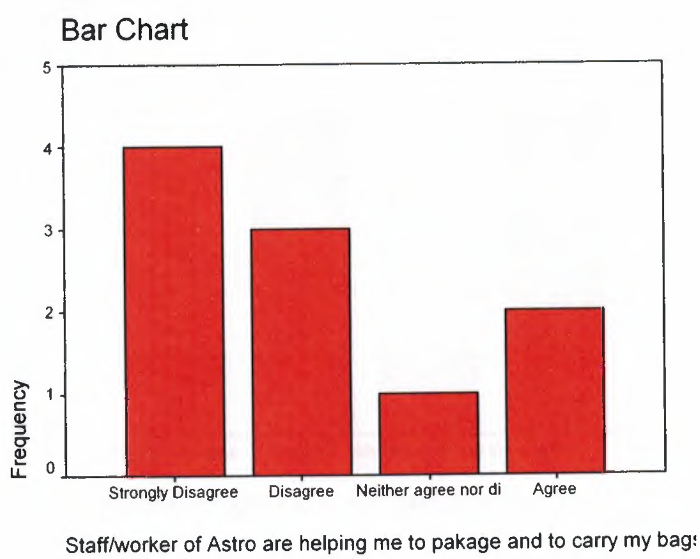


Figure 6.83 Question 30 (Astro)

Major Finding: 70 % of Astro customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Astro has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	4	40,0	40,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.87 Question 31 (Astro)

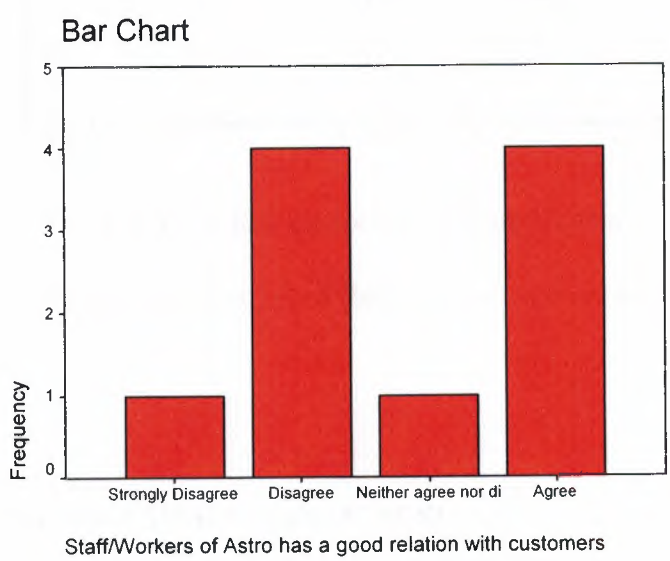


Figure 6.84 Question 31 (Astro)

Major Finding: 50 % of Astro customers disagree that there is a good relation between staff/worker and customers.

6.3.4 REİS

PART A (SCREENING QUESTIONS)

3. Bu market dışında alışlveriş yaptığınız marketler hangileridir?

a)__________ b)__________ c)__________ d)__________

Supermarkets	Frequency
Metropol	5
Önder	4
Lemar	3
Astro	2
Zips	2
Öker	1

Table 6.88 Other choices of Reis customers

Major Finding: With the main supermarket of Reis, Reis customers also mostly use Metropol.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	5	50,0	50,0	50,0
	Male	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.89 Gender (Reis)

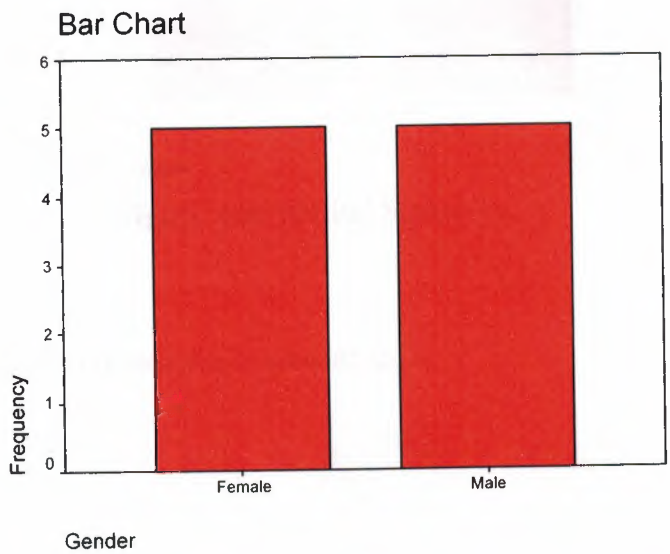


Figure 6.85 Gender (Reis)

Major Finding: 50 % of Reis customers are female and other 50 % of customers are male.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	3	30,0	30,0	30,0
	Married	7	70,0	70,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.90 Marital Status (Reis)

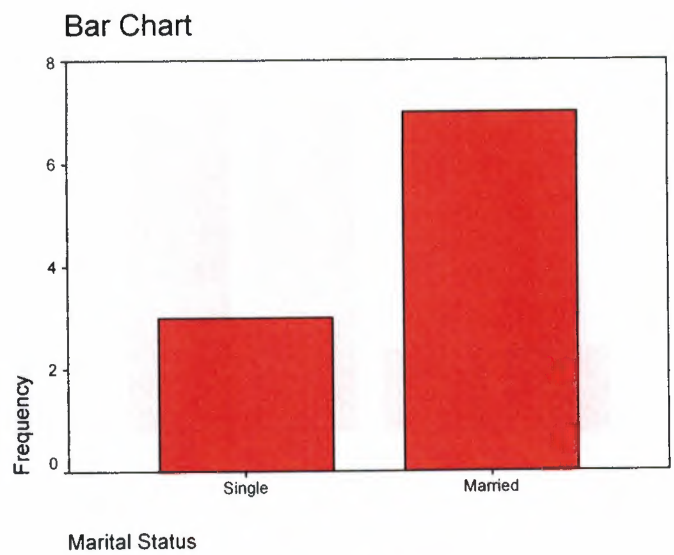


Figure 6.86 Marital Status (Reis)

Major Finding: 70 % of Reis customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	4	40,0	40,0	40,0
	26-49	4	40,0	40,0	80,0
	50-64	1	10,0	10,0	90,0
	65+	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.91 Age (Reis)

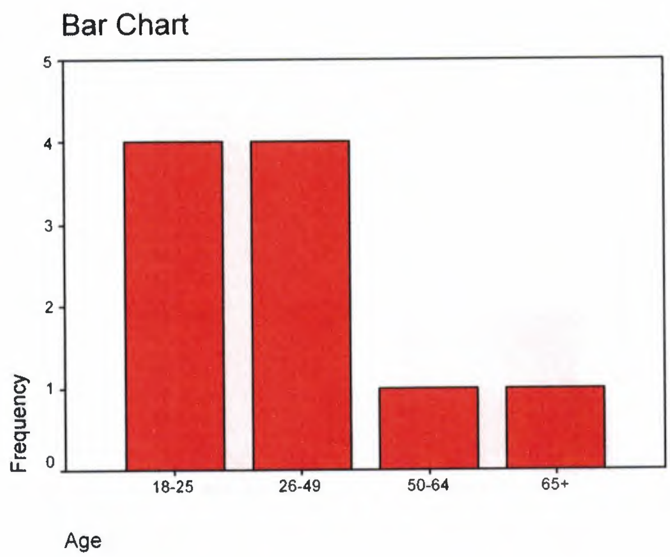


Figure 6.87 Age (Reis)

Major Finding: 40 % of Reis customers' age are between 18-25 and 40 % of customer's ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	7	70,0	70,0	70,0
	University: Lisans	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.92 Education (Reis)

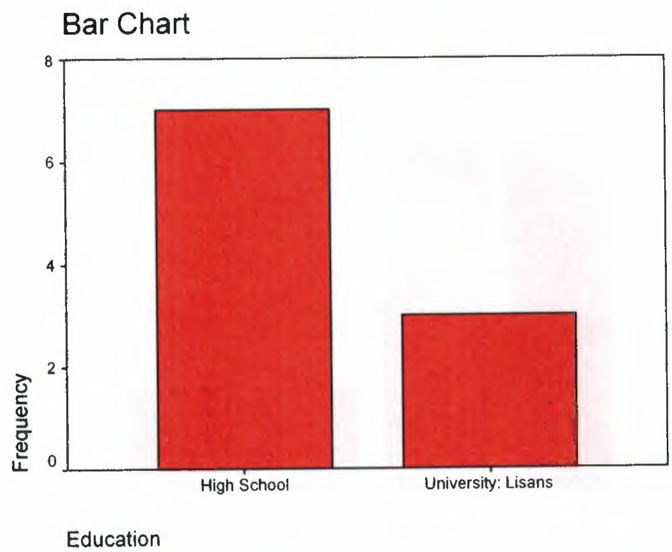


Figure 6.88 Education (Reis)

Major Finding: 70 % of Reis customers are High School graduated.

8. **Mesleğiniz?**					
□ **Ev Hanımı**	□ **Emekli**	□ **İşsiz**	□ **Öğrenci**	□ **Memur**	□ **Serbest**
□ **Diğer** _____________					

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Retired	1	10,0	10,0	10,0
	Student	1	10,0	10,0	20,0
	Civil Servant	4	40,0	40,0	60,0
	Self-employed	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.93 Occupation (Reis)

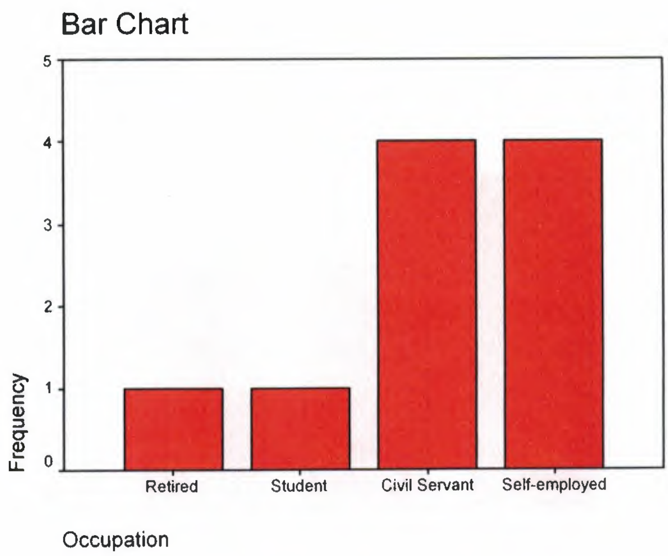


Figure 6.89 Occupation (Reis)

Major Finding: 40% of Reis customers are civil servant and 40 % of customers are self-employed.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	3	30,0	30,0	30,0
	Married, no children	3	30,0	30,0	60,0
	Married with children	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.94 Family Life-Cycle (Reis)

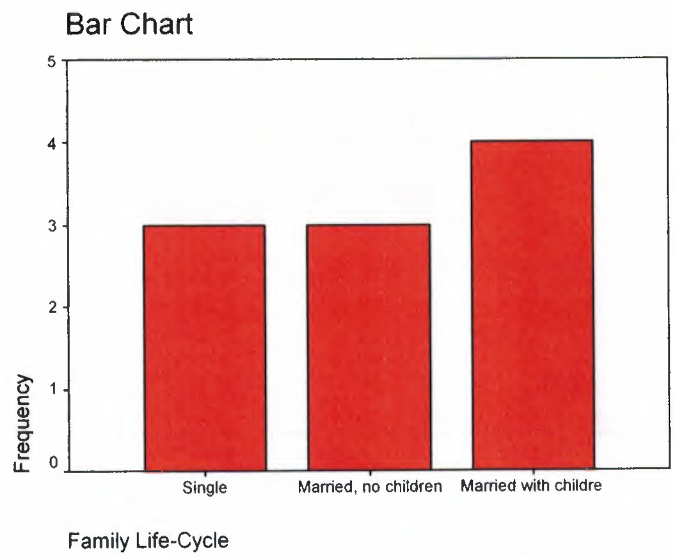


Figure 6.90 Family Life-Cycle (Reis)

Major Finding: 40 % of Reis customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	4	40,0	40,0	40,0
	1500-2500ytl	4	40,0	40,0	80,0
	2500-3500ytl	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.95 Income (Reis)

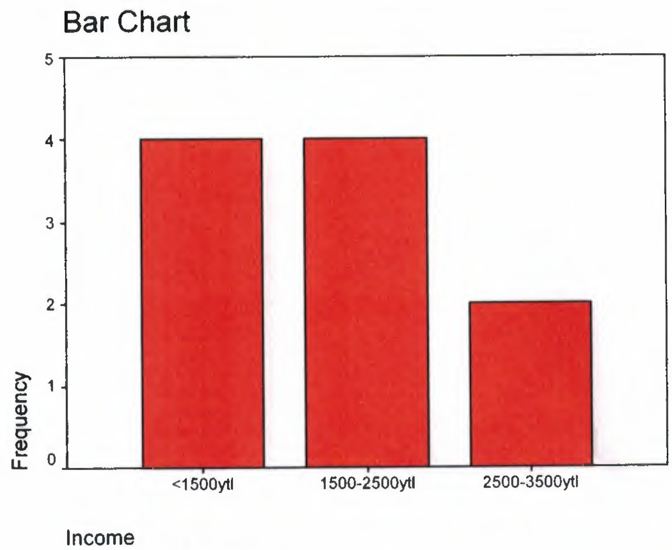


Figure 6.91 Income (Reis)

Major Finding: 40 % of Reis customers' income are below 1500 ytl and 40 % of customers' income between 1500-2500ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11.	**Market fiyatları çok pahalıdır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	80,0	80,0	80,0
	Neither agree nor diagree	1	10,0	10,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.96 Question 11 (Reis)

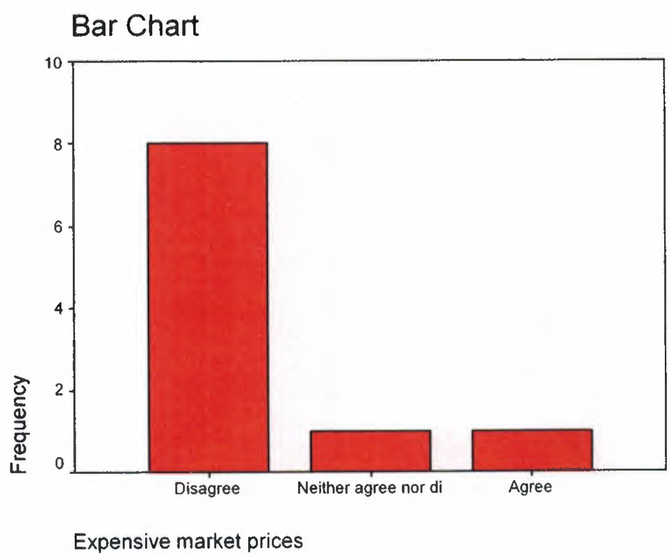


Figure 6.92 Question 11 (Reis)

Major finding: 80 % of Reis customers disagree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	90,0	90,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.97 Question 12 (Reis)

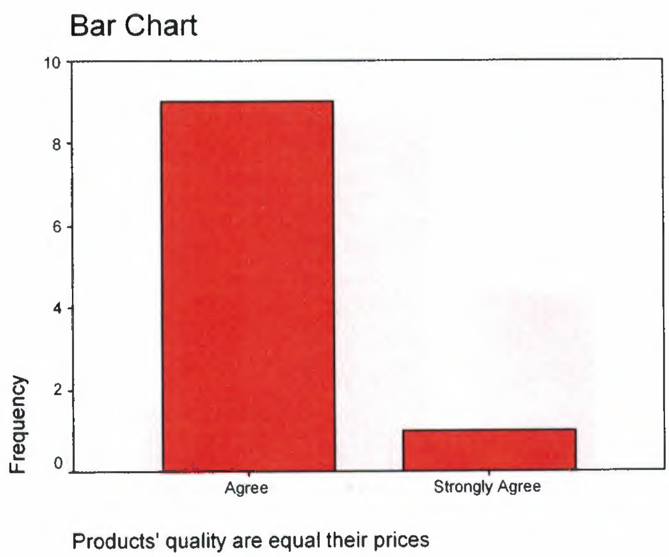


Figure 6.93 Question 12 (Reis)

Major Findings: 90 % of Reis customers agree that products' quality are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.98 Question 13 (Reis)

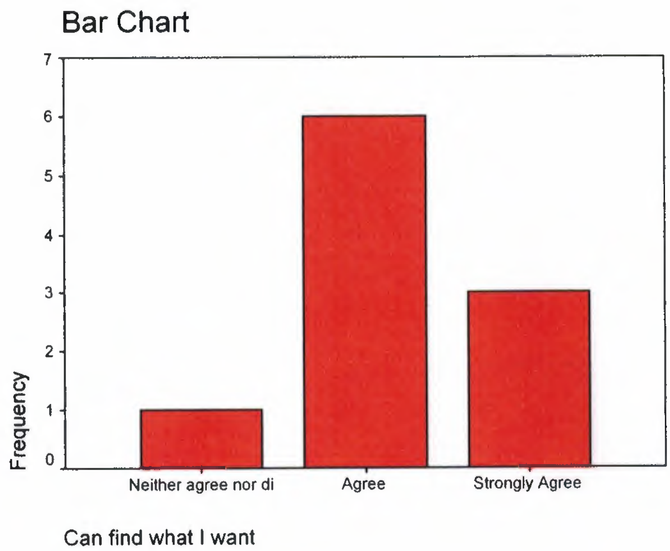


Figure 6.94 Question 13 (Reis)

Major Finding: 90 % of Reis customers agree that they can find what they want in Reis.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyoru***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	7	70,0	70,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.99 Question 14 (Reis)

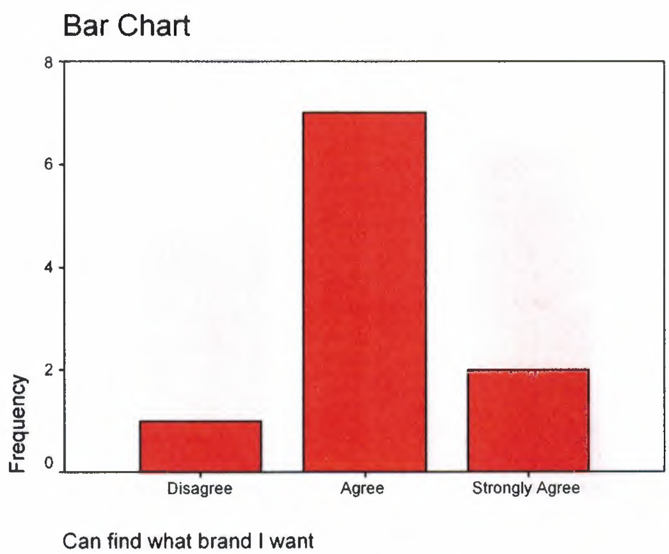


Figure 6.95 Question 14 (Reis)

Major Finding: 90 % of Reis customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Reis's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	3	30,0	30,0	60,0
	Neither agree nor diagree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.100 Question 15 (Reis)

ABSTRACT

This paper is a study report for the graduation project (MAN 400) written as partial assessment requirement for the BA in Business Administration Degree, Near East University, Lefkoşa, Northern Cyprus.

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis, and Önder in Northern Cyprus. It is observed that people tend to prefer one store over other. The literature discusses some factors that influence the customer choice of a supermarket.

The purpose of this study was to find out whether there is a link between customers demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

A total of 10 customers (men-women) were interviewed at five different supermarkets. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher.

As a conclusion; results of the interviews compared with each other and found each superstores base factors that affect customers' choice.

Key words: Supermarkets/stores, Customers' choice, price, product range, store layout, location, facility, staff/customer service

Teşekkürler

Öncelikle bu projede emeği geçen ve hiçbir zaman desteğini esirgemeyen hatta bizimle birlikte uykusuz kalan danışmanım Ahmet Ertugan'a göstermiş olduğu paha biçilmez desteğine ve arkadaşça yaklaşımından ötürü sonsuz teşekkürlerimi sunarım. Ayrıca üniversite eğitimim boyunca ders veren sayın hocalarıma göstermiş oldukları özveri, anlayış ve yardımları için çok teşekkür ederim. Kendi deneyimleriyle verdikleri gerek bilgi gerse hayat dersi sayesinde bize kazandırmış oldukları değerlerden ötürü tekrar bütün öğretmenlerime sonsuz teşekkürlerimi sunarım.

Ayrıca sevgili ailem, onlar bana hayatım boyunca destek oldular, her sorunumda yanımdaydılar, hiç düşünmeden ellerinden gelen desteği gösterdiler, onlara da sonsuz teşekkürlerimi sunuyorum.

İşte bu iki ayrı emeğin oluşturduğu bendeniz Selma Aksoy, karşılıksız verdiğiniz bu emek ve özverileri karşılıksız bırakmayarak, emeğinizi boşa çıkarmayacağıma söz veriyorum.

Selma AKSOY

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SECTION 1

SETTING THE SCENE

1.1 Introduction

This section introduces the broad problem area, the problem definition, the purpose of the study and its questions.

1.2 Broad Problem Area

It is observed that people tend to prefer one store over other. This situation currently exists so it needs to be describing the factors which are affecting the customer store choice.

1.3 Problem Statement

There are different and a growing number of superstores such as Lemar, Astro, Metropol, Reis and Önder in North Cyprus. It is observed that people tend to prefer one store over others. This study is doing to find the factors that affect the customer store choice.

1.4 Purpose

The purpose of this study is to find out whether there is a link between customers' demographic backgrounds and their choice of supermarkets based on supermarket choice models' variables.

1.5 Questions For the Project

1.5.1 What are the variables that affect the customers' choice in preferring to use different superstores?

1.5.2 Is there a link between customers' demographic backgrounds and their choice in using a different superstore as in the case of Lefkoşa, North Cyprus?

1.6 Sections of This Study Report

1.6.1 Section 2 - Literature Review

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem.

1.6.2 Section 3 – Theoretical Framework

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

1.6.3 Section 4 – Contextual Factors

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

1.6.4 Section 5 – Methodology

This section describes the steps and methods that were used during the investigations of this study.

1.6.5 Section 6 - Findings

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

1.6.6 Section 7 - Conclusion

This section introduces the summary of the findings for each supermarket, conclusions on project questions, limitations of this study and recommendation for the future research.

1.7 Conclusion

This section has introduced the broad problem area, the problem definition, the purpose of the study and its questions.

SECTION 2

LITERATURE REVIEW

2.1 Introduction

This section is a review of the literature survey carried out on customers' supermarket choice. The purpose is to identify and define the main variables affecting the problem as defined in Section 1.

2.2 Customer Supermarket Choice

According to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; there are different and a growing number of supermarkets. It is observed that people tend to prefer one store to others. Research findings reveal that the main reasons for choosing this format of food retailing are price, location, quality (store layout) and variety (Orgel, 1997). These factors are all inter-related. A combination of the right product offer in terms of price and choice, and a store offer that is convenient and appealing all impacted upon a consumer's choice of store.

The choice of a store's location is the most important decision for a retail organization makes since it is a critical factor in the enterprise's success or failure. So we can divide the literature in two parts, which are "competitive location literature" and "store-choice literature".

Competitive Location Literature

Competitive location literature is one line of study within the retail store field, which addresses the issue of optimally locating firms that compete for clients in space. Hotelling pioneered this field (Hotelling, 1929) and assumed that consumer would shop at the nearest store. Friesz, et.al. (Friesz, et.al., 1988) pointed out that there are three competitive network facility location models that were "likely to serve as foundations for future models". These ones are the ones of Lederer (Lederer, 1986), Tobin and Friesz (Tobin and Friesz, 1986) and Revelle (Revelle, 1986).

ReVelle and his followers constructed a group of models that examined competition among retail stores in a discrete spatial market. The basic model was the Maximum Capture Problem (MAXCAP) (ReVelle, 1986). In essence, the MAXCAP problem seeks the location of a fixed number of stores for an entering firm in a spatial market where there are other shops from other firms already competing for clients. The spatial market is represented by a network. Each node of the network represents a local market with a fixed demand, which is given. The location of the shops is limited to the nodes of the network. Competition is based on distance: a market is "captured" by a given shop if there is no other shop closer to it. The objective of the entering firm is to maximize its market capture. This model has been adapted to different situations. The first modification introduced shops that are hierarchical in nature and where there is competition at each level of the hierarchy (Serra, et. al., 1992). A second extension took into account the possible reaction from competitors to the entering firm (Serra and ReVelle, 1994). Finally, another modification of the MAXCAP problem introduced scenarios with different demands and / or competitor locations (Serra et.al. 1996). A good review of these models can be found in Serra and ReVelle (Serra and ReVelle, 1996) and a real application of it in Serra and Marianov (Serra and Marianov, 1999).

Store-Choice Literature

Store-Choice literature tries to understand the consumer store-choice process. This literature studies the key variables, which a customer takes into account when shopping at a particular shop, and how these variables interact. This literature usually assumes that the consumers not only cares about which shop is the closest but also consider other variables in making his decision to patronize a particular establishment.

Store-Choice models may be classified into three groups (Craig, et.al., 1984).

The first group includes models that rely on some normative assumption regarding consumer travel behaviour. The simplest model is the nearest-centre hypothesis; i.e., consumers patronize the nearest outlet that provides the required good or service. This hypothesis has not found much empirical support, except in areas where shopping opportunities are few and transportation is difficult.

The empirical evidence suggested that consumers trade off the cost of travel with the attractiveness of alternative shopping opportunities. The first one to recognize this was Reilly in its Reilly's "law of retail ***gravitation***" (1929) based on Newton's Law of Gravitation[6] (1686). Reilly's law states that "the probability that a consumer patronizes a shop is proportional to its attractiveness and inversely proportional to a power of distance to it" (Reilly, 1929). Reilly was the precursor of the "gravity" type of spatial choice models. As this early stage, these models were non-calibrated in the sense that the parameters of the models have a priori assigned value. The best representatives of this group are the models of Reilly (Reilly, 1929) and Converse (Converse, 1949).

These non-calibrated gravity models have some *limitations* (Diez de Castro, 1997):

- They can only be applied to big stores like hypermarkets and shopping centres.
- They can only be applied when the consumer buys non-usual goods.
- They have a restrictive assumption that forces consumer's zones to be assigned to only one shop.

The second group includes models that use the revealed preference approach to calibrate the "gravity" type of spatial choice models. These ones use information revealed by past behaviour to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

Huff (Huff, 1964) was the first one to use the revealed preference approach to study retail store choice. The Huff probability formulation uses distance (or travel time) from consumer's zones to retail centres and the size of retail centres as inputs to find the probability of consumers shopping at a given retail outlet. He was also the first one to introduce the Luce axiom of discrete choice in the gravity model. Using this axiom, consumers may visit more than one store and the probability of visiting a particular store is equal to the ratio of the utility of that store to the sum of utilities of all stores considered by the consumers.

The main critique to Huff model is its over-simplification since it only considers two variables (***distance*** and ***size***) to describe consumer store-choice behaviour.

Nakanishi and Cooper (1974) extended Huff's model by including a set of store attractiveness attributes (rather than just one attribute employed in Huff's model). Attributes such as consumer opinion of ***store image***, ***store appearance***, and ***service level*** can be used, as well as objectives measures as travel distance and physical distance (Vandell & Carter, 1993). This more general statement was known as the **Multiplicatives Competitive Interaction** (**MCI** model).

Revealed preference methods overcome the problems of normative methods because consumers are not assigned exclusively to one shop, and the models can be applied to cases where consumers shopping habits are independent of store size. Despite these improvements, these models also have their drawbacks (Craig, et.al., 1984):

- They assume consumer utility function to be compensatory. But in reality consumers reject stores beyond a certain distance. Consumers may also reject stores unless they possess minimum levels of other attributes.
- Context dependence; i.e., the estimated parameters reflect the characteristics of existing stores in the area. For example, the parameters associated with characteristics on which the existing stores do not differ much would be low. This does not, however, imply that such characteristics are unimportant to consumers but rather, that because of their similarity across stores; other variables are used to discriminate among them.
- The distance decay parameter is highly dependent on the characteristics of the spatial structure. The implication is that in assessing the importance of location on store utilities, individuals consider not only the distance to that stores but also the relative distances to other stores in the area. The result is that consumers residing in different areas might differentially weight the impact of distance on store choice.

Finally, **the third group** includes the models that use direct utility. These models overcome the problem of context dependence, estimating consumer utility functions from simulated choice data using information integration, conjoint or logit techniques. Instead of observing past choices, these methods use consumer evaluations of hypothetical ***store descriptions*** to calibrate the utility function. The best representative model of this group is the one developed by Ghosh and Craig (Ghosh and Craig, 1983) based on game theory.

Given that the aim of the thesis is the incorporation of one store-choice model in the MAXCAP model, one of the previous store-choice models needs to be chosen. The criterion used in making this choice is how well the resulting model can be applied to the real world.

* As we can see there are three types of research methods for store-choice. These are Maximum Capture Problem (MAXCAP) (ReVelle, 1986), Multiplicative Competitive Interaction (MCI) (Nakanishi and Cooper, 1974) and Multiple Store Location (Achabal, et.al., 1982).

1st Freisz, te.al. (Freisz, et.al., 1988) pointed out that one of the three competitive network facility location models that were "likely to serve as foundations for future models" is ReVelle's **Maximum Capture Problem (MAXCAP)** (ReVelle, 1986). MAXCAP problems are trying to include Store-Choice theories in its models. It stands to reason that any retail location model should take into account the process underlying consumers' choice of store. Traditionally, the discrete location modelling literature has been successfully applied to locate public sector services, where the main aim is to optimise some measure of service quality in terms of access (e.g., maximizing service coverage or minimizing average distance to the service). Actually, new models are appearing within a private sector context, where there is competition among providers

of the service. The models employed focus on solving problems like hierarchical services and scenarios with different demand and/or competitor locations. To date, this literature has assumed that consumers shop at the closest store supplying a specific product or service. However, one needs to ask whether this assumption reflects consumer behaviour. It seems more realistic to admit that consumers do not merely consider distance when making-choice retail shops. There is a new version of the MAXCAP model, which could be applied to the retail sector. This broader research work has defined three main stages on the way to achieving these objectives:

1st - an analysis of how best to include distance in the new version of MAXCAP model.

2nd - analyse which store attributes (other than distance) should be included in the new version of the MAXCAP model and how these could be incorporated.

3rd - a solution employing the new version of the MAXCAP model and its application to a real case.

In essence, the MAXCAP problem seeks the location of a fixed number of stores for firm entering in a spatial market where competitors' shops are already doing business. Since consumers in an area are captured by a given shop if there is no closer shop, the objective of the entering firm is to maximize its market capture. The MAXCAP model uses the traditional view of all or nothing capture relative to the distance criteria.

2nd The Multiplicative Competitive Interaction (MCI) model (Nakanishi and Cooper, 1974) determines using information revealed by past consumer's behaviour in order to understand the dynamics of retail competition and how consumers choose among alternative shopping opportunities.

3rd Multiplicative Store Location (Achabal, et.al., 1982) is usually applied in a retailing context of firms.

- As we said at the beginning of the literature according to The Institute of Grocery Distribution's (IGD) (Joanne Denney, 2004) study "Shopper Insight, 2004"; a combination of the right *product offer* in terms of price and choice, and a *store offer* that is convenient and appealing all impacted upon a consumer's choice of store.

a) Product Offer

- **Price:** Not all customers seek the "cheapest outlets". Price appears to be more of a driver for those on a budget and those with less of an interest in food.

- **Promotions:** Special offers played an important role in delivering an overall price message, often providing enough of an incentive to break a routine and visit different stores. Typical promotions are only associated with the supermarkets (Joseph Cronin, 2000).

- **Food choice-breadth of range:** Many customers feel that they would be able to get all they need from the supermarket, including food, non-foods, newspapers, prescriptions, paying utility bills and dry cleaning for example.

- **Food choice-depth of range:** It is generally recognize that supermarkets offer the widest choice of products. However many people feel that specialist shops and farmer's markets for

example have a different or deeper, but narrower range, offering a valued alternative to the supermarket.

- **Own brand products:** A number of customers would make an effort to visit another store if they preferred certain products. This is often the motivation behind customers shopping at local specialty outlets, however even those reliant on supermarkets would often switch between different supermarket chains.

b) Store Offer

- **Layout & Atmosphere:**

→ ***Store Layout:*** Many of the consumers want to complete their shopping as quickly as possible and therefore they placed a higher value on knowing the store layout. This is a main driver of store loyalty – but of course applied to supermarkets.

→ ***Store Size:*** There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

→ ***Atmosphere:*** The "atmosphere" of supermarkets is only commented on occasionally, but the positive comments often related to aspects associated with smaller, or market environment stores (Philip Kotler, 1973)

• **Facilities:**

→ ***Opening Hours:*** A number of customers, particularly those working, found traditional 9-5 opening hours of typical town centre shops restrictive, as they do not necessarily want to be complete food shopping at the weekend. These customers welcomed the flexibility of late opening hours.

→ ***Parking:*** As most people do large weekly shops in a car, free parking is an important and an attractive feature of the supermarket offer.

• **Location:**

→ ***Closest:*** Customers most likely to cite the proximity of a shop to their home as a key driver for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

• **Staff / Customer Service:** The type of service expected varied between stores. Generally the customers expected an efficient and polite service within supermarkets (Berry M. McCollough, 2000); this is a "must have" rather than added value part of the offer. However there are more positive, unprompted comments about the type of service in local specialist outlets, typically implying a more friendly and knowledgeable approach.

2.3 Conclusion

This section was a review of the literature survey carried out on customers' supermarket choice. The purpose was to identify and define the main variables affecting the problem as defined in Section 1.

SECTION 3

THEORETICAL FRAMEWORK

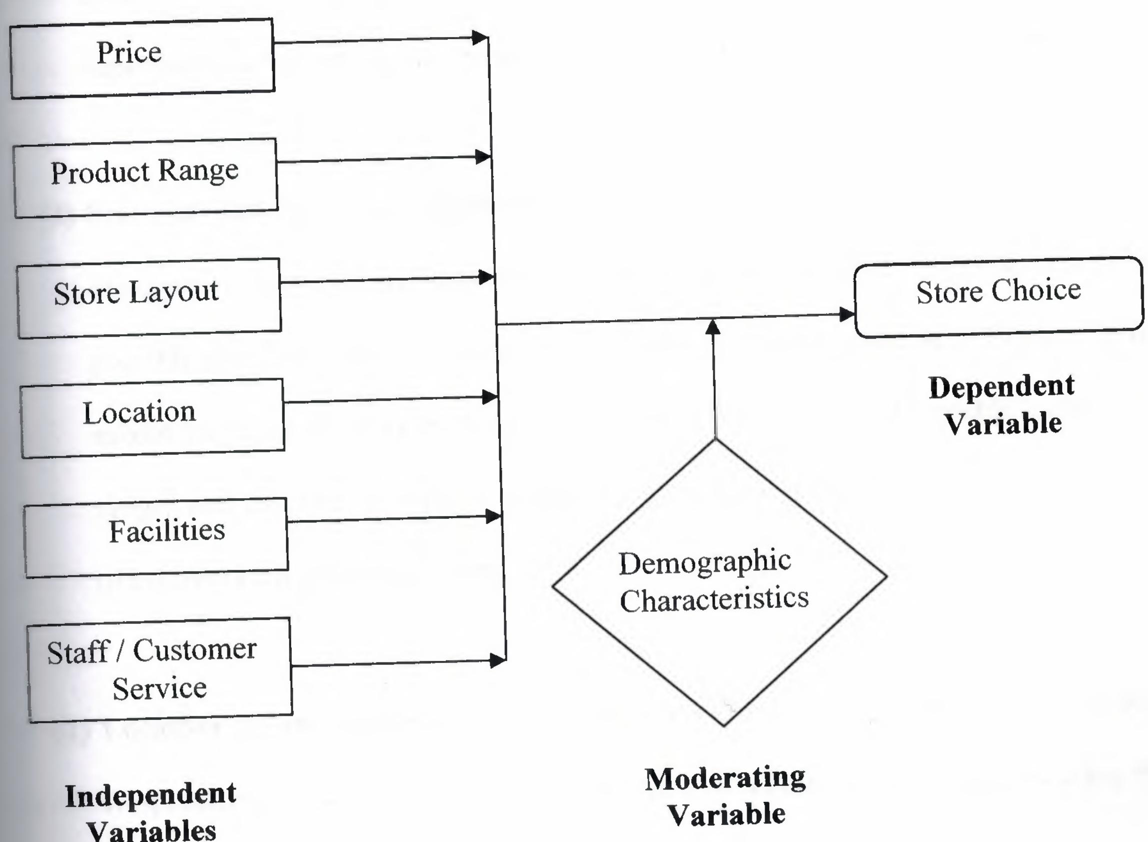
3.1 Introduction

This section sets up a theoretical framework of the problem situation using the variables as identified in Section 2.

3.2 A Theoretical Framework for Customer's Supermarket Choice

The variables and their relationships that will be the basis of this study are defined and illustrated as below:

Figure 3.1



According to Joanne Denney (2004) there are six independent variables which are (1) price, (2) product range, (3) store layout, (4) location, (5) facilities and (6) staff/customer service. These independent variables are all affecting each other; it means that they are all inter-related.

(1) **Price** appears to be a driver for those on a budget and those with less of an interest in food. Price also refers to *product price,* which includes cheap/expensive, value for money and promotion. Special offers play an important role in delivering on overall price message, often providing enough of an incentive to break a routine and visit different stores.

(2) **Product range** refers *food choice – breadth of range, food choice – depth of range* and *own brand products*. Breadth of range means that customer can find whatever they want or we can say there are a variety of product types. Depth of range means supermarkets offer the widest choice of products. Own brand products means that supermarkets have their own brand products which are selling in their stores.

(3) **Store layout** refers *arrangement of products in a row, sore size, cleanliness* and *atmosphere*. Many of the customers wanted to complete their shopping as quickly as possible and therefore they placed a high value on knowing the store layout. There are mixed views on the preferred size of a store. Whilst large shops enable wider product ranges and services, a positive aspect, they are also associated with a greater number of customers, a negative aspect.

(4) **Location** refers supermarket places if it is closest or not and on the way or not. Respondents most likely to cite the proximity of a shop to their home as a key driver

for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

(5) **Facilities** refer stores' opening hours, parking and may be some places for eating, drinking something or sitting for rest. A number of respondents, particularly those working, welcomed the flexibility of late opening hours. As most people do large weekly shops in a car, free parking is an important and attractive feature of the supermarket offer.

(6) **Staff / Customer Service** refers efficient and polite service within supermarkets. This is a "must have" rather than added value part of the offer. Staff should imply a more friendly and knowledgeable approach.

These independent variables act together in affecting the dependent variable (store choice) on the model illustrated in Figure 3.1. This study also argues that there is a moderating variable which has a contingent effect on the independent variable and dependent variable relationship. The moderating variable (7) is identified as ***demographic characteristics***.

(7) **Demographic characteristics** refer customers' personal characteristics such as age, gender, income, education, ethnicity, occupation, and family cycle.

This study is centred on the argument that apart from the variables described by Joanne Denney (2004), there is the moderating variable, demographic characteristic, and this study will try to identify the contingent effect of this variable on the final customer decision in store choice.

3.3 Conclusion

This section set up a theoretical framework of the problem situation using the variables as identified in Section 2.

SECTION 4

CONTEXTUAL FACTORS

4.1 Introduction

This section introduces the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

4.2 Supermarkets Around the World

A **supermarket** is a store that sells a wide variety of goods including food and alcohol, medicine, clothes, and other household products that are consumed regularly. It is often part of a chain that owns or controls (sometimes by franchise) other supermarkets located in the same or other towns; this increases the opportunities for economies of scale. The chains themselves are often supplied from the distribution centres of a larger business.

Supermarkets usually offer products at low prices by reducing margins. Certain products (typically staples such as bread, milk and sugar) are often sold as loss leaders, that is, with negative margins. To maintain a profit, supermarkets attempt to make up for the low margins with a high volume of sales, and with sales of higher-margin items. Customers usually shop by putting their products into trolleys (shopping carts) or baskets (self-service) and pay for the products at the check-out. At present, many supermarket chains are trying to reduce labour costs (and thus margins) further by shifting to self-service check-out machines, where a group of four or five machines is supervised by a single assistant.

A larger full-service supermarket combined with a department store is known as a hypermarket. Other services that supermarkets may have include cafés, crèches, photo development, pharmacies, and/or petrol stations.

History

Early retailers did not trust their customers. In many stores, all products had to be fetched by an assistant from high shelves on one side of a counter while the customers stood on the other side and pointed to what they wanted. Also, many foods did not come in the individually wrapped consumer-size packages taken for granted today, so a clerk had to measure out the precise amount desired by the consumer. These practices were obviously labour-intensive and quite expensive.

The concept of a self-service grocery store was developed by Clarence Saunders and his Piggly Wiggly stores, and A&P was the most successful of the early chains in the United States, having become common in American cities in the 1920s. The general trend in retail since then has been to stack shelves at night and let the customers get their own goods and bring them to the front of the store to pay for them. Although there is a higher risk of shoplifting, the costs of appropriate security measures will be ideally outweighed by the economies of scale and reduced labour costs.

The first true supermarket in the United States was opened by ex-Kroger employee Michael J. Cullen, in August 1930 in a 6,000 square foot (560 m^2) former garage in Jamaica, Queens, New York. The store, King Kullen, following King Kong, operated under the slogan "Pile it high. Sell it low." When Cullen died in 1936, there were fifteen stores in operation.

Supermarkets proliferated in the United States along with suburban areas after World War II. Supermarkets in the USA are now often co-located with department stores in strip malls and

are generally regional rather than national. Kroger is probably the closest thing in the U.S. to a national chain but has preserved most of its regional brands like Ralphs.

It was formerly common for supermarkets to give trading stamps. Today, most supermarkets issue store-specific "members' cards," "club cards," or "loyalty cards" which are scanned at the register when the customer goes to check-out. Typically, several items are given special discounts if the credit card-like devices are used.

In Britain, France and other European countries, the proliferation of out-of-town supermarkets has been blamed for the disappearance of smaller, local grocery stores and for increased dependency on the motor car. In particular, some critics consider the practice of selling loss leaders to be anti-competitive.

4.3 Supermarkets in Lefkoşa, Northern Cyprus

4.3.1 Northern Cyprus

The Turkish Republic of Northern Cyprus (TRNC) is a small island state situated in the Eastern Mediterranean with its 200 000 inhabitants. Despite its small population and limited trade with the outside world increasing number of supermarket companies compete with each other for customers.

4.3.2 Background to Supermarkets and Groceries in Northern Cyprus

There were some groceries in some towns and villages for shopping. People bought their needs from groceries. There were open markets for buying extra needs such as clothes, shoes, etc. Supermarkets started at the beginning of the 1990's. After that time supermarkets started to compete with different prices, product range, store layout, location, facilities and staff/worker."

4.3.3 Supermarkets Visited by This Study

4.3.3.1 Lemar

Lemar started in the end of the 1990's. It has total seven branches in Girne, Lefkoşa, Güzelyurt, and Magosa. Lefkoşa Lemar has a restaurant and a cinema as facilities.

4.3.3.2 Metropol

Metropol started at the middle of the 1990's.It hasn't got an extra branch. It has a restaurant which name is "Pizzy Burger" and a park for children.

4.3.3.3 Önder

Önder name was Atlex until before two years. It started at the beginning of the 1990's. It hasn't got an extra branch.

4.3.3.4 Astro

Astro started at the beginning of the 2000's. It has two branches which are in Lefkoşa and Girne.

4.3.3.5 Reis

Reis started at the middle of the 1980's as a grocery. After years, at beginning of the 1990's it continued as a supermarket. Build new buildings and growth its capacity. It has a web page and gives orders from internet then distributes products to groceries in the villages and towns.

4.4 Conclusion

This section introduced the world of supermarkets in general and the five supermarkets of Lemar, Önder, Reis, Astro and Metropol in Lefkoşa, North Cyprus specifically.

SECTION 5

METHODOLOGY

5.1 Introduction

This section describes the steps and methods that were used during the investigations of this study.

5.2 Sampling

The type of sampling is; Convenience sampling which is nonprobability sampling. Convenience sampling refers to collection of information from members of the population who are conveniently available to provide it. This study use convenience samples to obtain a large number of completed questionnaires quickly and economically.

The purpose of the study is; Descriptive study. The goal of a descriptive study is to offer to the researcher a profile or to describe relevant aspects of the phenomena of interest from an individual, organizational, industry-oriented, or other perspective. Descriptive studies that present data in a meaningful from thus help to:

- understand the characteristics of a group in a given situation,
- think systematically about aspects in a given situation,
- offer ideas for further probe and research, and/or
- help make certain simple decisions (such as what kinds of individuals should be shopping in a store).

This study is also undertaken in supermarkets to learn about and describe the characteristics of supermarket customers as for example age, gender, income, education, ethnicity, occupation and family cycle.

The type of investigation is; *Correlational study*. When the researcher is interested in delineating the important variables associated with the problem, the study is called a *Correlational study*. This study researches the variables relation to make a store choice.

The extent of research interference in the study is; *Minimal interference* because in this study researcher has not interfered with the normal activities in the store. Researcher collects data from customers through a questionnaire to indicate demographic characteristics of each stores customers and variables that affect their store choice.

The study setting is; *Field study and noncontrived setting*. Correlational studies done in organizations are called field study. In this study researcher analyze the relationship between variables (such as independent, moderating and dependent variables).

The unit of analysis is; *Individuals* because data will be gathered from supermarket customers and researcher through a questionnaire to each customer.

The time horizon is; *longitudinal study* because this study needs to study people at more than one point in times in order to answer the research questions. In this study, data are gathered at five different points in time such as morning, noon, afternoon, evening during the week and weekend.

5.3 Questionnaire Design

A questionnaire was designed by this study based on the variables identified during the literature review and the preliminary interviews with supermarket customers. The variables identified and their correlations were illustrated and explained in the theoretical model proposed by this study in Section 3. The questions were worded on the operational definitions of the variables. We create questions by using variables dimensions and elements as you can see on the figures 5.1, 5.2, 5.3, 5.4, 5.5, 5.6. Both dichotomous and open-ended questions were designed with a 5-point Likert scale to measure the variances of the variables defined. There were three sections in the questionnaire, the first section related to screening questions, second section related to demographic questions and third section related to the variables on customers' store choice.

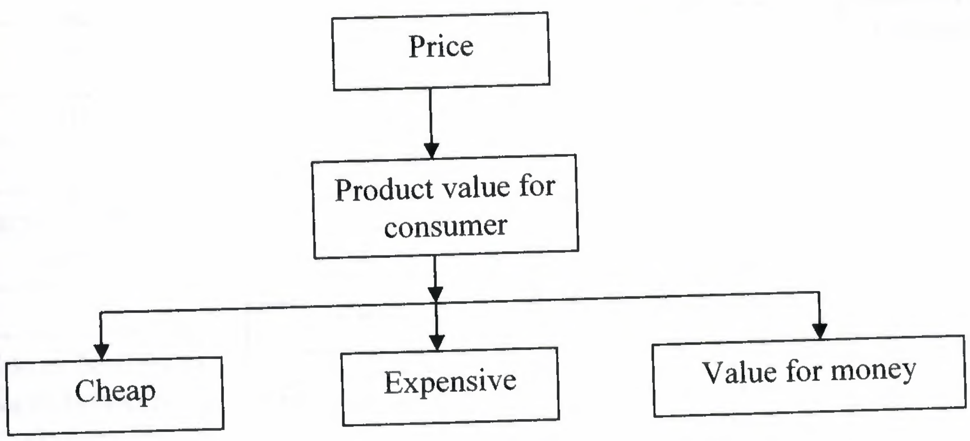


Figure 5.1 Price

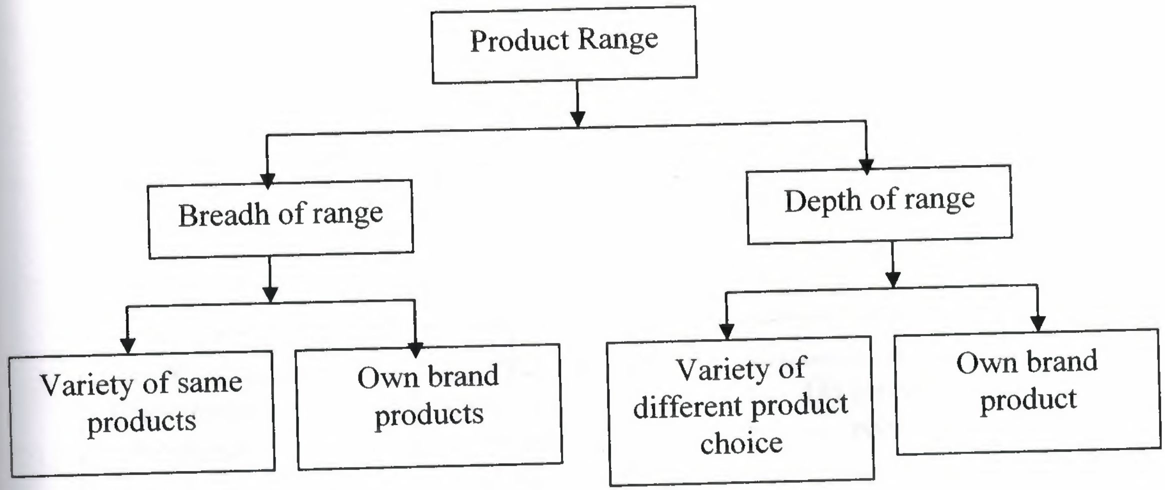


Figure 5.2 Product range

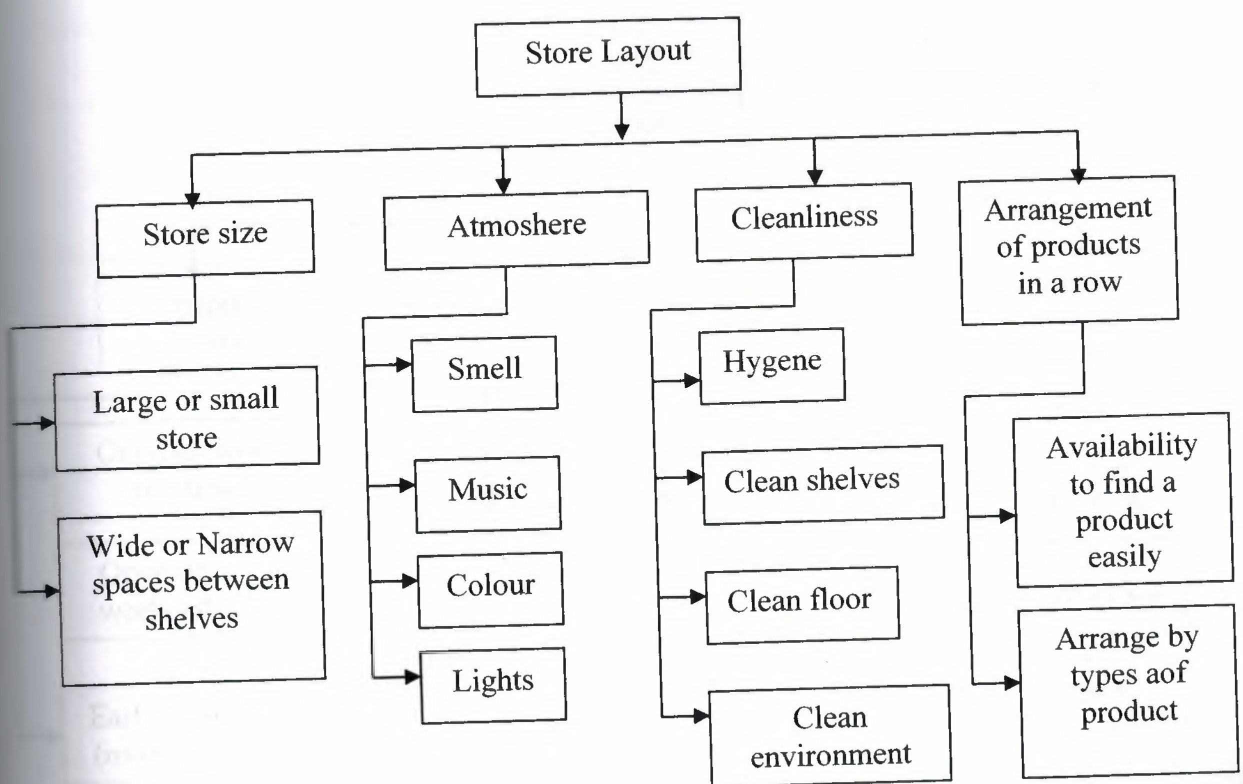


Figure 5.3 Store Layout

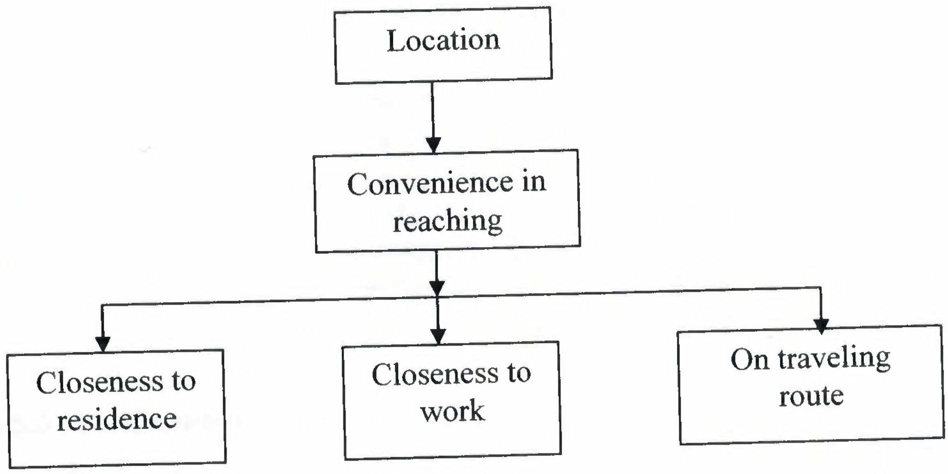


Figure 5.4 Location

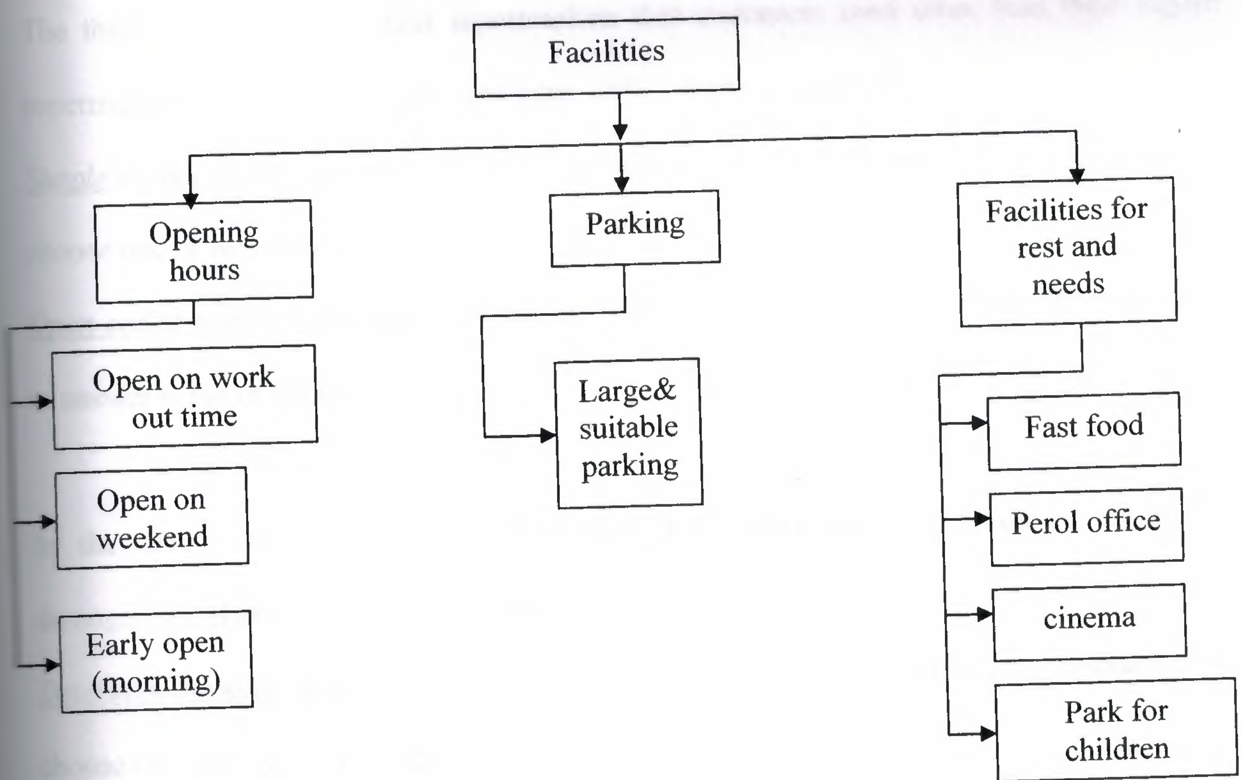


Figure 5.5 Facilities

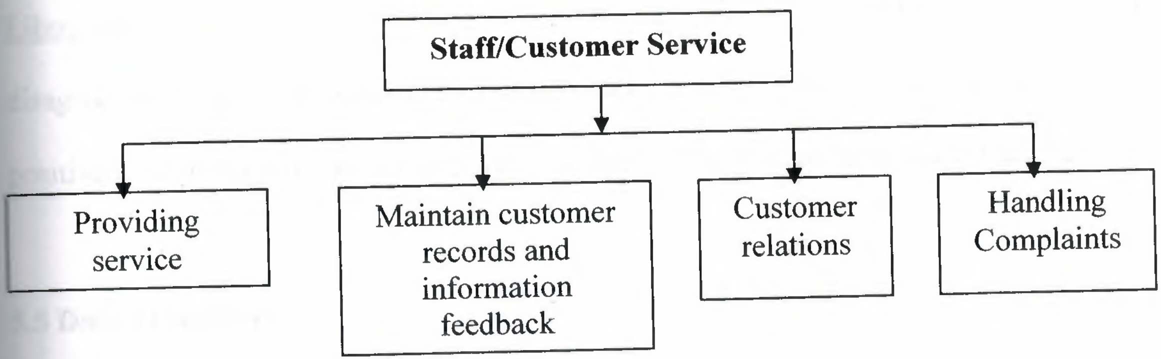


Figure 5.6 Staff/Customer Service

5.4 Scales of Questions

In the first section, the first two questions were the screening questions that helped to eliminate the non-customers from the investigation and used simple-dichotomous questions. The third question was to find supermarkets that customers used other than their regular supermarket and there researcher used open-ended response question.

Simple dichotomous question is a fixed-alternative question that requires the respondent to choose one or two dichotomous alternatives.

Open-ended response question is a question that poses some problem and asks the respondent to answer in his or her own words.

In the second section, the researcher used determinant-choice question to understand demographic characteristics of customers.

Determined-choice question is a fixed-alternative question that requires a respondent to choose one, and only one, response from among multiple alternatives.

In the third section researcher use five point likert scales to determine affected variables of store choice.

Likert scale is a measure of attitudes in which respondents' rate how strongly they agree or disagree with carefully constructed statements; several scales items ranging from very positive to very negative attitudes toward an object may be used form a summated index.

5.5 Data Processing

The information collected from the 50 questionnaires completed were processed using the SPSS statistical programme.

5.6 Conclusion

This section described the steps and methods that were used during the investigations of this study.

SECTION 6

FINDINGS

6.1 Introduction

This section reports the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

6.2 Realisation Rate

A total of 10 customers (men-women) were interviewed at each supermarket named. The grand total of respondents was 50. It was decided to interview a total of 50 customers, ten for each supermarket, as a convenience for the researcher. The reason for convenience sampling was explained in section 5.

The first two questions were the screening questions that helped to eliminate the non-customers from the investigation.

6.3 Responses and findings

The following reports the findings from the respondents interviewed from each supermarket visited. The findings are explained on a question-by-question basis:

6.3.1 LEMAR

PART A (SCREENING QUESTIONS)

3. Bu market dışında alışlveriş yaptığınız marketler hangileridir?

a)__________ **b)**__________ **c)**__________ **d)**__________

Supermarkets	Frequency
Metropol	3
Astro	1
Önder	1
Kiler	1

Table 6.1 Other choices of Lemar customers

Major Finding: With the main supermarket of Lemar, Lemar customers also mostly use Metropol.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	7	70,0	70,0	70,0
	Male	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.2 Gender (Lemar)

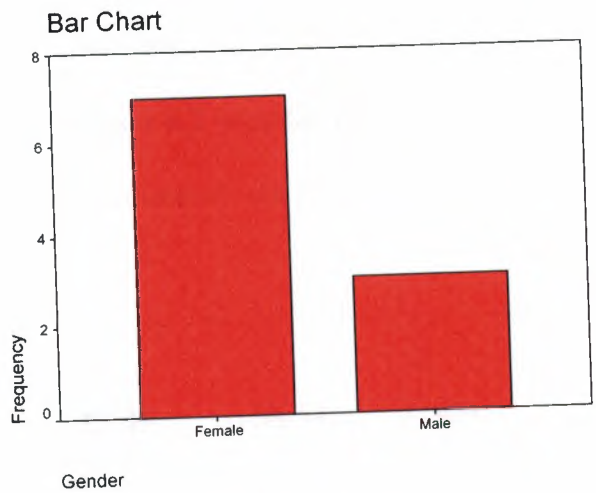


Figure 6.1 Gender (Lemar)

Major Finding: 70 % of Lemar customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.3 Marital Status (Lemar)

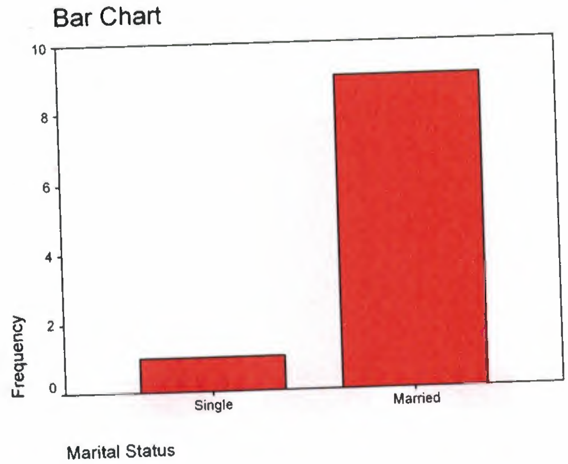


Figure 6.2 Marital Status (Lemar)

Major Finding: 90 % of Lemar customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	1	10,0	10,0	10,0
	26-49	8	80,0	80,0	90,0
	65+	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.4 Age (Lemar)

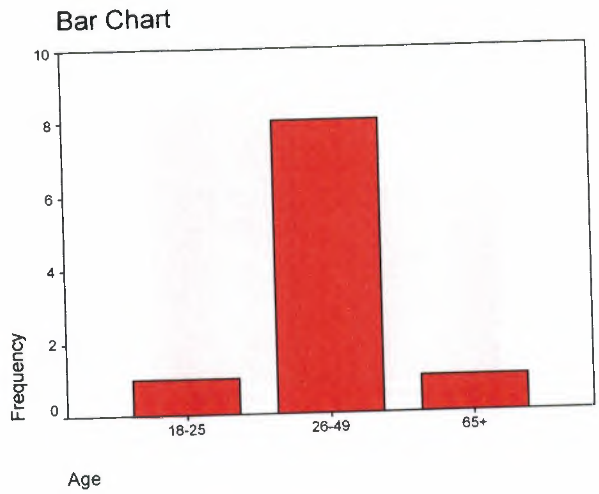


Figure 6.3 Age (Lemar)

Major Finding: 80 % of Lemar customer's ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	60,0	60,0	60,0
	University: Lisans	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.5 Education (Lemar)

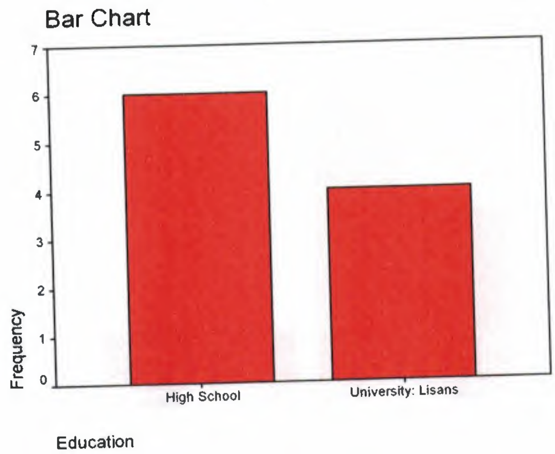


Figure 6.4 Education (Lemar)

Major Finding: 60 % of Lemar customers are High School graduates.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	1	10,0	10,0	10,0
	Retired	1	10,0	10,0	20,0
	Civil Servant	5	50,0	50,0	70,0
	Other	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.6 Occupation (Lemar)

The three other occupations are Teacher, Technician and Banker.

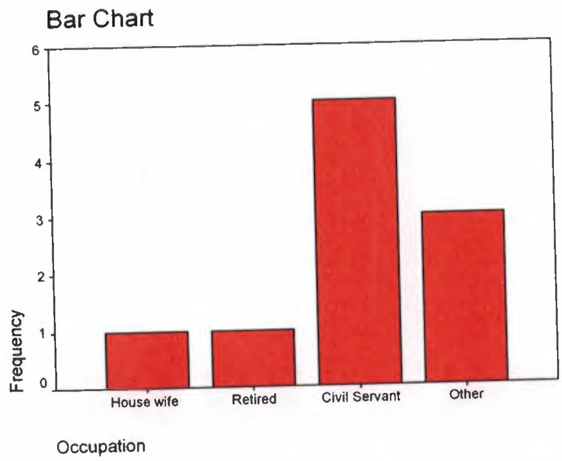


Figure 6.5 Occupation

Major Finding: 50% of Lemar customers are civil servant. There is a distribution on occupations.

9.	**Kaldığınız/yaşadığınız evin aile yapısı?**	
□ **Tek**	□ **Evli, çocuksuz**	□ **Evli, çocuklu**
□ **Evli, 18 yaşından küçük çocuk yok**		□ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married, no children	1	10,0	10,0	20,0
	Married with children	7	70,0	70,0	90,0
	Married with no children under 18	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.7 Family Life-Cycle (Lemar)

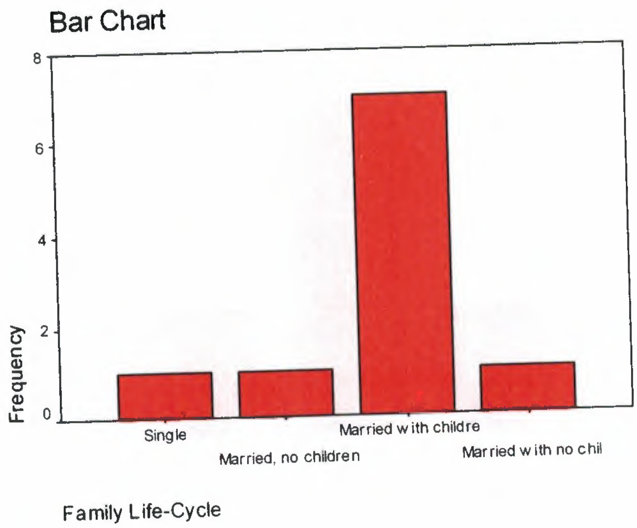


Figure 6.6 Family Life-Cycles

Major Finding: 70 % of Lemar customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	2	20,0	20,0	20,0
	1500-2500ytl	6	60,0	60,0	80,0
	2500-3500ytl	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.8 Income (Lemar)

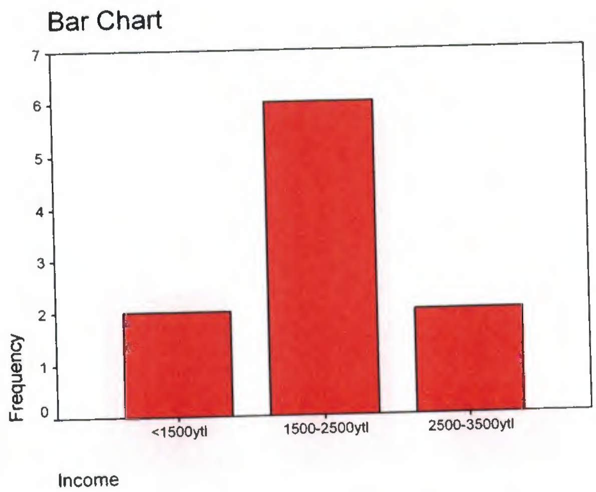


Figure 6.7 Income (Lemar)

Major Finding: 60 % of Lemar customers' incomes are between 1500-2500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11. Market fiyatları çok pahalıdır.

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.9 Question 11 (Lemar)

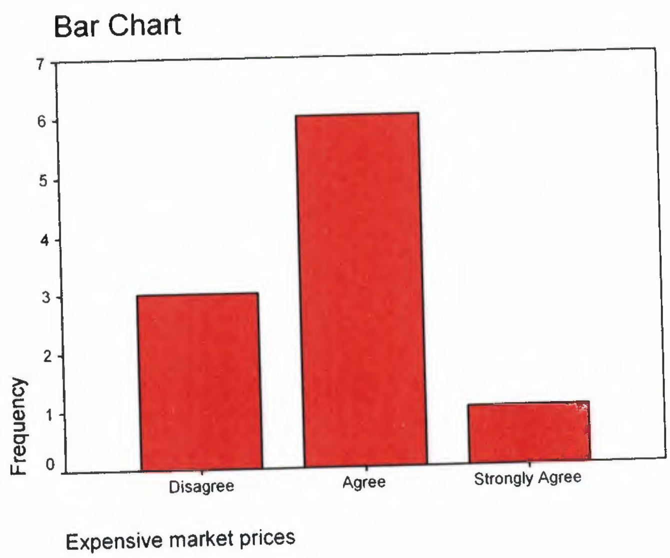


Figure 6.8 Questions 11 (Lemar)

Major finding: 60 % of Lemar customers agree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.10 Question 12 (Lemar)

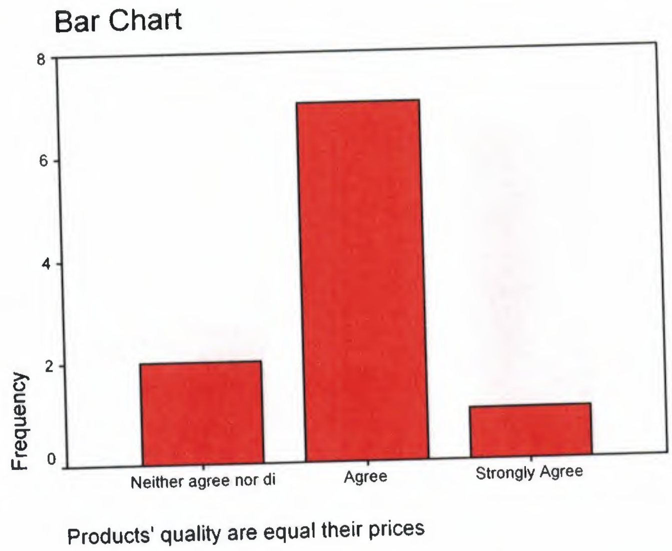


Figure 6.9 Questions 12 (Lemar)

Major Findings: 70 % of Lemar customers agree that products' quality is equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	3	30,0	30,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.11 Question 13 (Lemar)

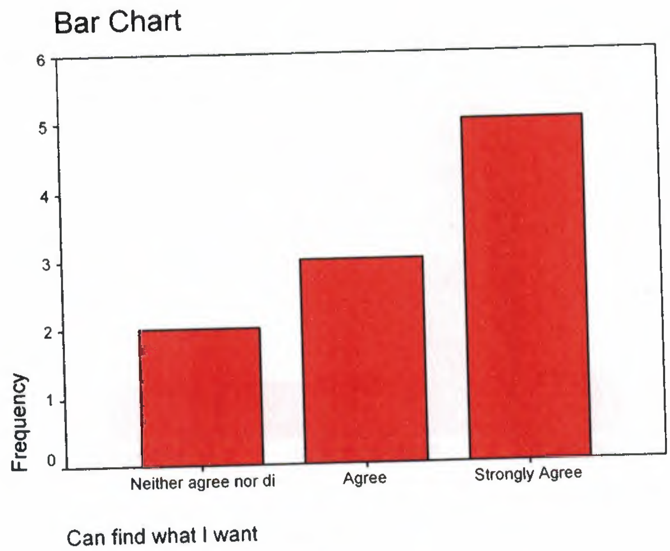


Figure 6.10 Questions 13 (Lemar)

Major Finding: 80 % of Lemar customers agree that they can find what they want in Lemar.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.12 Question 14 (Lemar)

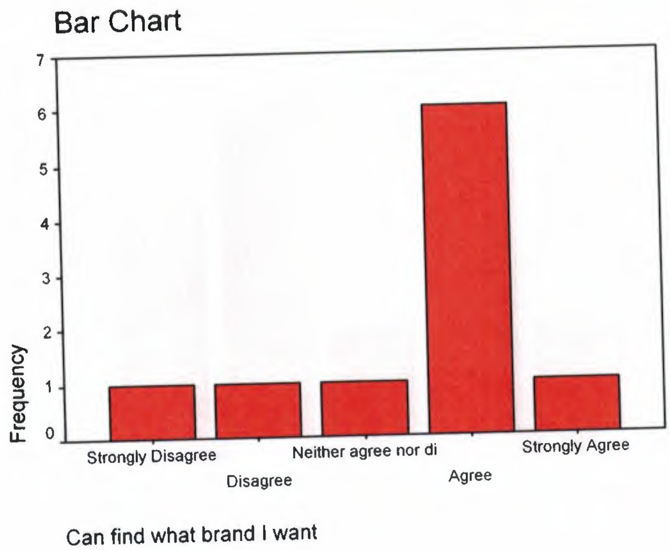


Figure 6.11 Questions 14 (Lemar)

Major Finding: 70 % of Lemar customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Lemar's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	3	30,0	30,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.13 Question 15 (Lemar)

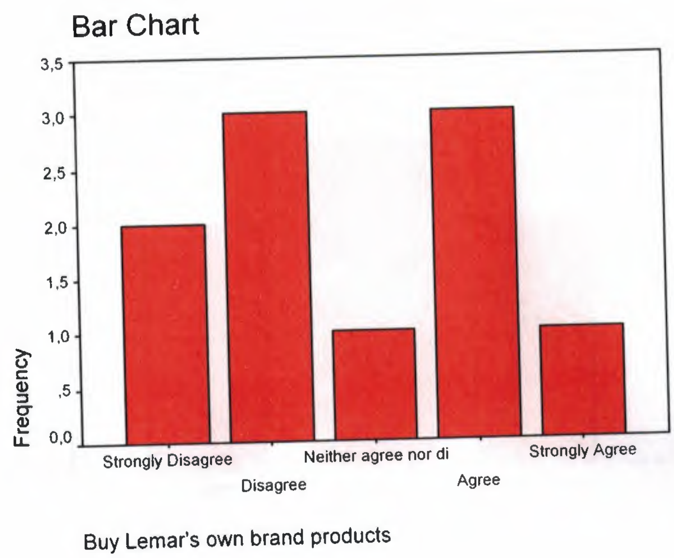


Figure 6.12 Questions 15 (Lemar)

Major Finding: 50 % of Lemar customers don't buy Lemar's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Lemar's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	4	40,0	40,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.14 Question 16 (Lemar)

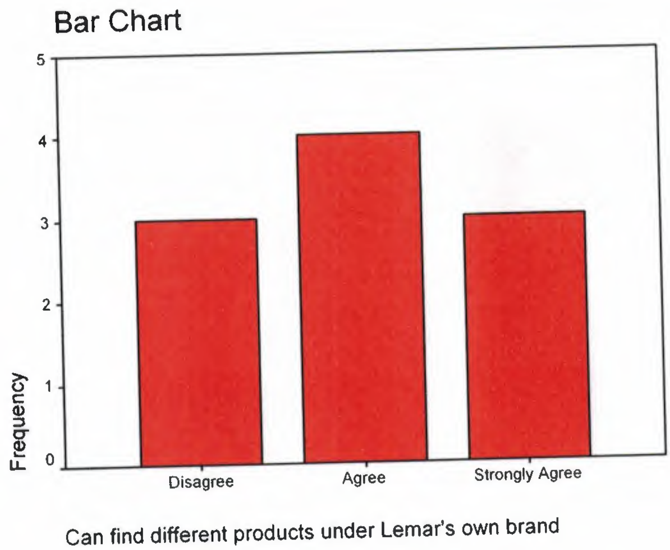


Figure 6.13 Questions 16 (Lemar)

Major Finding: 70 % of Lemar customers agree that they can find different products under Lemar's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Lemar is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.15 Question 17 (Lemar)

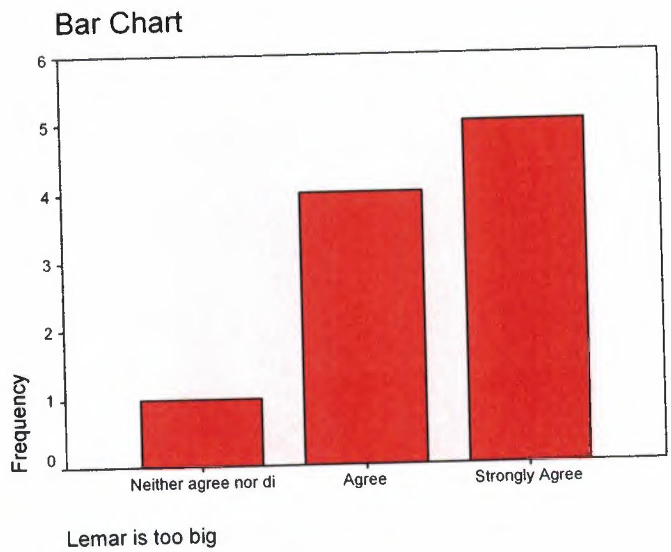


Figure 6.14 Question 17 (Lemar)

Major Finding: 90 % of Lemar customers agree that Lemar is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	50,0	50,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.16 Question 18 (Lemar)

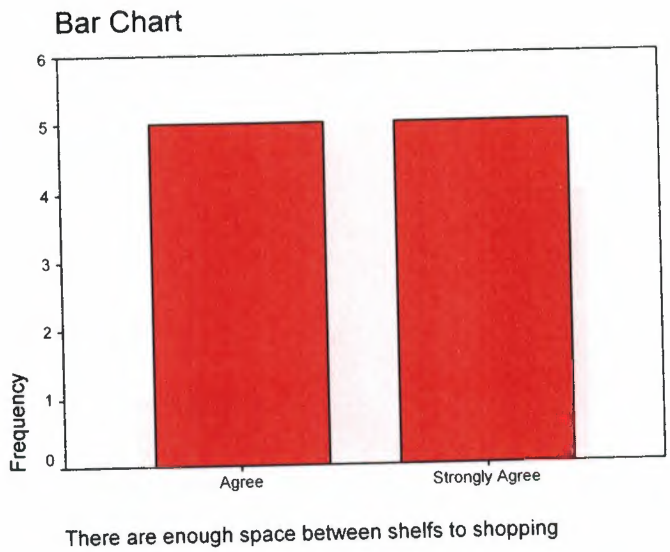


Figure 6.15 Question 18 (Lemar)

Major Finding: 100 % of Lemar customers agree that there are enough spaces between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Lemar such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	5	50,0	50,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.17 Question 19 (Lemar)

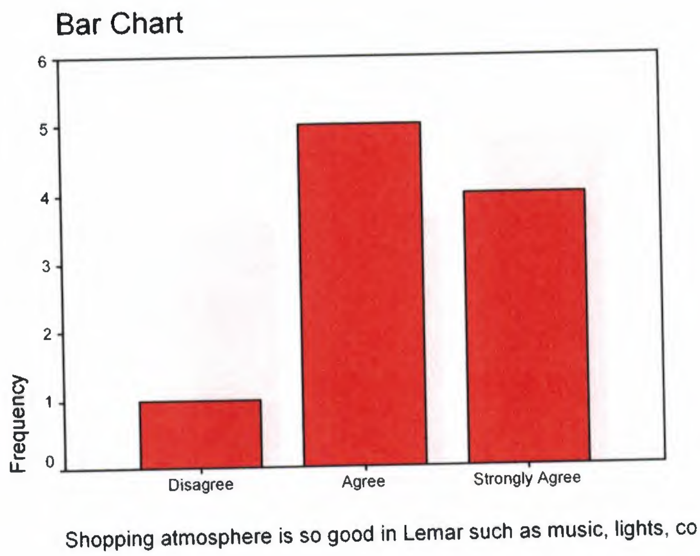


Figure 6.16 Question 19 (Lemar)

Major Finding: 90 % of Lemar customers agree that shopping atmosphere is so good in Lemar.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**

□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Lemar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	3	30,0	30,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.18 Question 20 (Lemar)

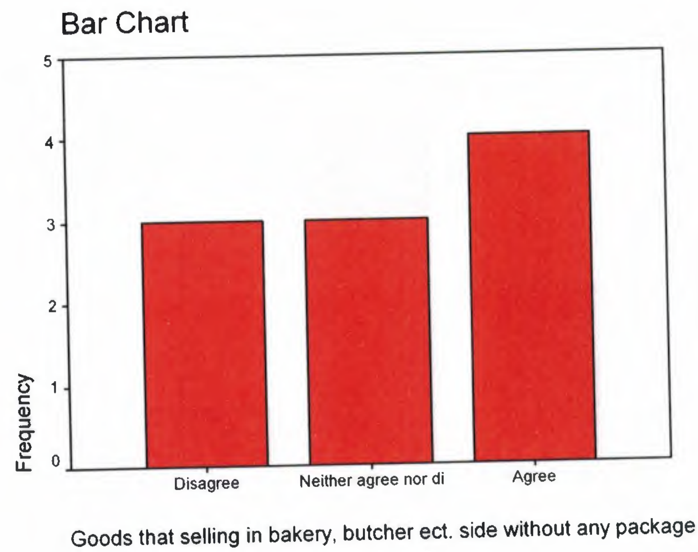


Figure 6.17 Question 20 (Lemar)

Major Finding: There is an indecision situation but 40 % of Lemar customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Lemar.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Lemar is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.19 Question 21 (Lemar)

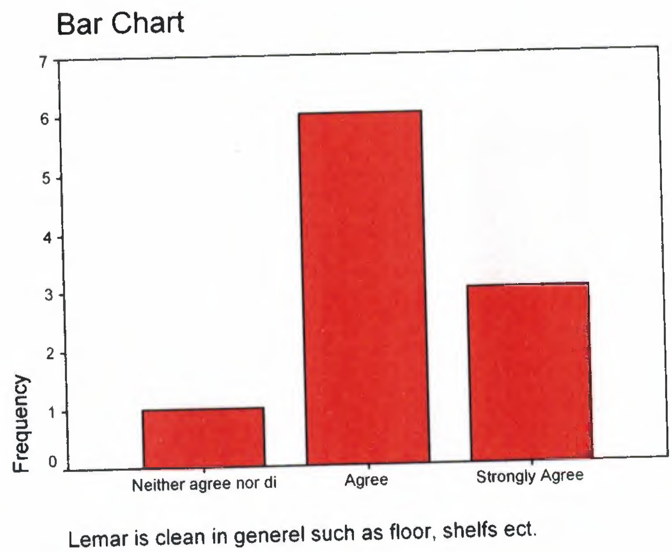


Figure 6.18 Question 21(Lemar)

Major Finding: 90 % of Lemar customers agree that Lemar is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.20 Question 22 (Lemar)

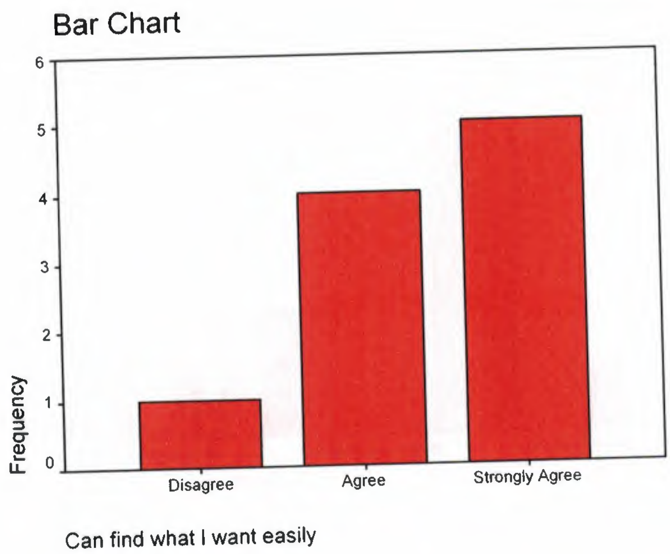


Figure 6.19 Question 22 (Lemar)

Major Finding: 90 % of Lemar customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.21 Question 23 (Lemar)

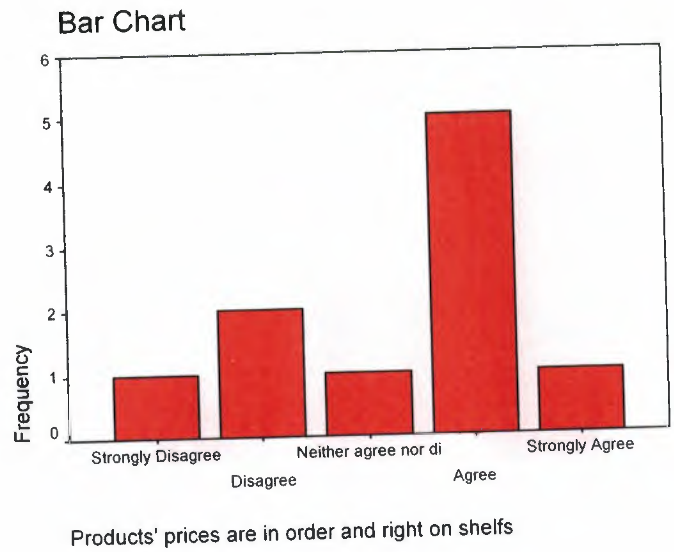


Figure 6.20 Question 23 (Lemar)

Major Finding: 60 % of Lemar customers agree that products' prices are in order and right on shelfs.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Lemar because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	3	30,0	30,0	40,0
	Strongly Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.22 Question 24 (Lemar)

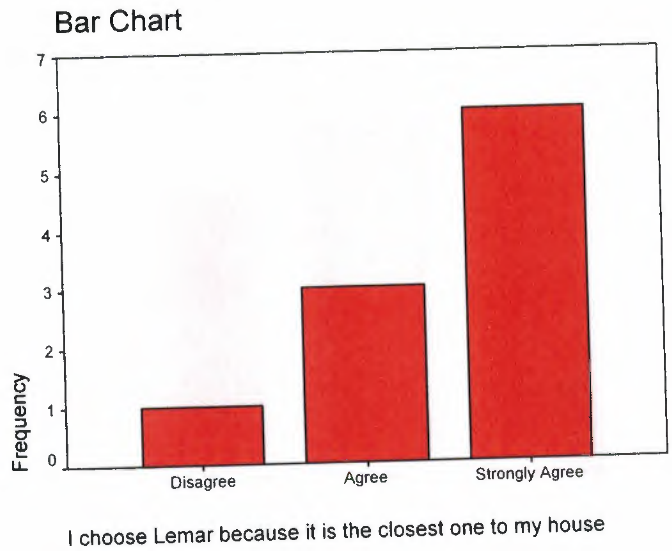


Figure 21 Question 24 (Lemar)

Major Finding: 90 % of Lemar customers' choice Lemar because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Lemar because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	40,0	40,0	40,0
	Disagree	5	50,0	50,0	90,0
	Neither agree nor diagree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.23 Question 25 (Lemar)

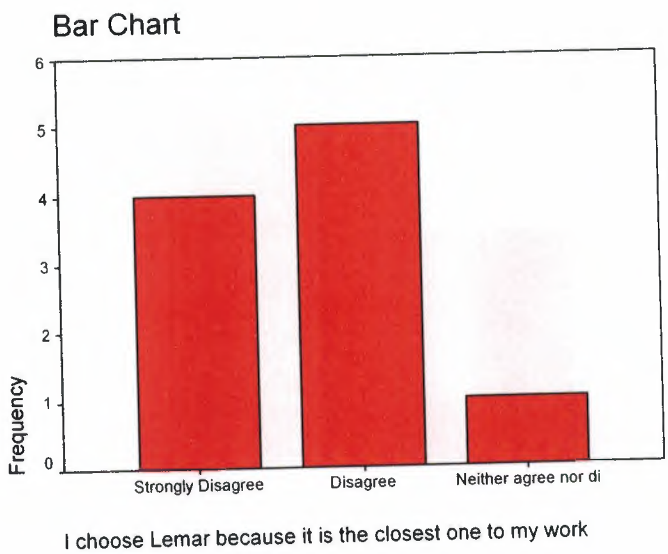


Figure 6.22 Question 25 (Lemar)

Major Finding: 90 % of Lemar customers disagree that choice of Lemar depends on nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Open and close times and days of Lemar are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	6	60,0	60,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.24 Question 26 (Lemar)

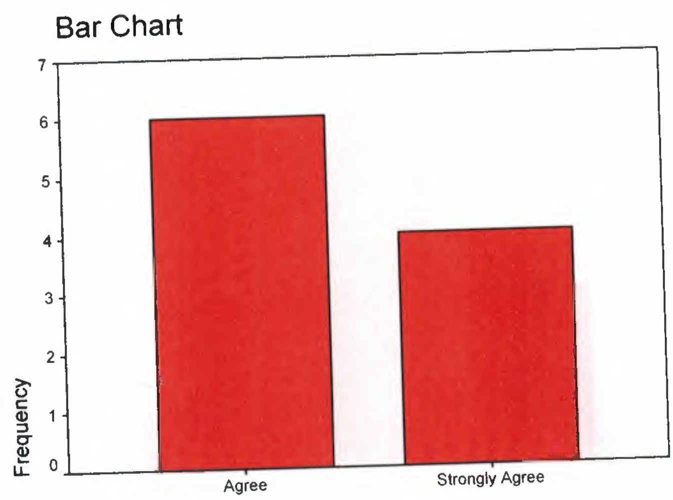


Figure 6.23 Question 26 (Lemar)

Major Finding: 100 % of Lemar customers agree that Lemar's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Parking is more suitable at Lemar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.25 Question 27 (Lemar)

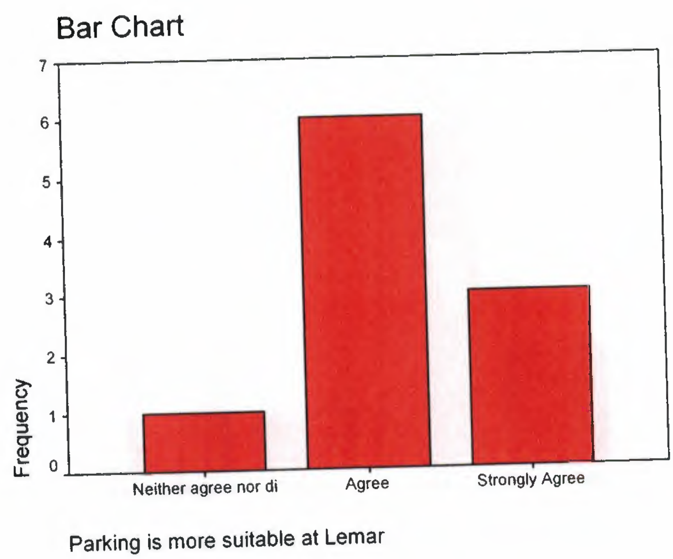


Figure 6.24 Question 27 (Lemar)

Major Finding: 90 % of Lemar customers agree that parking is more suitable at Lemar.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

I use extra facilities of Lemar such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Agree	6	60,0	60,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.26 Question 28 (Lemar)

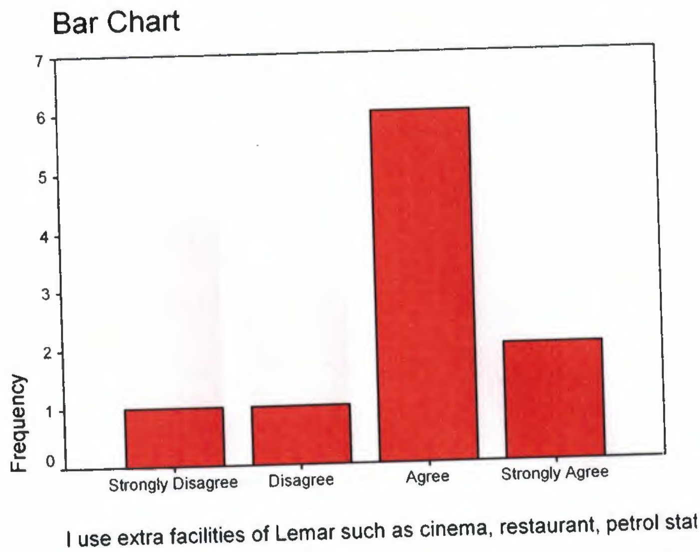


Figure 6.25 Question 28 (Lemar)

Major Finding: 80 % of Lemar customers use extra facilities of Lemar.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Lemar are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	2	20,0	20,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.27 Question 29 (Lemar)

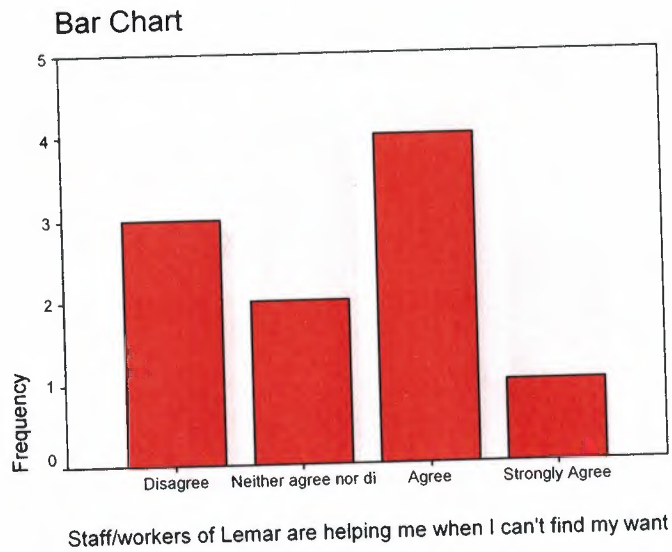


Figure 6.26 Question 29 (Lemar)

Major Finding: 50 % of Lemar customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Lemar are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	3	30,0	30,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.28 Question 30 (Lemar)

Bar Chart

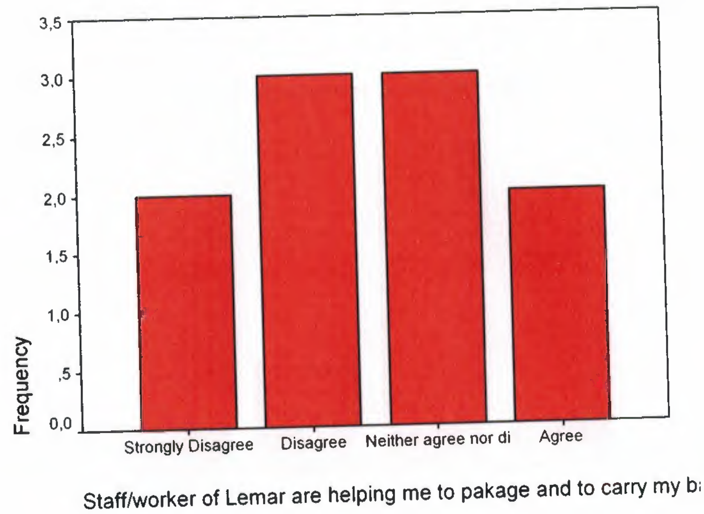


Figure 6.27 Question 30 (Lemar)

Major Finding: 50 % of Lemar customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Lemar has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	2	20,0	20,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.29 Question 31 (Lemar)

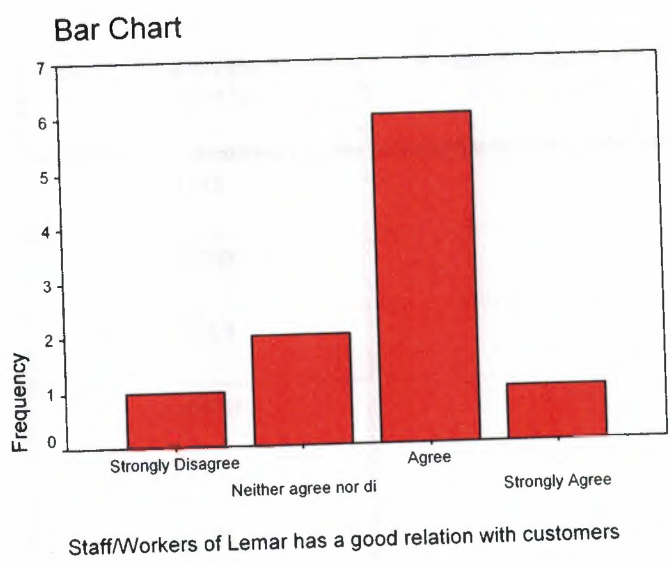


Figure 6.28 Question 31 (Lemar)

Major Finding: 70 % of Lemar customers agree that there is a good relation between staff/worker and customers.

6.3.2 ÖNDER

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışveriş yaptığınız marketler hangileridir?**
a)__________ **b)**__________ **c)**__________ **d)**__________	

Supermarkets	Frequency
Reis	4
Metropol	4
Belça	4
Lemar	3
Beyaz Market	1
Astro	1

Table 6.30 Other choices of Önder customers

Major Finding: With the main supermarket of Önder, Önder customers also mostly use Metropol, Reis, Belça.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	8	80,0	80,0	80,0
	Male	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.31 Gender (Önder)

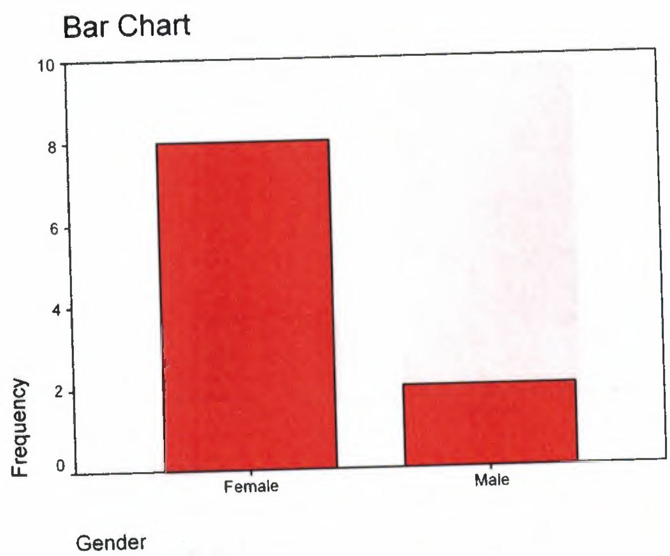


Figure 6.29 Gender (Önder)

Major Finding: 80 % of Önder customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	20,0	20,0	20,0
	Married	8	80,0	80,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.32 Marital Status (Önder)

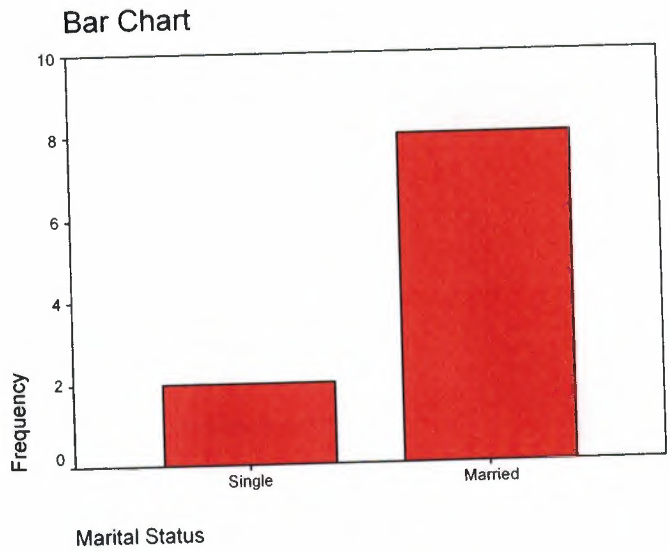


Figure 6.30 Marital Status (Önder)

Major Finding: 80 % of Önder customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	1	10,0	10,0	10,0
	26-49	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.33 Age (Önder)

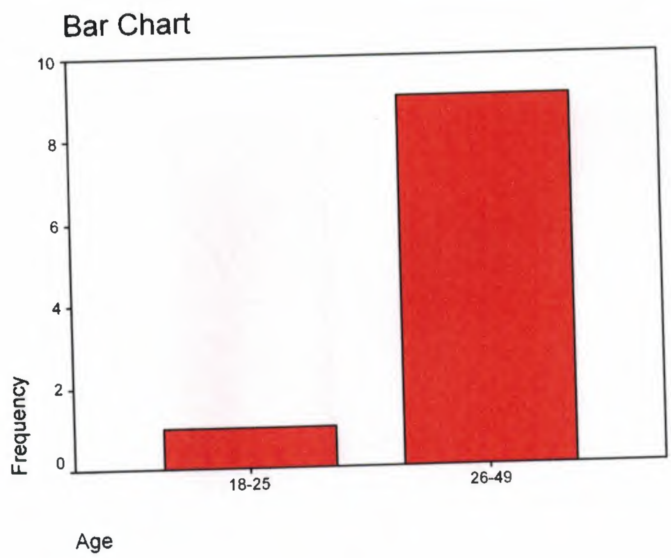


Figure 6.31 Age (Önder)

Major Finding: 90 % of Önder customers' ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	60,0	60,0	60,0
	University: Lisans	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.34 Education (Önder)

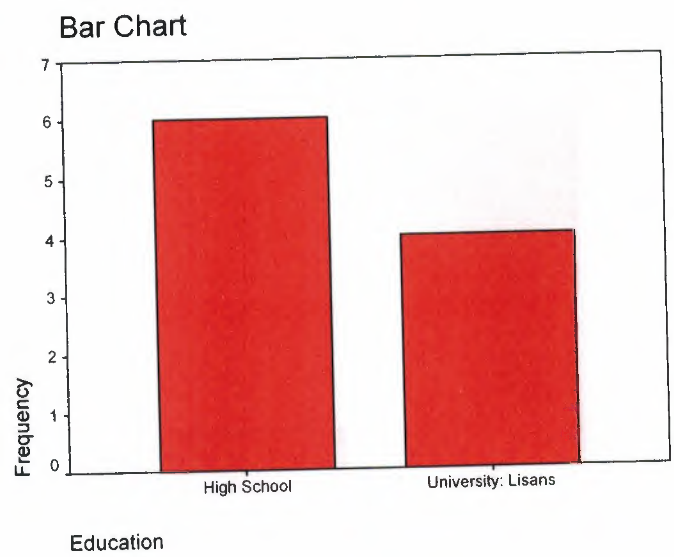


Figure 6.32 Education (Önder)

Major Finding: 60 % of Önder customers are High School graduated.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	1	10,0	10,0	10,0
	Civil Servant	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.35 Occupation (Önder)

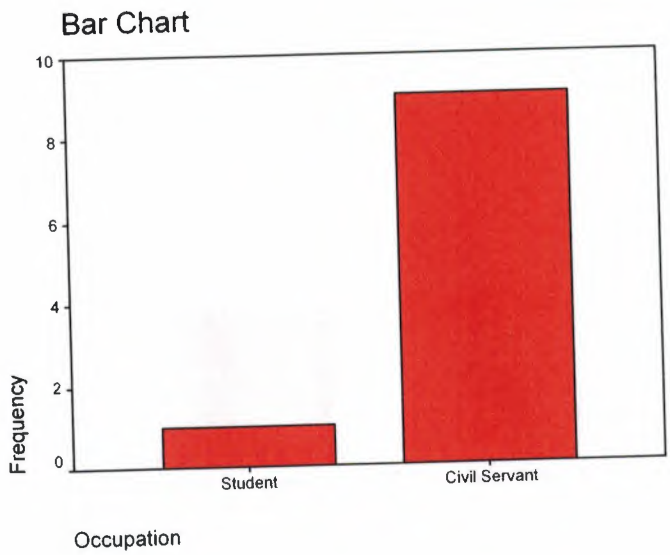


Figure 6.33 Occupation (Önder)

Major Finding: 90% of Önder customers are civil servant.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married, no children	3	30,0	30,0	30,0
	Married with children	7	70,0	70,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.36 Family Life-Cycle (Önder)

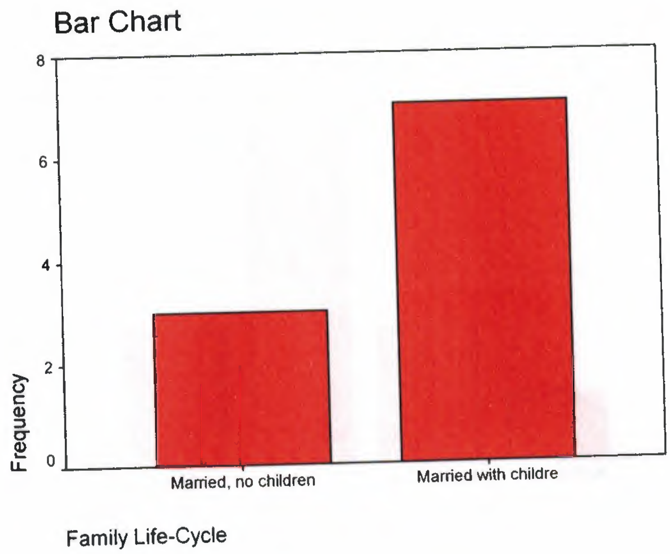


Figure 6.34 Family Life-Cycle (Önder)

Major Finding: 70 % of Önder customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

- □ **<1500ytl**
- □ **1500-2500ytl**
- □ **2500-3500ytl**
- □ **3500-4500ytl**
- □ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	2	20,0	20,0	20,0
	1500-2500ytl	5	50,0	50,0	70,0
	2500-3500ytl	2	20,0	20,0	90,0
	3500-4500ytl	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.37 Income (Önder)

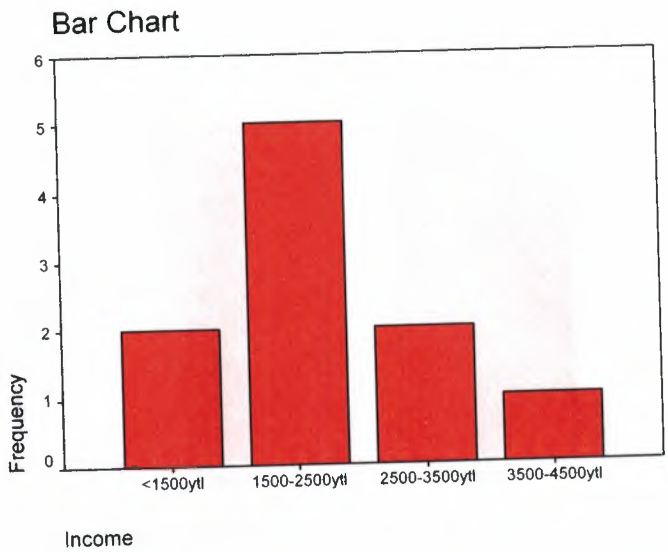


Figure 6.35 Income (Önder)

Major Finding: 50 % of Önder customers' incomes are between 1500-2500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11. Market fiyatları çok pahalıdır.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.38 Question 11 (Önder)

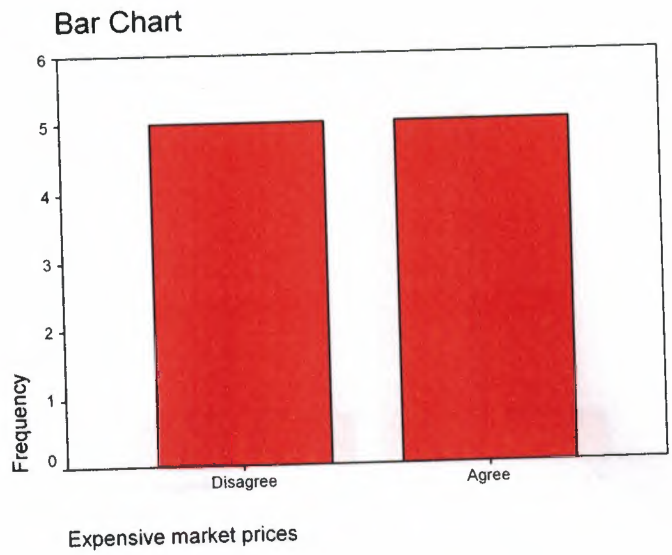


Figure 6.36 Question 11 (Önder)

Major finding: 50 % of Önder customers agree and 50% of Önder customers disagree that there are expensive market prices

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.39 Question 12 (Önder)

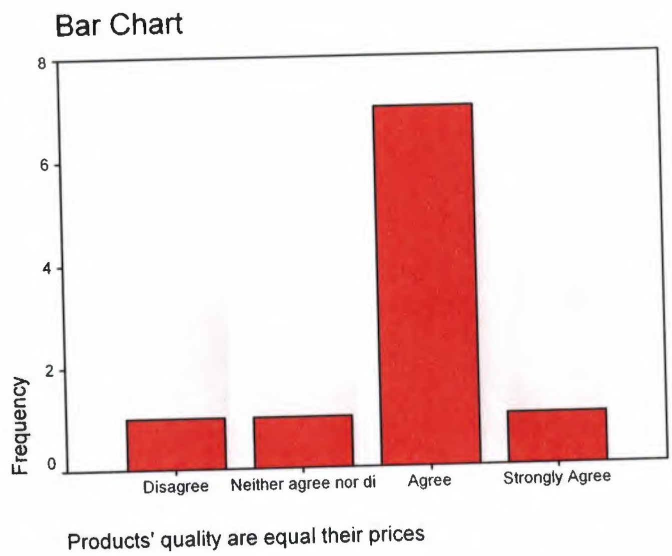


Figure 6.37 Question 12 (Önder)

Major Findings: 80 % of Önder customers agree that products' quality are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	4	40,0	40,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.40 Question 13 (Önder)

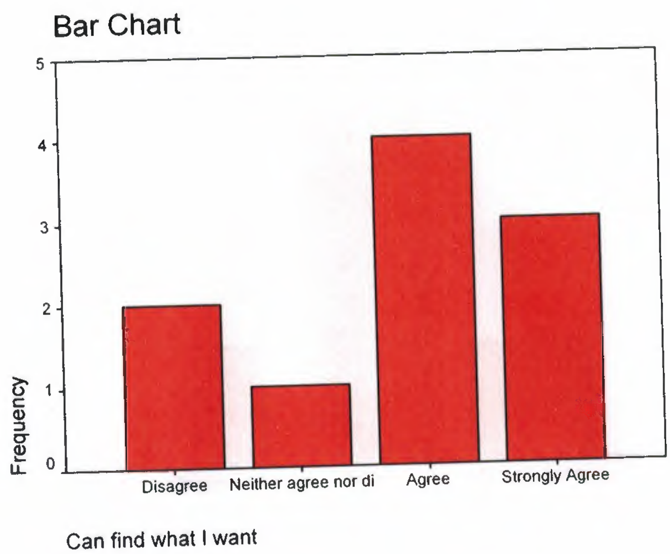


Figure 6.38 Question 13 (Önder)

Major Finding: 70 % of Önder customers agree that they can find what they want in Önder.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	6	60,0	60,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.41 Question 14 (Önder)

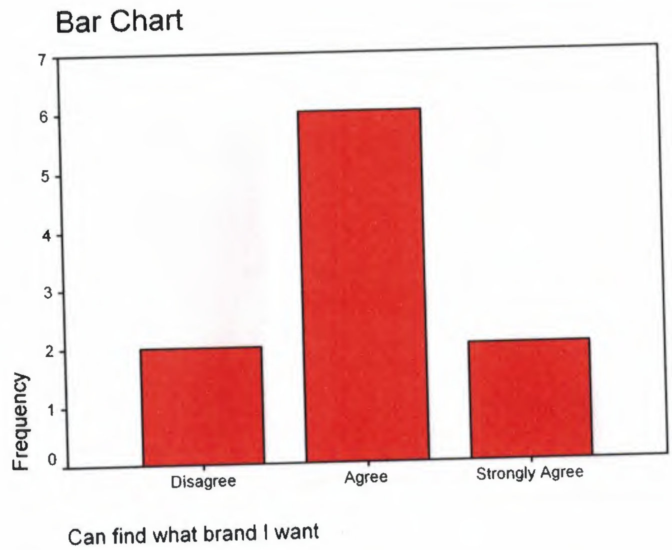


Figure 6.39 Question 14 (Önder)

Major Finding: 80 % of Önder customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Onder's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.42 Question 15 (Önder)

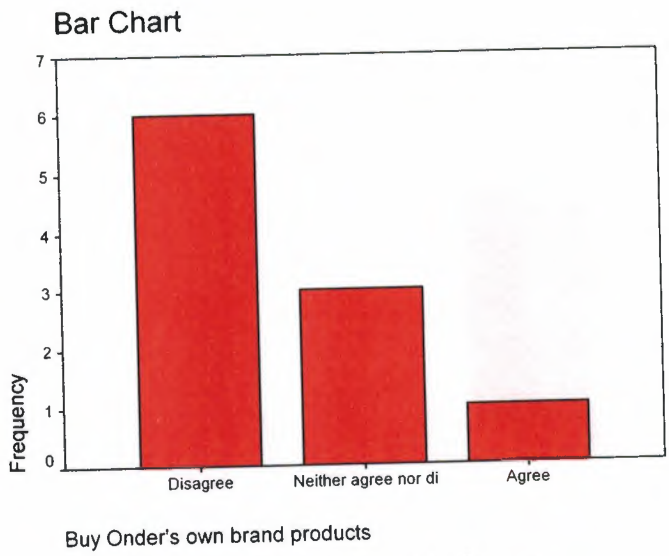


Figure 6.40 Question 15 (Önder)

Major Finding: 60 % of Önder customers don't buy Önder's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Can find different products under Onder's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.43 Question 16 (Önder)

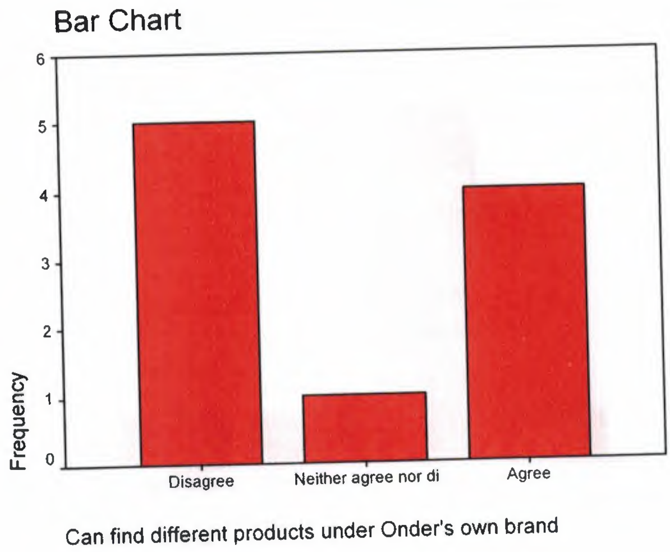


Figure 6.41 Question 16 (Önder)

Major Finding: 50 % of Önder customers disagree that they can find different products under Önder's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Önder is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.44 Question 17 (Önder)

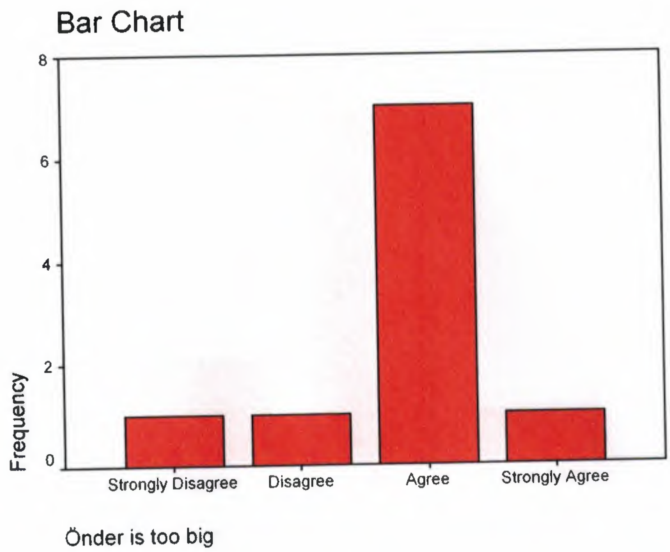


Figure 6.42 Question 17 (Önder)

Major Finding: 80 % of Önder customers agree that Önder is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.45 Question 18 (Önder)

Figure 6.43 Question 18 (Önder)

Major Finding: 80 % of Önder customers agree that there are enough spaces between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Onder such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.46 Question 19 (Önder)

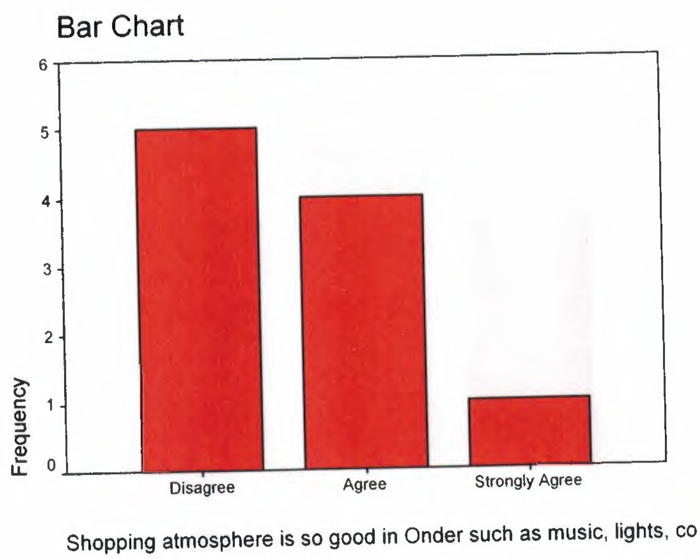


Figure 6.44 Question 19 (Önder)

Major Finding: 50 % of Önder customers agree that shopping atmosphere is so good in Önder but 50% of customers disagree.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Onder

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	4	40,0	40,0	70,0
	Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.47 Question 20 (Önder)

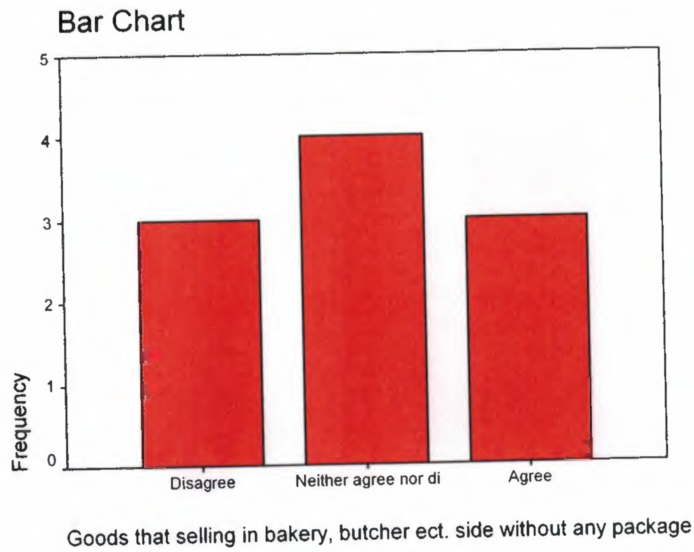


Figure 6.45 Question 20 (Önder)

Major Finding: There is an indecision situation but 30 % of Önder customers agree and 30% of customers disagree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Önder. Also 40 %of customers neither agree nor disagree.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Onder is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	4	40,0	40,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.48 Question 21 (Önder)

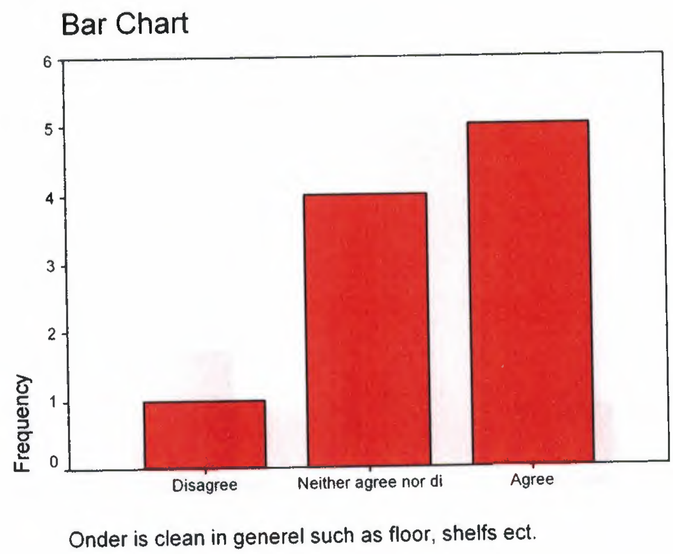


Figure 6.46 Question 21 (Önder)

Major Finding: 50 % of Önder customers agree that Önder is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.49 Question 22 (Önder)

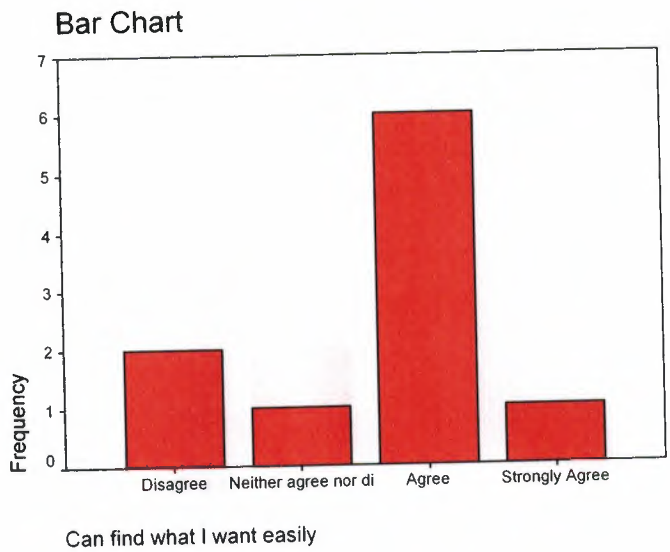


Figure 6.47 Question 22 (Önder)

Major Finding: 70 % of Önder customers can easily find what they want.

23. Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.

□ 1	□ 2	□ 3	□ 4	□ 5
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.50 Question 23 (Önder)

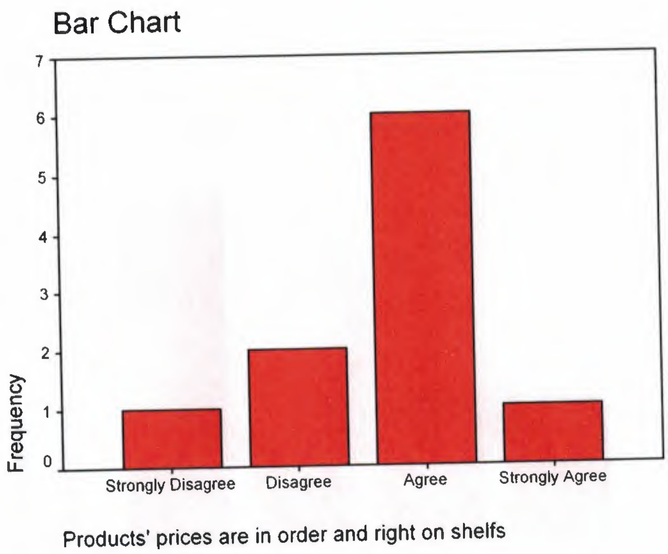


Figure 6.48 Question 23 (Önder)

Major Finding: 70 % of Önder customers agree that products' prices are in order and right on shelves.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Onder because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.51 Question 24 (Önder)

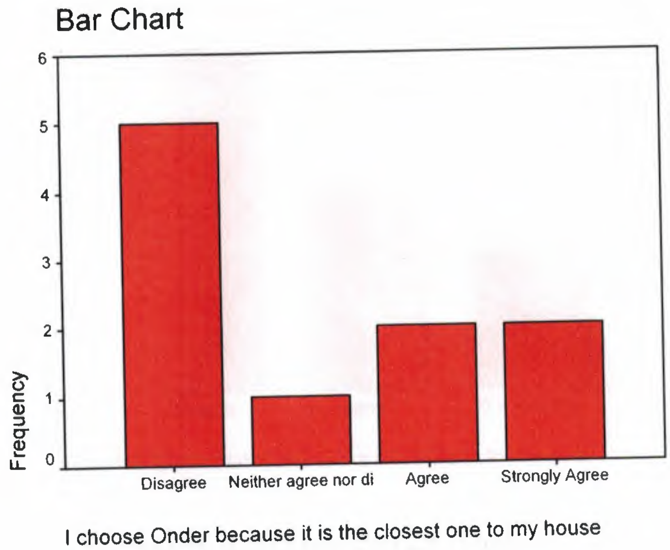


Figure 6.49 Question 24 (Önder)

Major Finding: 50 % of Önder customers disagree that they choose Önder because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Onder because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	3	30,0	30,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.52 Question 25 (Önder)

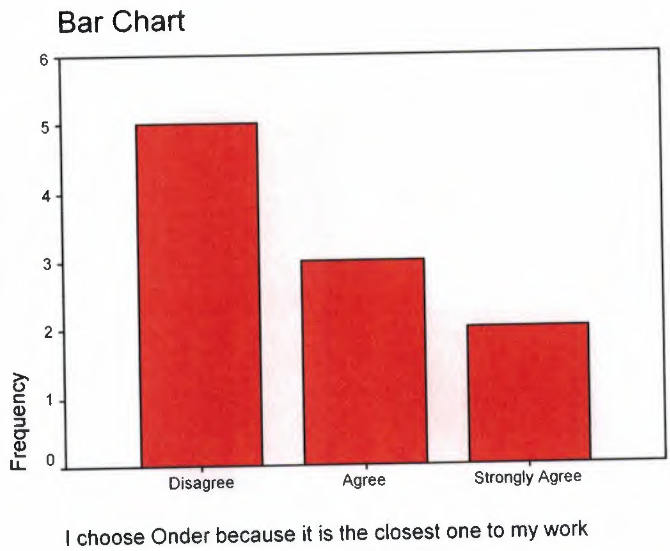


Figure 6.50 Question 25 (Önder)

Major Finding: 50 % of Önder customers disagree and other 50 % of customers agree that choice of Önder depends on it is the nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Open and close times and days of Onder are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	70,0	70,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.53 Question 26 (Önder)

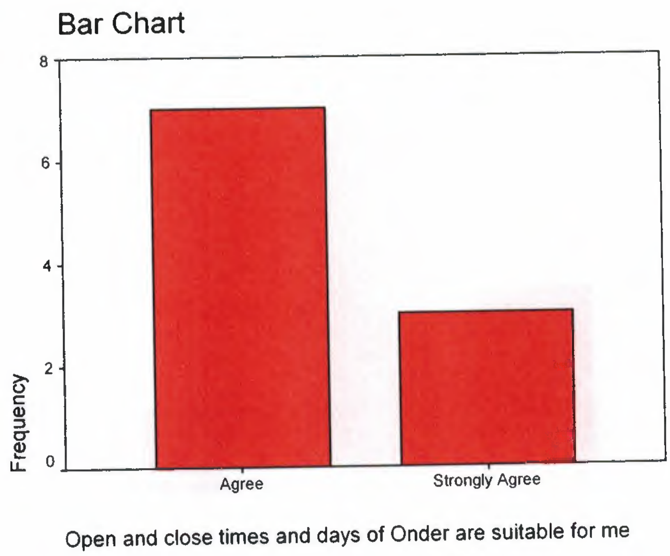


Figure 6.51 Question 26 (Önder)

Major Finding: 100 % of Önder customers agree that Önder's open and close times and days are suitable for them.

27.	**Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Parking is more suitable at Onder

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.54 Question 27 (Önder)

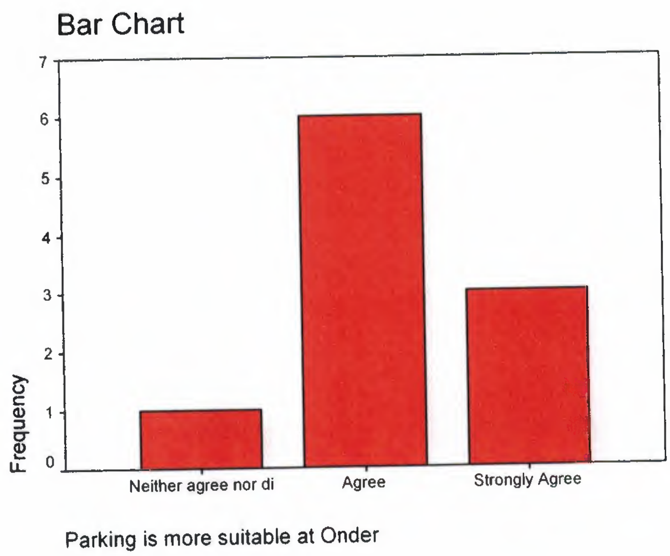


Figure 6.52 Question 27 (Önder)

Major Finding: 90 % of Önder customers agree that parking is more suitable at Önder.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I use extra facilities of Onder such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	8	80,0	80,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.55 Question 28 (Önder)

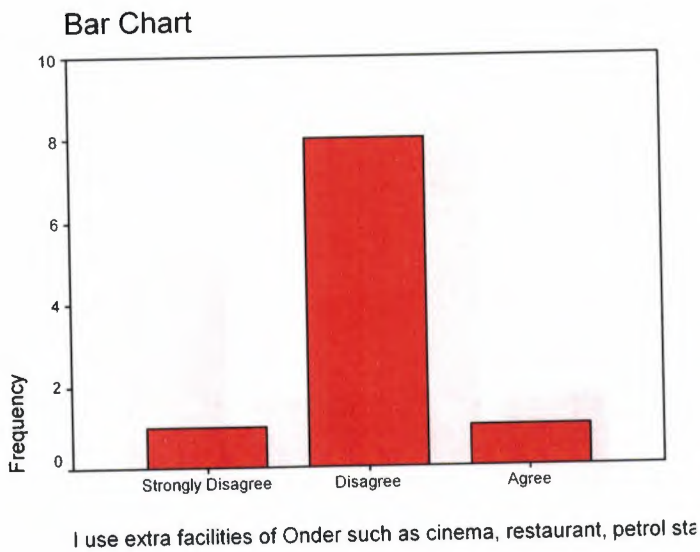


Figure 6.53 Question 28 (Önder)

Major Finding: 90 % of Önder customers disagree that use of extra facilities of Önder.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Onder are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.56 Question 29 (Önder)

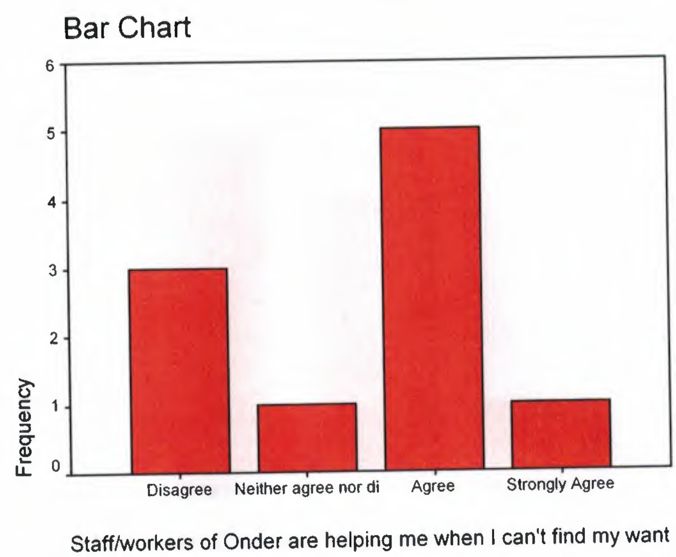


Figure 6.54 Question 29 (Önder)

Major Finding: 60 % of Önder customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Onder are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	50,0	50,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.57 Question 30 (Önder)

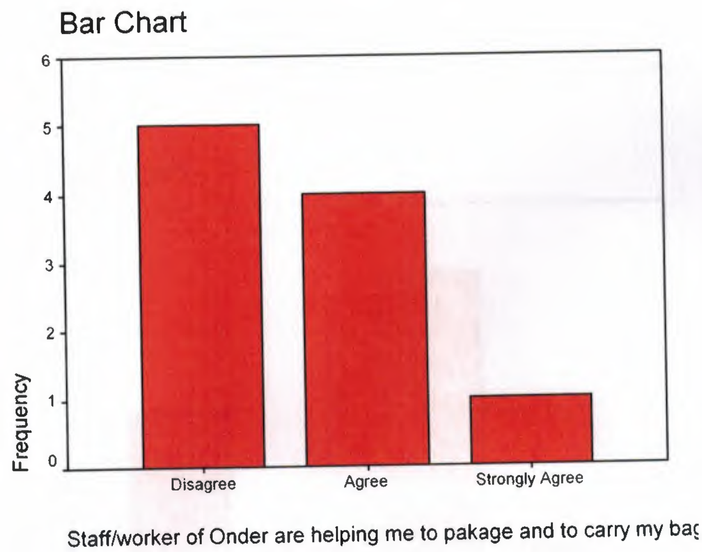


Figure 6.55 Question 30 (Önder)

Major Finding: 50 % of Önder customers disagree and other 50 % of customers agree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Onder has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.58 Question 31 (Önder)

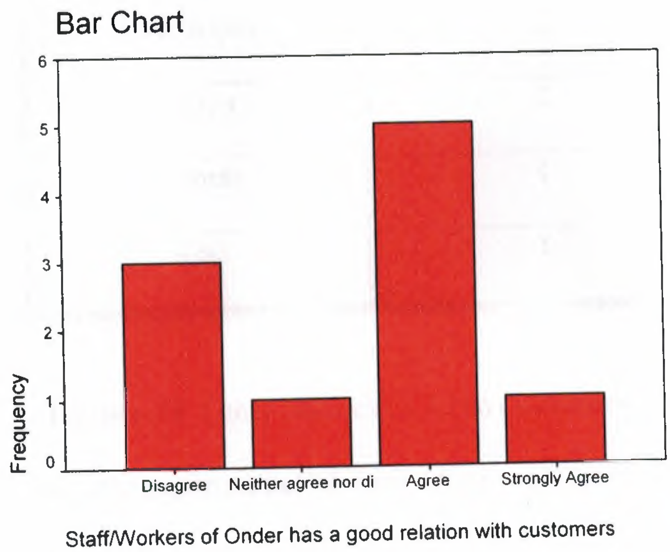


Figure 6.56 Question 31 (Önder)

Major Finding: 60 % of Önder customers agree that there is a good relation between staff/worker and customers.

6.3.3 ASTRO

PART A (SCREENING QUESTIONS)

3.	**Bu market dışında alışlveriş yaptığınız marketler hangileridir?**		
a)__________	**b)**__________	**c)**__________	**d)**__________

Supermarkets	Frequency
Önder	3
Metropol	2
Belça	2
Lemar	1
Reis	1

Table 6.59 Other choices of Astro customers

Major Finding: With the main supermarket of Astro, Astro customers also mostly use Önder.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	5	50,0	50,0	50,0
	Male	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.60 Gender (Astro)

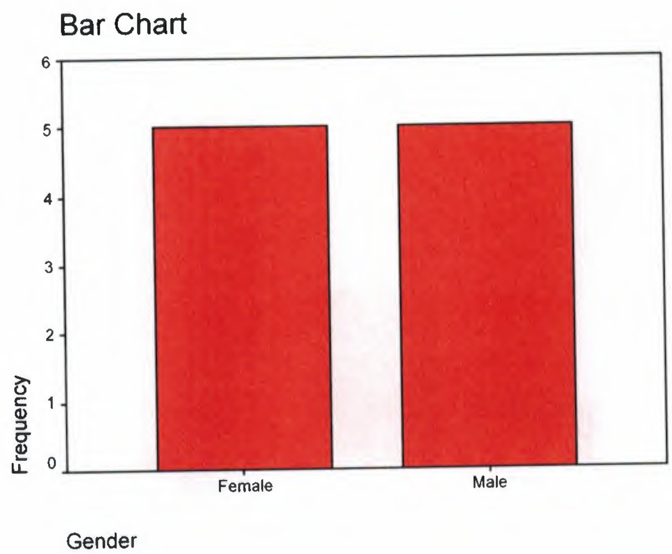


Figure 6.57 Gender (Astro)

Major Finding: 50 % of Astro customers are female and other 50 % of customers are male.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	6	60,0	60,0	60,0
	Married	3	30,0	30,0	90,0
	Other	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.61 Marital Status (Astro)

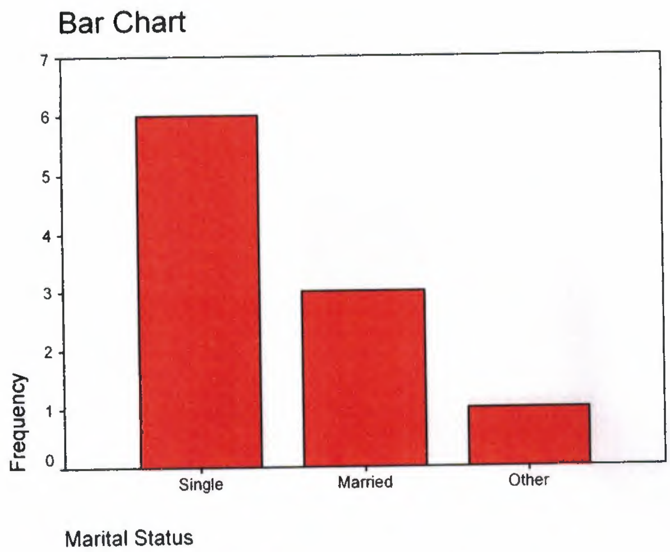


Figure 6.58 Marital Status (Astro)

Major Finding: 60 % of Astro customers are single.

6.	**Yaş grubunuz?**				
	□ **12-19**	□ **20-34**	□ **25-49**	□ **50-64**	□ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	5	50,0	50,0	50,0
	26-49	4	40,0	40,0	90,0
	50-64	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.62 Age (Astro)

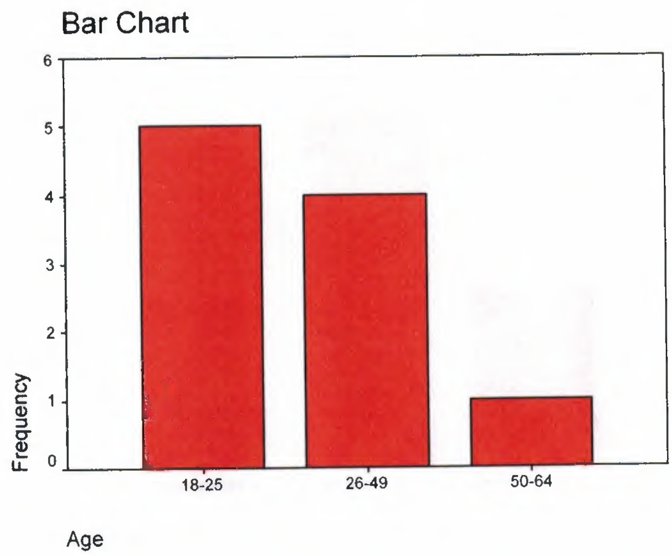


Figure 6.59 Age (Astro)

Major Finding: 50 % of Astro customers' ages are between 18-25.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	1	10,0	10,0	10,0
	High School	6	60,0	60,0	70,0
	University: Lisans	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.63 Education (Astro)

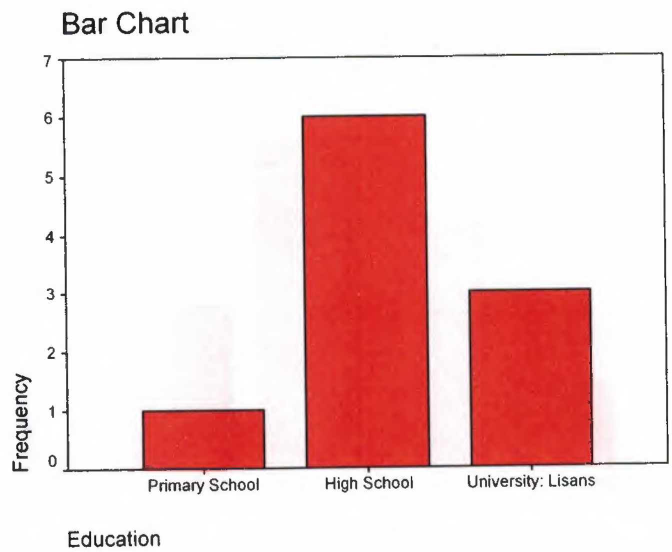


Figure 6.60 Education (Astro)

Major Finding: 60 % of Astro customers are High School graduated.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ______________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	2	20,0	20,0	20,0
	Student	4	40,0	40,0	60,0
	Civil Servant	3	30,0	30,0	90,0
	Self-employed	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.64 Occupation (Astro)

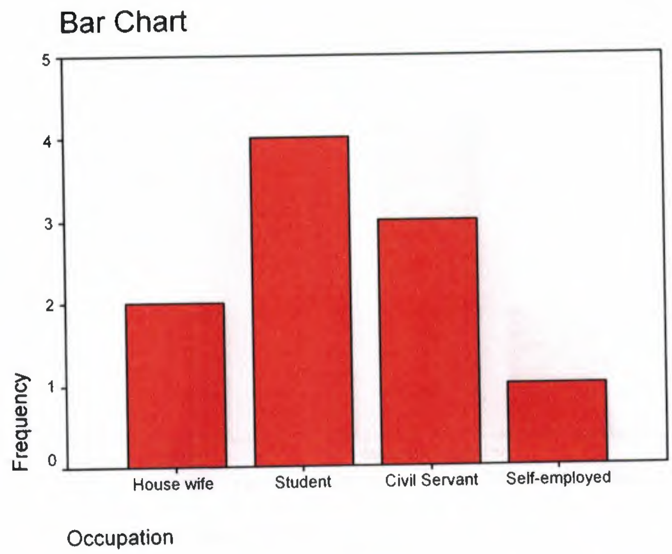


Figure 6.61 Occupation (Astro)

Major Finding: 40% of Astro customers are student.

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	20,0	20,0	20,0
	Married, no children	1	10,0	10,0	30,0
	Married with children	5	50,0	50,0	80,0
	Married with no children under 18	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.65 Family Life-Cycle (Astro)

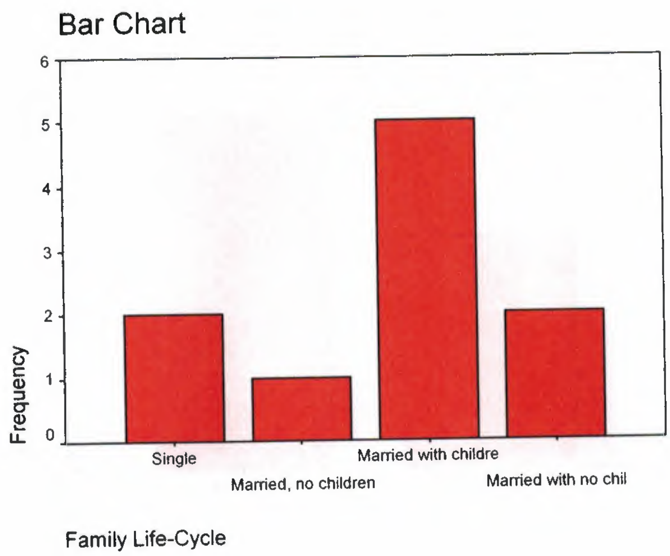


Figure 6.62 Family Life-Cycle (Astro)

Major Finding: 50 % of Astro customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ <1500ytl □ 1500-2500ytl □ 2500-3500ytl □ 3500-4500ytl

□ 4500<

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	6	60,0	60,0	60,0
	1500-2500ytl	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.66 Income (Astro)

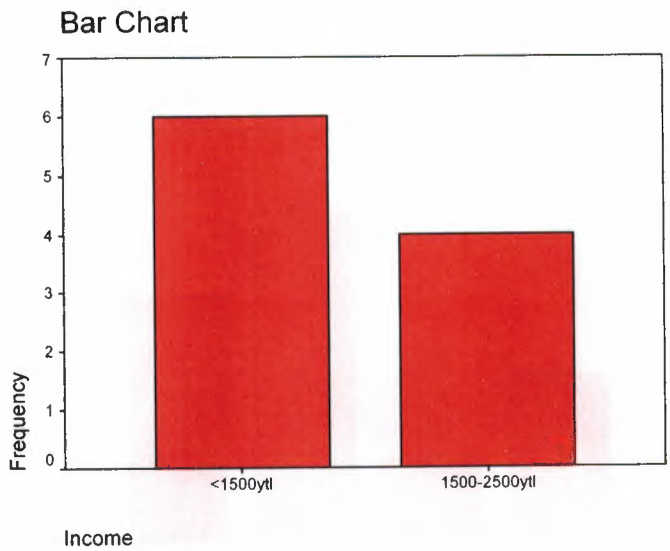


Figure 6.63 Income (Astro)

Major Finding: 60 % of Önder customers' incomes are below 1500 ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11.	**Market fiyatları çok pahalıdır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Neither agree nor diagree	4	40,0	40,0	70,0
	Agree	1	10,0	10,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.67 Question 11 (Astro)

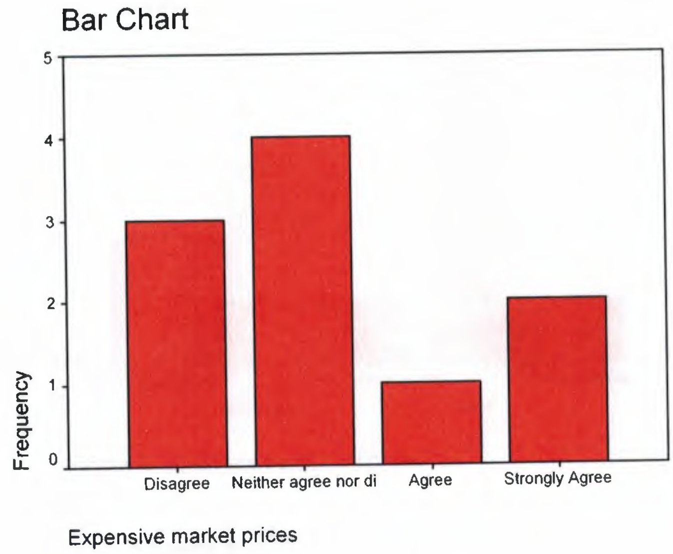


Figure 6.64 Question 11 (Astro)

Major finding: 40 % of Astro customers neither agree nor disagree, 30% of customers disagree and 30 % of customers disagree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	1	10,0	10,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.68 Question 12 (Astro)

Bar Chart

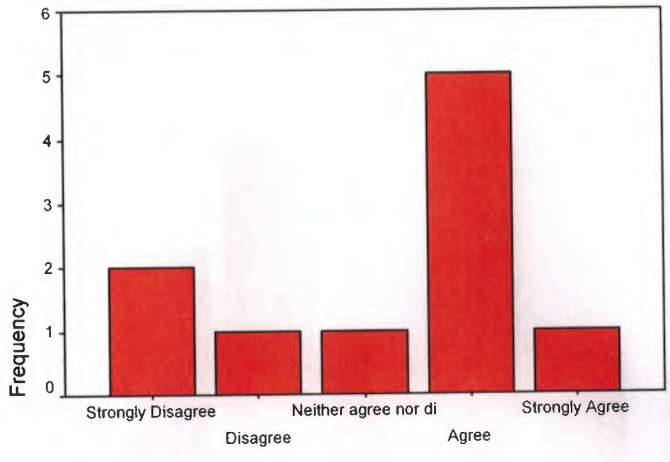


Figure 6.65 Question 12 (Astro)

Major Findings: 60 % of Astro customers agree that products' qualities are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	3	30,0	30,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.69 Question 13 (Astro)

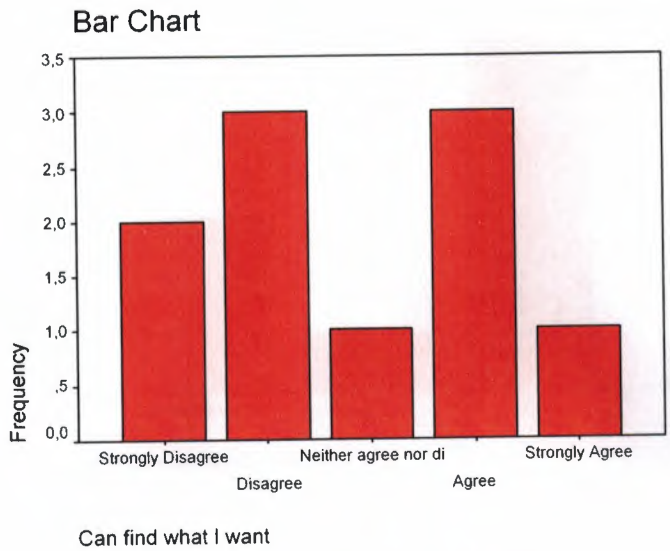


Figure 6.66 Question 13 (Astro)

Major Finding: 50 % of Astro customers disagree that they can find what they want in Astro.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	1	10,0	10,0	40,0
	Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.70 Question 14 (Astro)

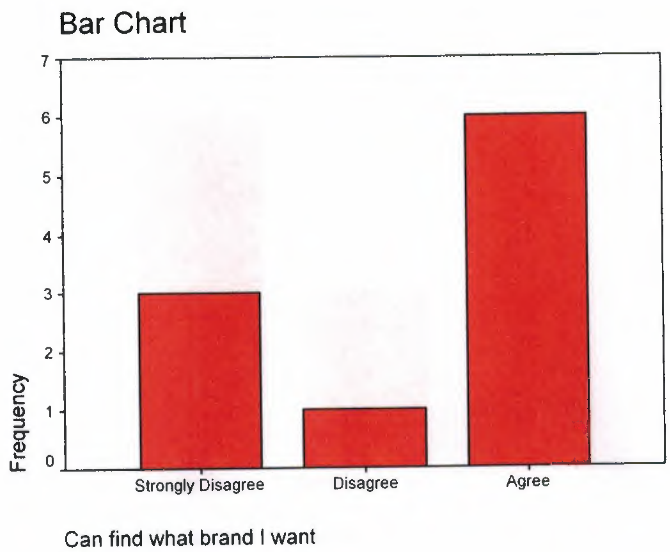


Figure 6.67 Question 14 (Astro)

Major Finding: 60 % of Astro customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Astro's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.71 Question 15 (Astro)

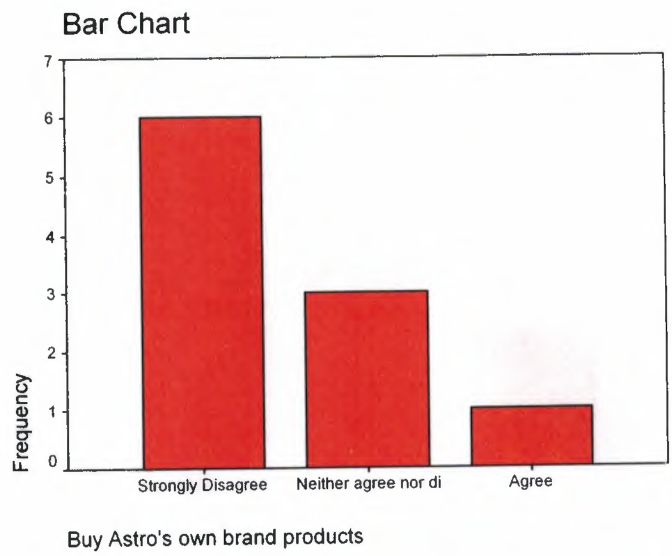


Figure 6.68 Question 15 (Astro)

Major Finding: 60 % of Astro customers don't buy Astro's own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Astro's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	50,0	50,0	50,0
	Neither agree nor diagree	3	30,0	30,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.72 Question 16 (Astro)

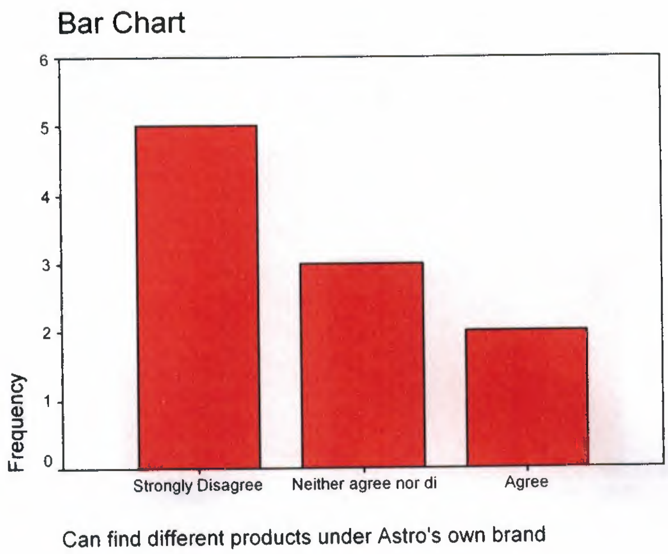


Figure 6.69 Question 16 (Astro)

Major Finding: 50 % of Astro customers disagree that they can find different products under Astro's own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Astro is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	3	30,0	30,0	40,0
	Neither agree nor diagree	2	20,0	20,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.73 Question 17 (Astro)

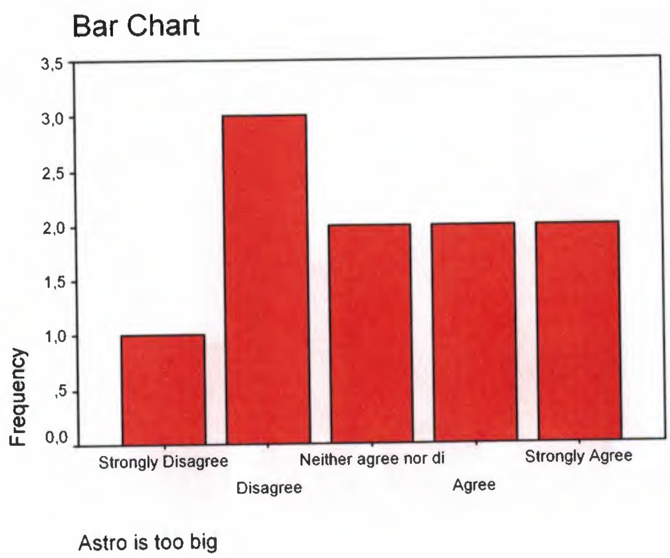


Figure 6.70 Question 17 (Astro)

Major Finding: 40 % of Astro customers agree and 40 % of customers disagree that Astro is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Agree	1	10,0	10,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.74 Question 18 (Astro)

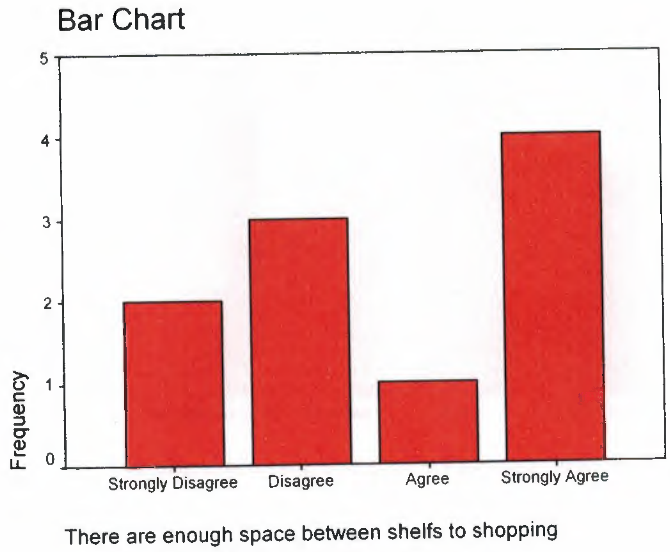


Figure 6.71 Question 18 (Astro)

Major Finding: 50 % of Astro customers agree and other 50 % of customers disagree that there are enough space between shelves for shopping.

19.	Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Astro such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	2	20,0	20,0	50,0
	Agree	3	30,0	30,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.75 Question 19 (Astro)

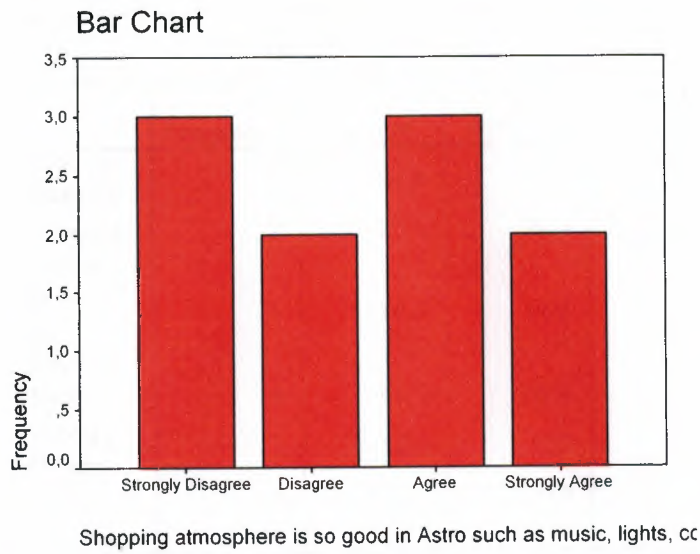


Figure 6.72 Question 19 (Astro)

Major Finding: 50 % of Astro customers agree that shopping atmosphere is so good in Astro but other 50% of customers disagree.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Astro

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.76 Question 20 (Astro)

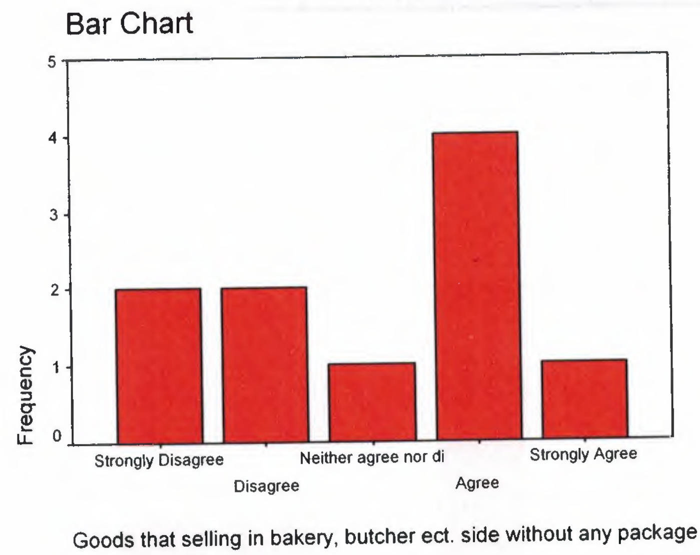


Figure 6.73 Question 20 (Astro)

Major Finding: 50 % of Astro customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Astro.

21.	Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Astro is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.77 Question 21 (Astro)

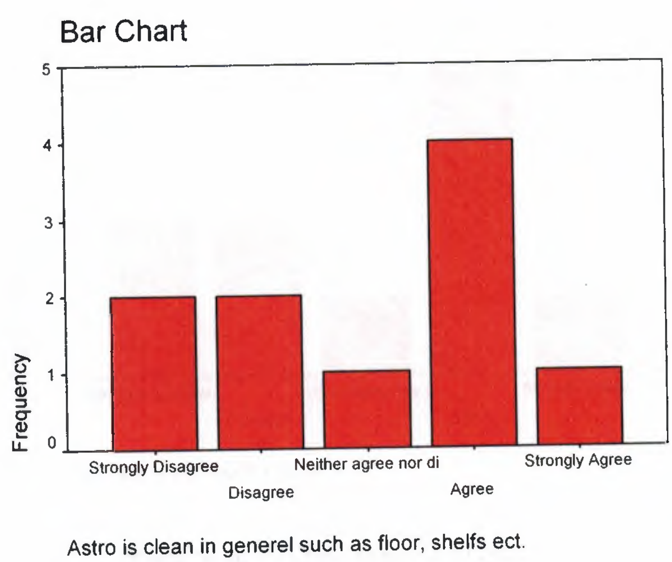


Figure 6.74 Question 21 (Astro)

Major Finding: 50 % of Astro customers agree that Astro is clean in general.

22.	Markette aradığım ürünü rahatlıkla bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.78 Question 22 (Astro)

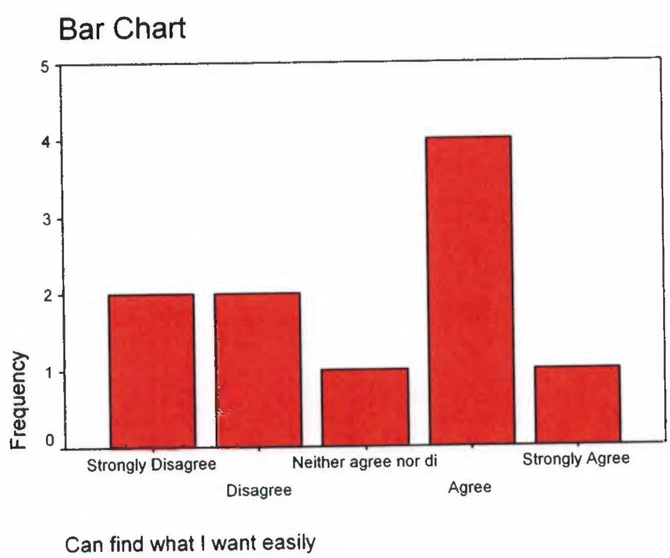


Figure 6.75 Question 22 (Astro)

Major Finding: 50 % of Astro customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	5	50,0	50,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.79 Question 23 (Astro)

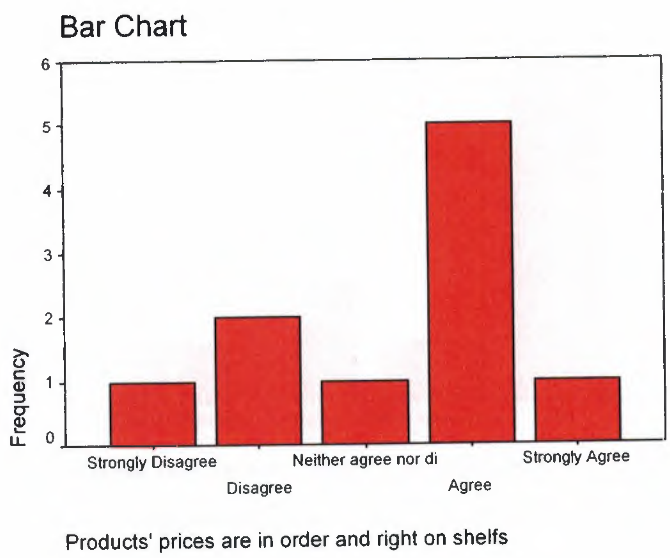


Figure 6.76 Question 23 (Astro)

Major Finding: 60 % of Astro customers agree that products' prices are in order and right on shelves.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Astro because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	6	60,0	60,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.80 Question 24 (Astro)

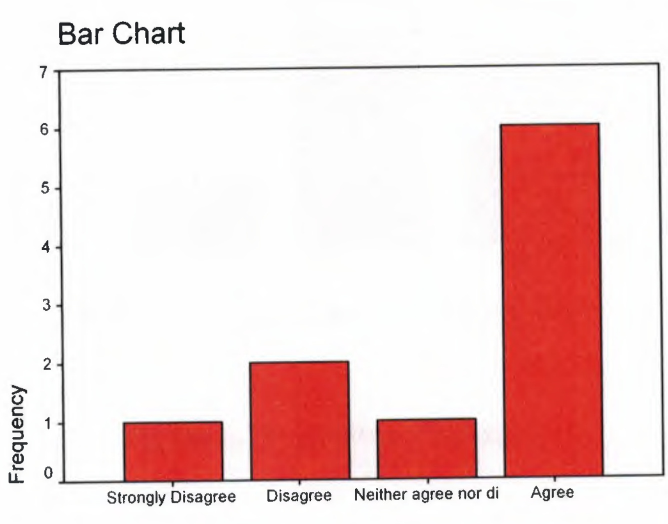


Figure 6.77 Question 24 (Astro)

Major Finding: 60 % of Astro customers agree that they choose Astro because of it is the nearest supermarket to their houses.

25.	Bu marketi tercih etme nedenim işime yakın oluşudur.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

I choose Astro because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	5	50,0	50,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.81 Question 25 (Astro)

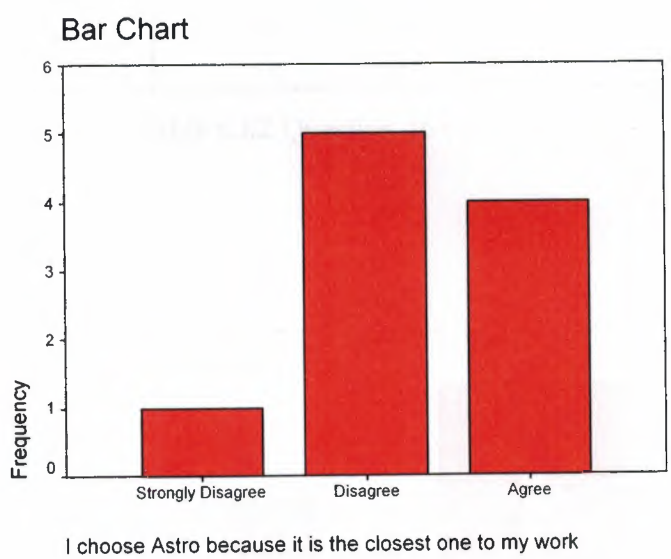


Figure 6.78 Question 25 (Astro)

Major Finding: 60 % of Astro customers disagree that choice of Astro depends on it is the nearest supermarket to their work.

26.	Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Open and close times and days of Astro are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Neither agree nor diagree	1	10,0	10,0	40,0
	Agree	3	30,0	30,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.82 Question 26 (Astro)

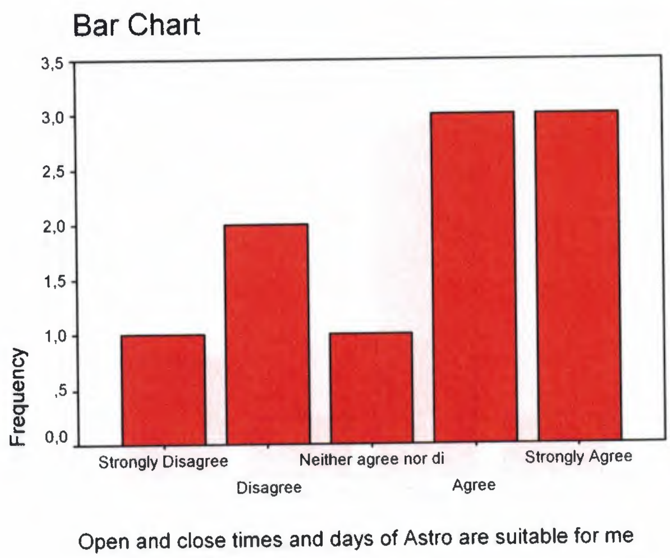


Figure 6.79 Question 26 (Astro)

Major Finding: 60 % of Astro customers agree that Astro's open and close times and days are suitable for them.

27.	Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)			
□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyorum***

Parking is more suitable at Astro

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.83 Question 27 (Astro)

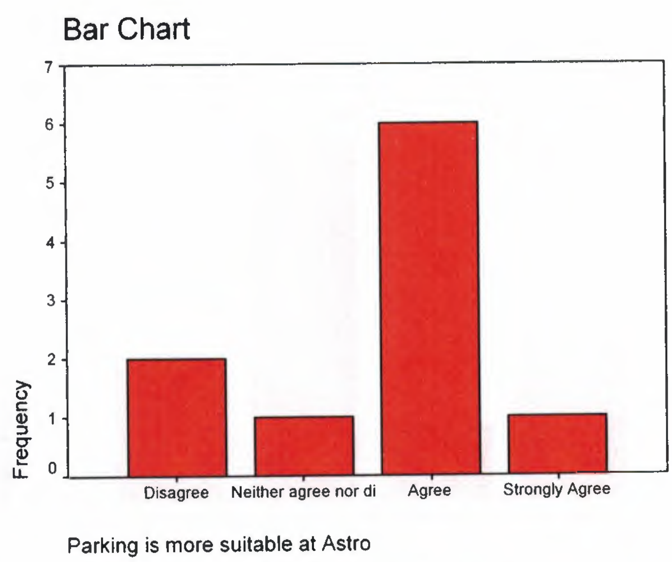


Figure 6.80 Question 27 (Astro)

Major Finding: 70 % of Astro customers agree that parking is more suitable at Astro.

28.	Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

I use extra facilities of Astro such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	5	50,0	50,0	70,0
	Neither agree nor diagree	1	10,0	10,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.84 Question 28 (Astro)

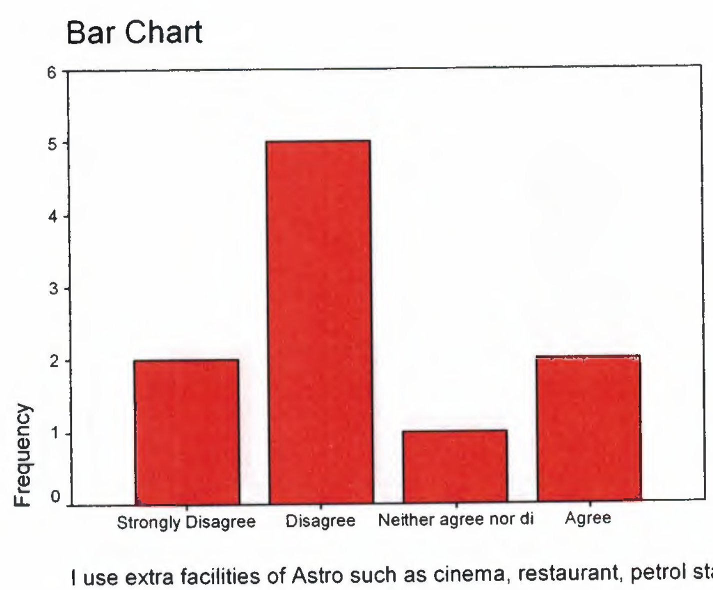


Figure 6.81 Question 28 (Astro)

Major Finding: 70 % of Astro customers disagree that use of extra facilities of Astro.

29.	Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Staff/workers of Astro are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	2	20,0	20,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.85 Question 29 (Astro)

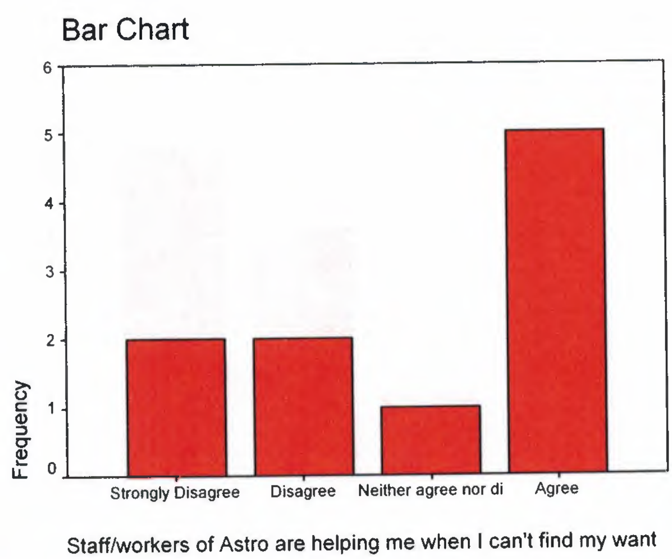


Figure 6.82 Question 29 (Astro)

Major Finding: 50 % of Astro customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**				
	□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Staff/worker of Astro are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	40,0	40,0	40,0
	Disagree	3	30,0	30,0	70,0
	Neither agree nor diagree	1	10,0	10,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.86 Question 30 (Astro)

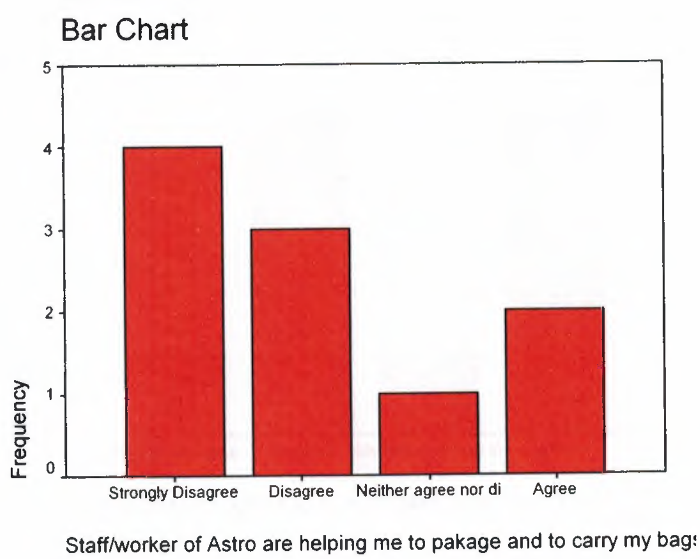


Figure 6.83 Question 30 (Astro)

Major Finding: 70 % of Astro customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Astro has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	4	40,0	40,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.87 Question 31 (Astro)

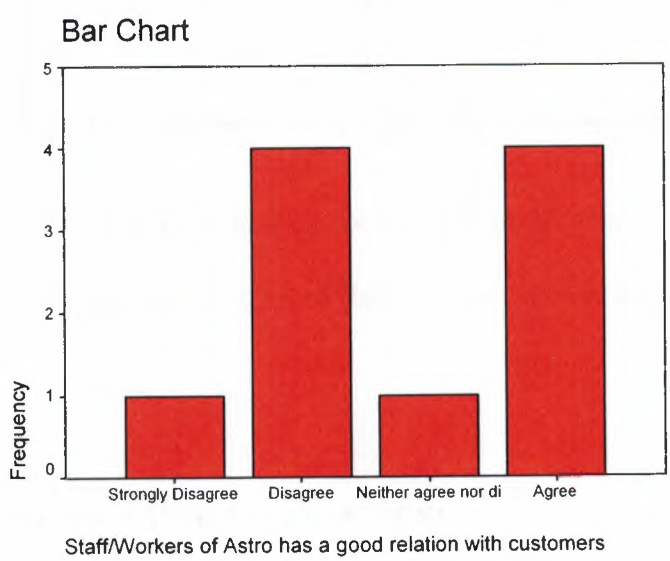


Figure 6.84 Question 31 (Astro)

Major Finding: 50 % of Astro customers disagree that there is a good relation between staff/worker and customers.

6.3.4 REİS

PART A (SCREENING QUESTIONS)

3. Bu market dışında alışlveriş yaptığınız marketler hangileridir?

a)__________ **b)**__________ **c)**__________ **d)**__________

Supermarkets	Frequency
Metropol	5
Önder	4
Lemar	3
Astro	2
Zips	2
Öker	1

Table 6.88 Other choices of Reis customers

Major Finding: With the main supermarket of Reis, Reis customers also mostly use Metropol.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4. Cinsiyet ?

□ **Kadın** □ **Erkek**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	5	50,0	50,0	50,0
	Male	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.89 Gender (Reis)

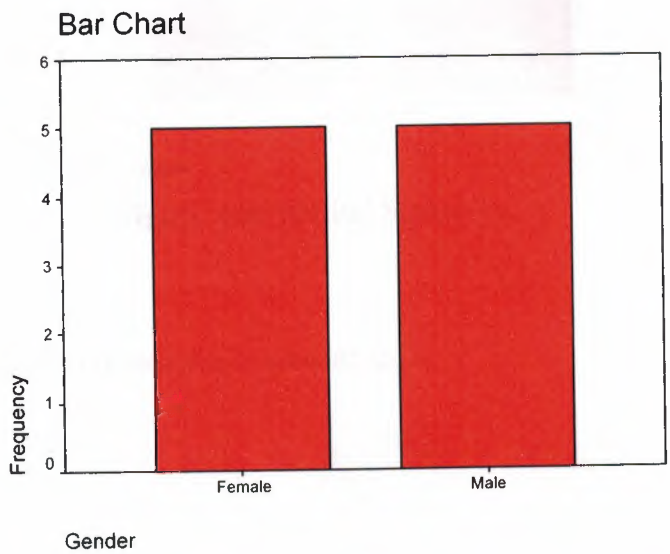


Figure 6.85 Gender (Reis)

Major Finding: 50 % of Reis customers are female and other 50 % of customers are male.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	3	30,0	30,0	30,0
	Married	7	70,0	70,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.90 Marital Status (Reis)

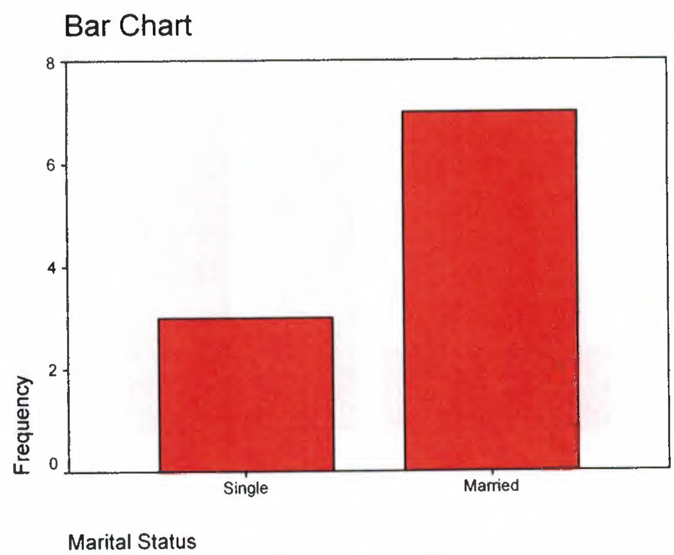


Figure 6.86 Marital Status (Reis)

Major Finding: 70 % of Reis customers are married.

6. Yaş grubunuz?

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	4	40,0	40,0	40,0
	26-49	4	40,0	40,0	80,0
	50-64	1	10,0	10,0	90,0
	65+	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.91 Age (Reis)

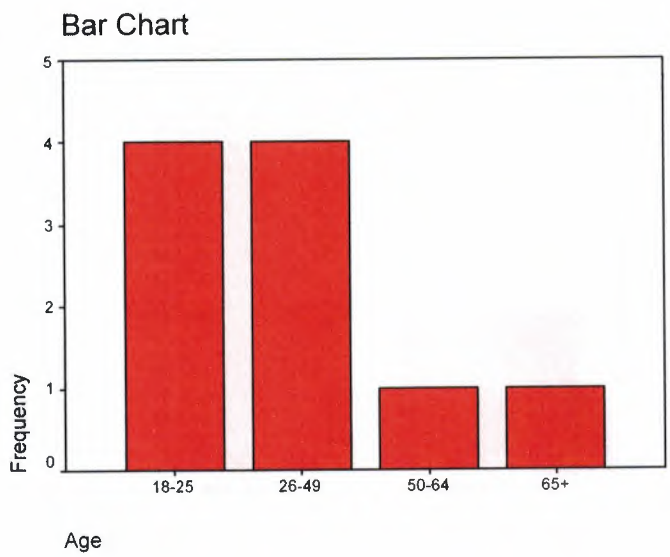


Figure 6.87 Age (Reis)

Major Finding: 40 % of Reis customers' age are between 18-25 and 40 % of customer's ages are between 26-49.

7. Eğitim durumunuz?

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	7	70,0	70,0	70,0
	University: Lisans	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.92 Education (Reis)

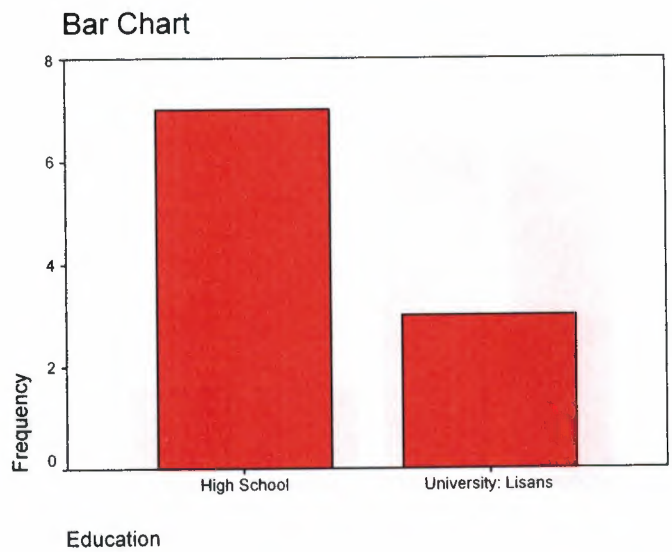


Figure 6.88 Education (Reis)

Major Finding: 70 % of Reis customers are High School graduated.

8.	**Mesleğiniz?**				
□ **Ev Hanımı**	□ **Emekli**	□ **İşsiz**	□ **Öğrenci**	□ **Memur**	□ **Serbest**
□ **Diğer** _____________					

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Retired	1	10,0	10,0	10,0
	Student	1	10,0	10,0	20,0
	Civil Servant	4	40,0	40,0	60,0
	Self-employed	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.93 Occupation (Reis)

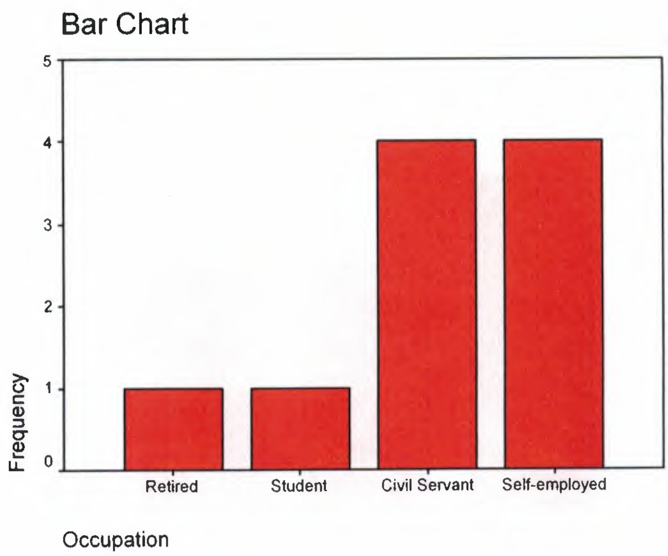


Figure 6.89 Occupation (Reis)

Major Finding: 40% of Reis customers are civil servant and 40 % of customers are self-employed.

9.	**Kaldığınız/yaşadığınız evin aile yapısı?**

□ **Tek** □ **Evli, çocuksuz** □ **Evli, çocuklu**

□ **Evli, 18 yaşından küçük çocuk yok** □ **Arkadaş grubu**

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	3	30,0	30,0	30,0
	Married, no children	3	30,0	30,0	60,0
	Married with children	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.94 Family Life-Cycle (Reis)

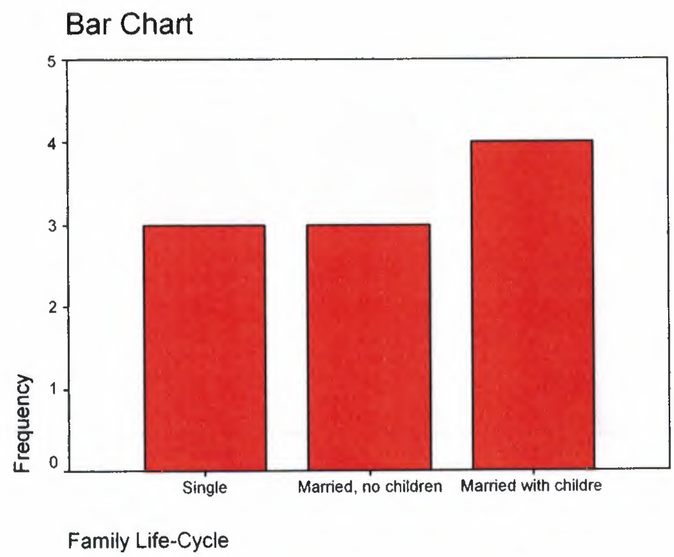


Figure 6.90 Family Life-Cycle (Reis)

Major Finding: 40 % of Reis customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	4	40,0	40,0	40,0
	1500-2500ytl	4	40,0	40,0	80,0
	2500-3500ytl	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.95 Income (Reis)

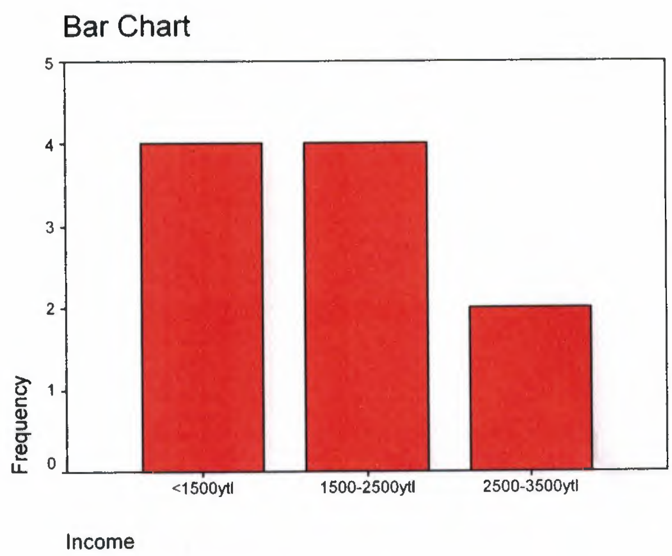


Figure 6.91 Income (Reis)

Major Finding: 40 % of Reis customers' income are below 1500 ytl and 40 % of customers' income between 1500-2500ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11.	Market fiyatları çok pahalıdır.			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	80,0	80,0	80,0
	Neither agree nor diagree	1	10,0	10,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.96 Question 11 (Reis)

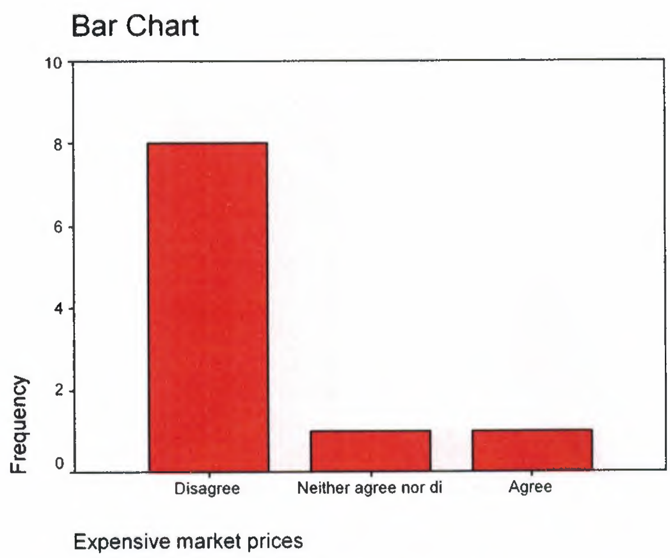


Figure 6.92 Question 11 (Reis)

Major finding: 80 % of Reis customers disagree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	90,0	90,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.97 Question 12 (Reis)

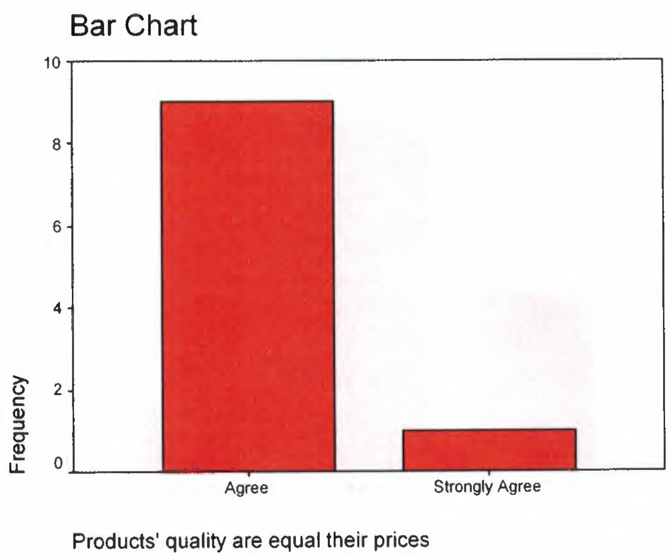


Figure 6.93 Question 12 (Reis)

Major Findings: 90 % of Reis customers agree that products' quality are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.98 Question 13 (Reis)

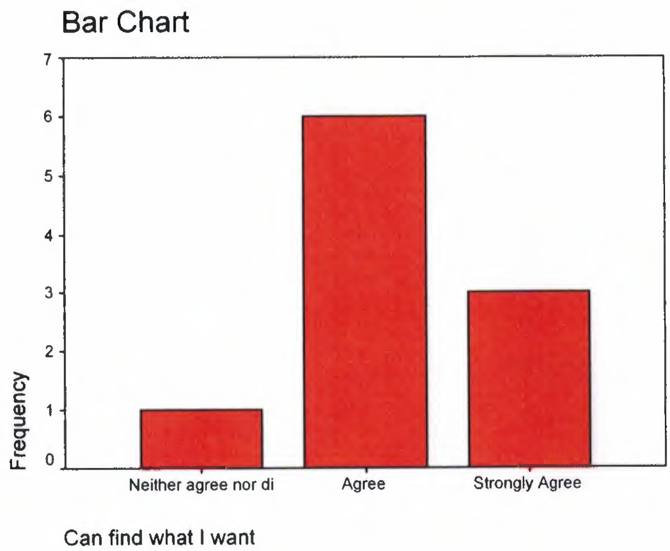


Figure 6.94 Question 13 (Reis)

Major Finding: 90 % of Reis customers agree that they can find what they want in Reis.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	***Katılmıyorum***	***Kararsızım***	***Katılıyorum***	***Kesinlikle Katılıyoru***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	7	70,0	70,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.99 Question 14 (Reis)

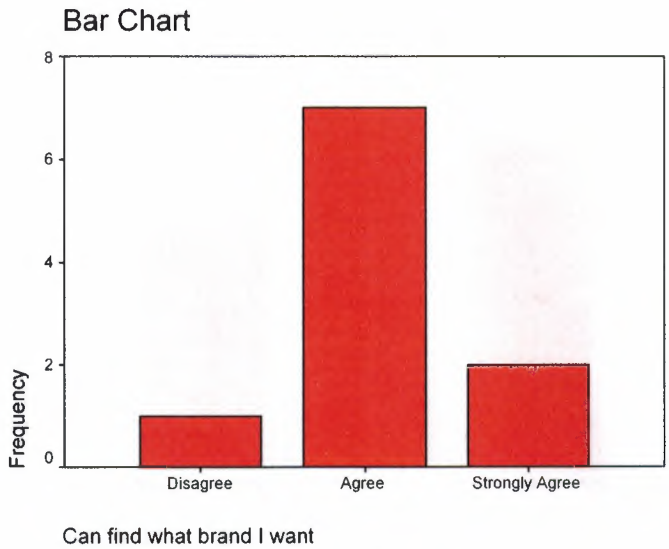


Figure 6.95 Question 14 (Reis)

Major Finding: 90 % of Reis customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Reis's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	3	30,0	30,0	60,0
	Neither agree nor diagree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.100 Question 15 (Reis)

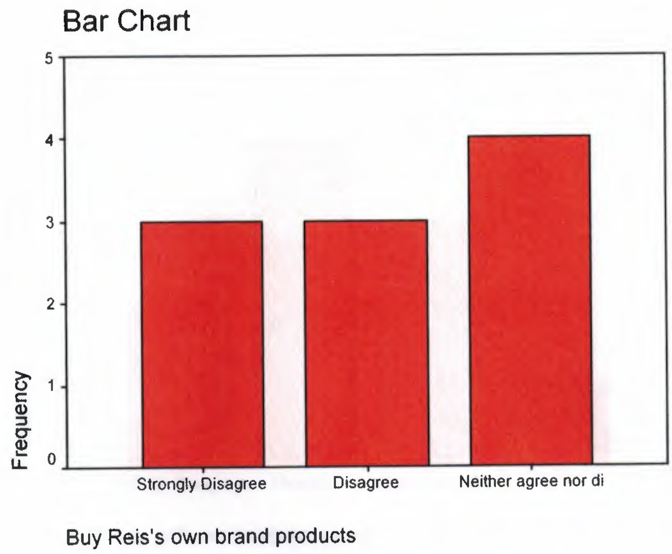


Figure 6.96 Question 15 (Reis)

Major Finding: 40 % of Reis customers neither agree nor disagree that they are buying Reis own brand products.

16.	**Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find different products under Reis's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	4	40,0	40,0	60,0
	Neither agree nor diagree	3	30,0	30,0	90,0
	Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.101 Question 16 (Reis)

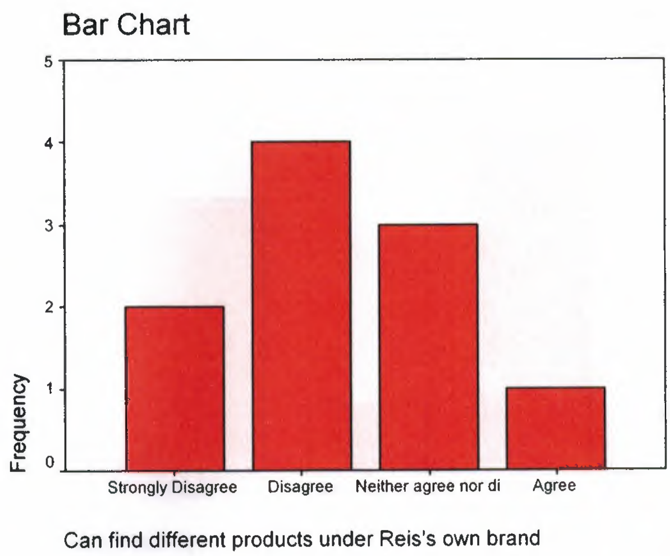


Figure 6.97 Question 16 (Reis)

Major Finding: 60 % of Reis customers disagree that they can find different products under Reis own brand.

17.	**Market çok büyüktür.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Reis is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	40,0	40,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.102 Question 17 (Reis)

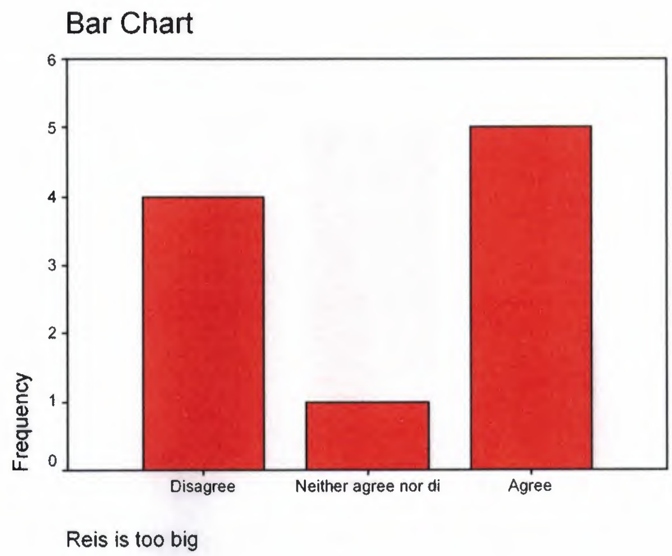


Figure 6.98 Question 17 (Reis)

Major Finding: 50 % of Reis customers agree and 40 % of customers disagree that Reis is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	30,0	30,0	30,0
	Agree	5	50,0	50,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.103 Question 18 (Reis)

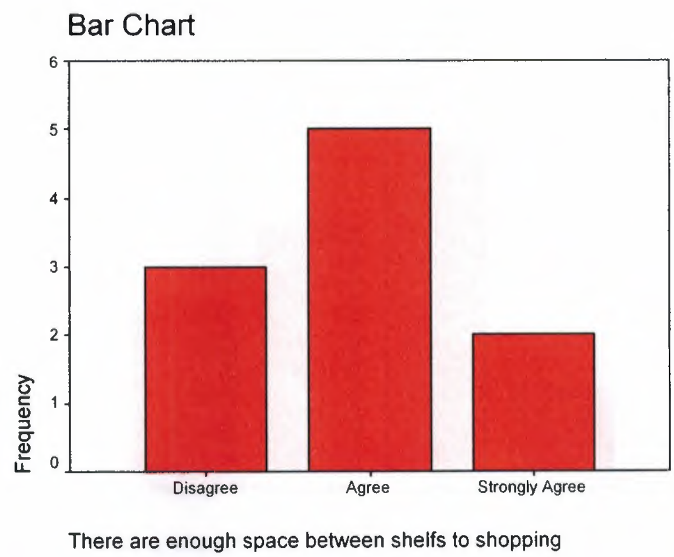


Figure 6.99 Question 18 (Reis)

Major Finding: 70 % of Reis customers agree that there are enough space between shelves for shopping.

19.	**Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Shopping atmosphere is so good in Reis such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	3	30,0	30,0	50,0
	Agree	4	40,0	40,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.104 Question 19 (Reis)

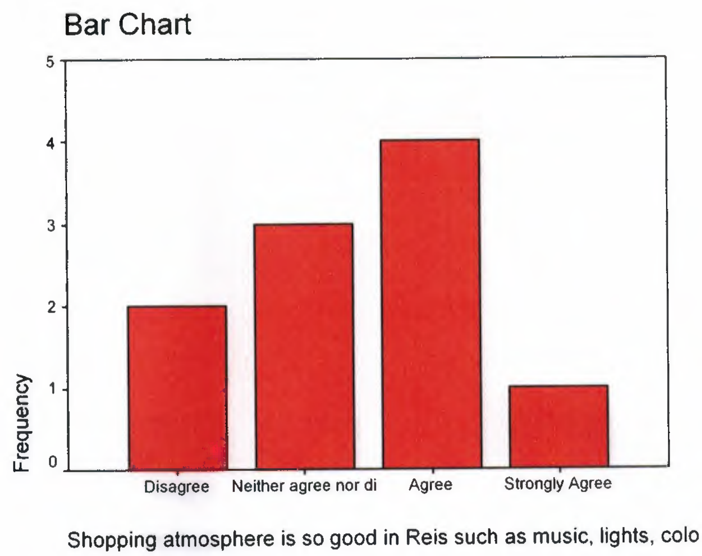


Figure 6.100 Question 19 (Reis)

Major Finding: 50 % of Reis customers agree that shopping atmosphere is so good in Reis.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Reis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	1	10,0	10,0	20,0
	Agree	7	70,0	70,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.105 Question 20 (Reis)

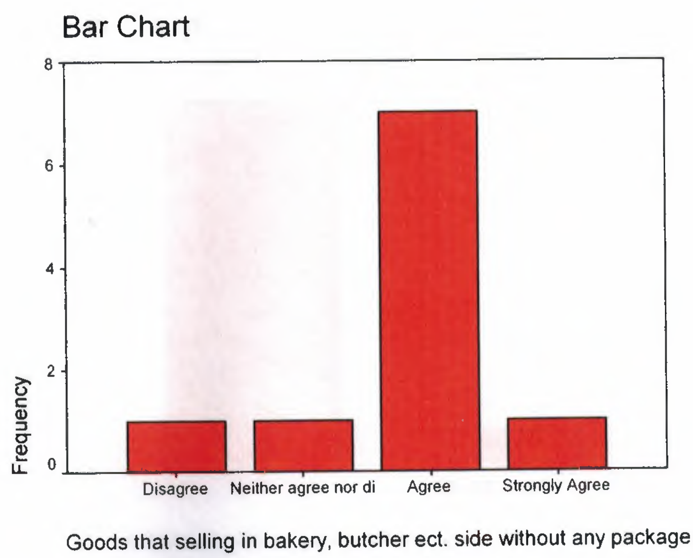


Figure 6.101 Question 20 (Reis)

Major Finding: 80 % of Reis customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Reis.

21.	**Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Reis is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	90,0	90,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.106 Question 21 (Reis)

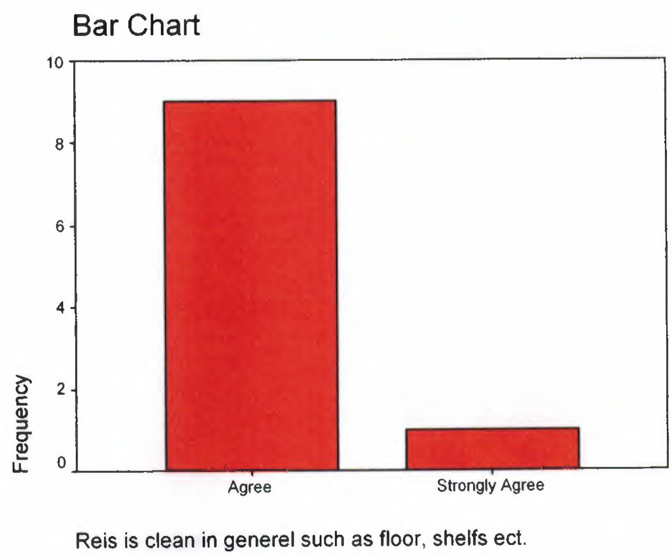


Figure 6.102 Question 21 (Reis)

Major Finding: 100 % of Reis customers agree that Reis is clean in general.

22.	**Markette aradığım ürünü rahatlıkla bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	8	80,0	80,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.107 Question 22 (Reis)

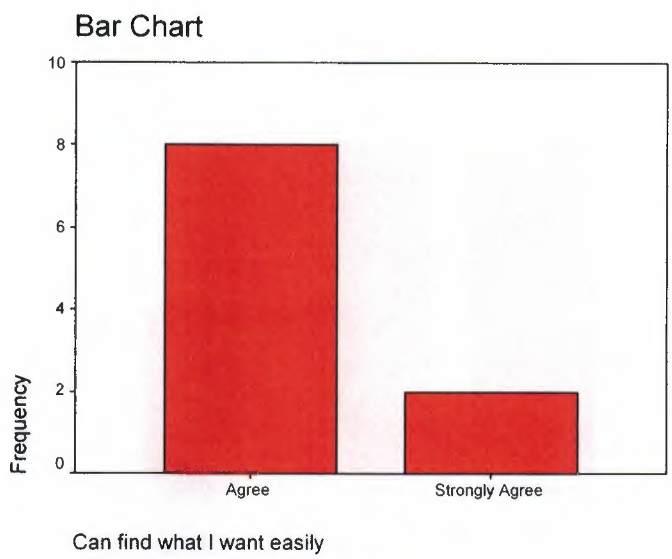


Figure 6.103 Question 22 (Reis)

Major Finding: 100 % of Reis customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Agree	4	40,0	40,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.108 Question 23 (Reis)

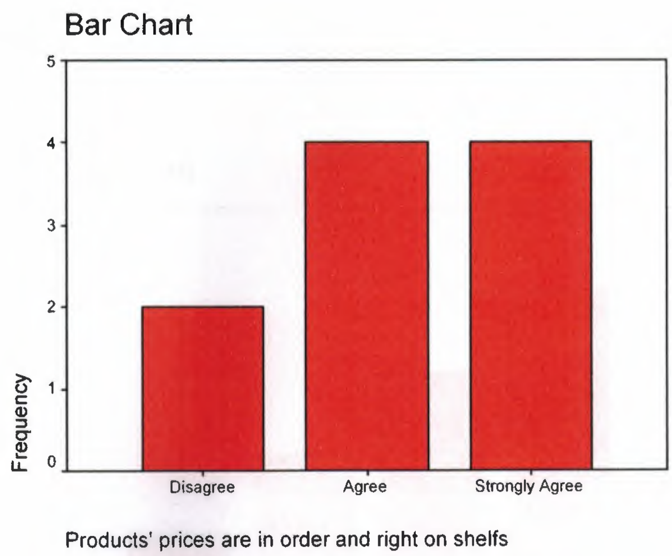


Figure 6.104 Question 23 (Reis)

Major Finding: 80 % of Reis customers agree that products' prices are in order and right on shelves.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Reis because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	2	20,0	20,0	30,0
	Agree	3	30,0	30,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.109 Question 24 (Reis)

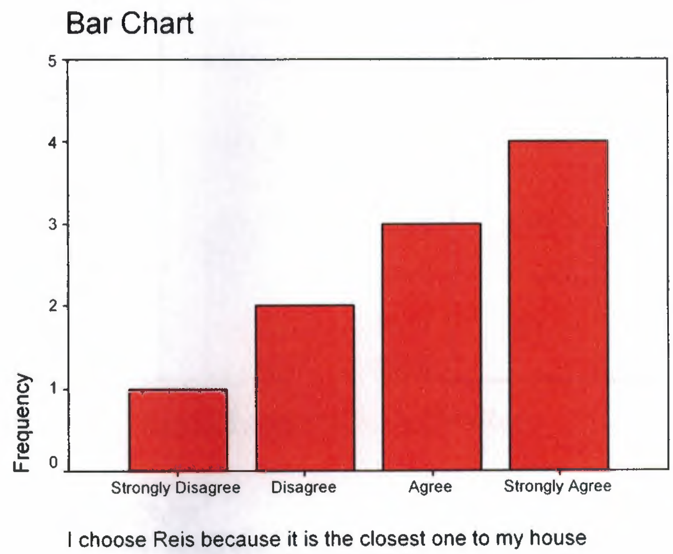


Figure 6.105 Question 24 (Reis)

Major Finding: 70 % of Reis customers agree that they choose Reis because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I choose Reis because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	4	40,0	40,0	50,0
	Neither agree nor diagree	2	20,0	20,0	70,0
	Agree	2	20,0	20,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.110 Question 25 (Reis)

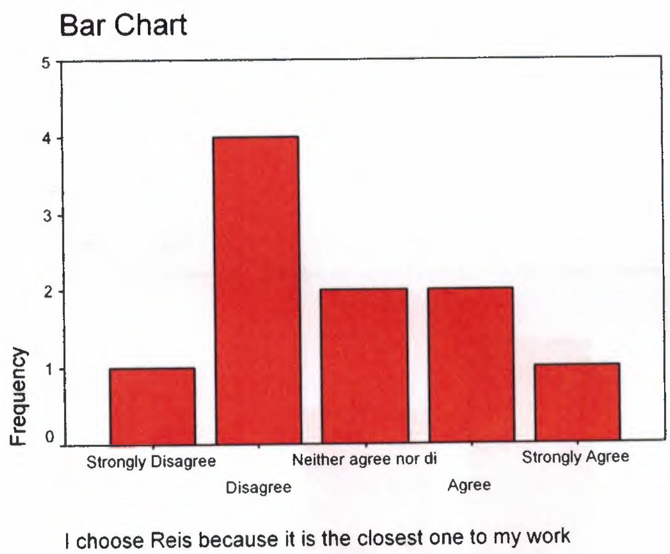


Figure 6.106 Question 25 (Reis)

Major Finding: 50 % of Reis customers disagree that choice of Reis depends on it is the nearest supermarket to their work.

26.	Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Open and close times and days of Reis are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	4	40,0	40,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.111 Question 26 (Reis)

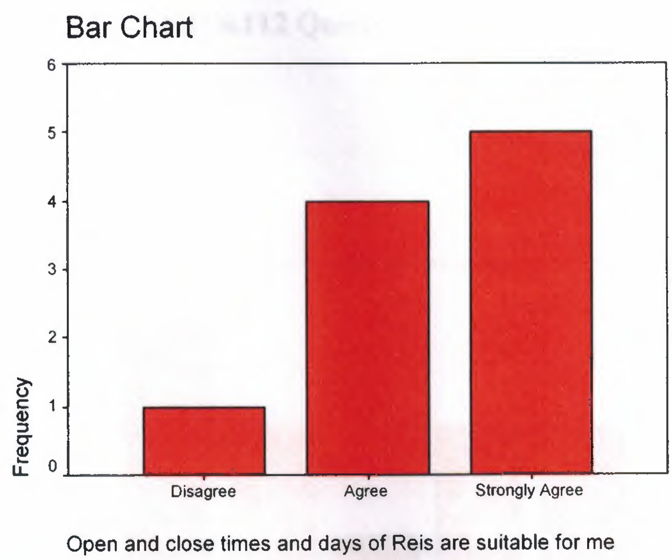


Figure 6.107 Question 26 (Reis)

Major Finding: 90 % of Reis customers agree that Reis's open and close times and days are suitable for them.

27.	Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Parking is more suitable at Reis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	30,0	30,0	30,0
	Disagree	2	20,0	20,0	50,0
	Neither agree nor diagree	1	10,0	10,0	60,0
	Agree	2	20,0	20,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.112 Question 27 (Reis)

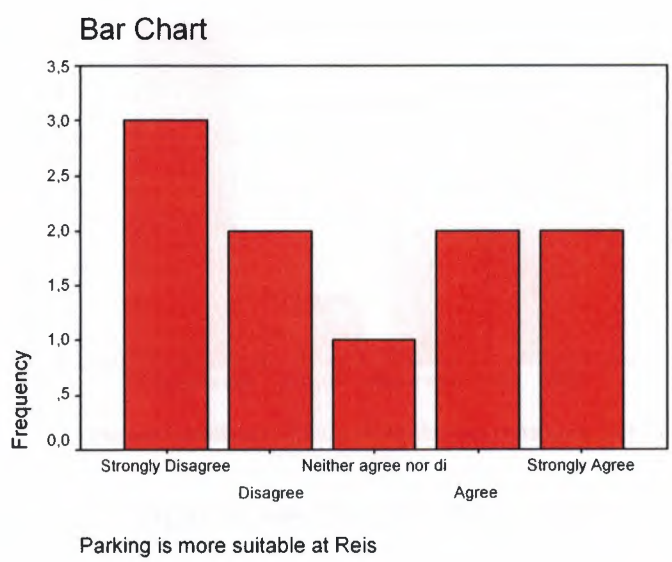


Figure 6.108 Question 27 (Reis)

Major Finding: 50 % of Reis customers disagree that parking is more suitable at Reis.

28.	Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

I use extra facilities of Reis such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	50,0	50,0	50,0
	Disagree	1	10,0	10,0	60,0
	Neither agree nor diagree	2	20,0	20,0	80,0
	Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.113 Question 28 (Reis)

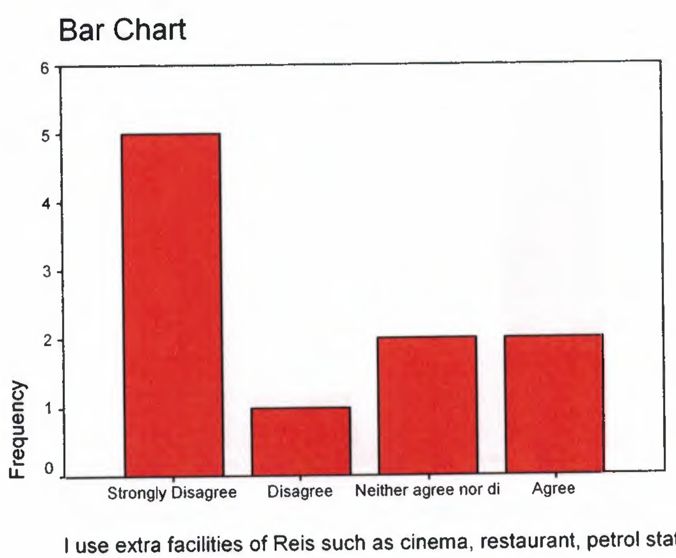


Figure 6.109 Question 28 (Reis)

Major Finding: 60 % of Reis customers disagree that use of extra facilities of Reis.

29.	Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Staff/workers of Reis are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	7	70,0	70,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.114 Question 29 (Reis)

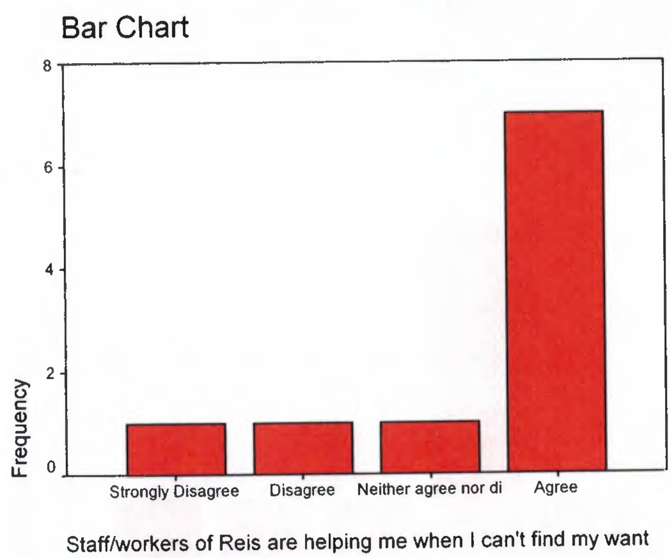


Figure 6.110 Question 29 (Reis)

Major Finding: 70 % of Reis customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Staff/worker of Reis are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	1	10,0	10,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	6	60,0	60,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.115 Question 30 (Reis)

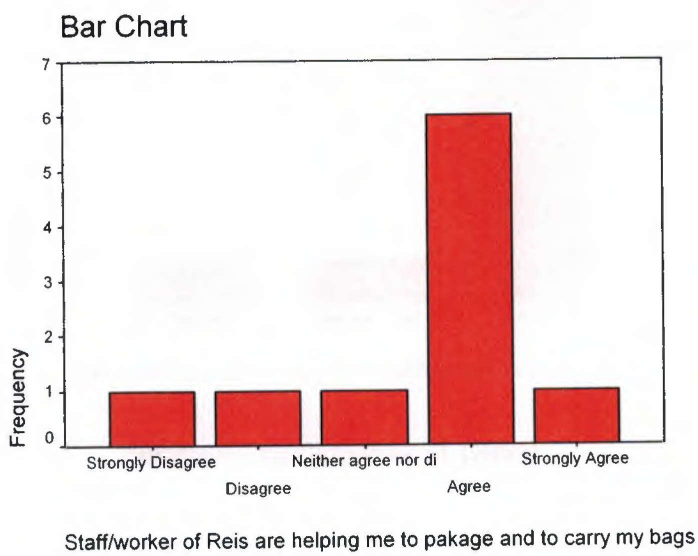


Figure 6.111 Question 30 (Reis)

Major Finding: 70 % of Reis customers agree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	**Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/Workers of Reis has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	1	10,0	10,0	20,0
	Agree	8	80,0	80,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.116 Question 31 (Reis)

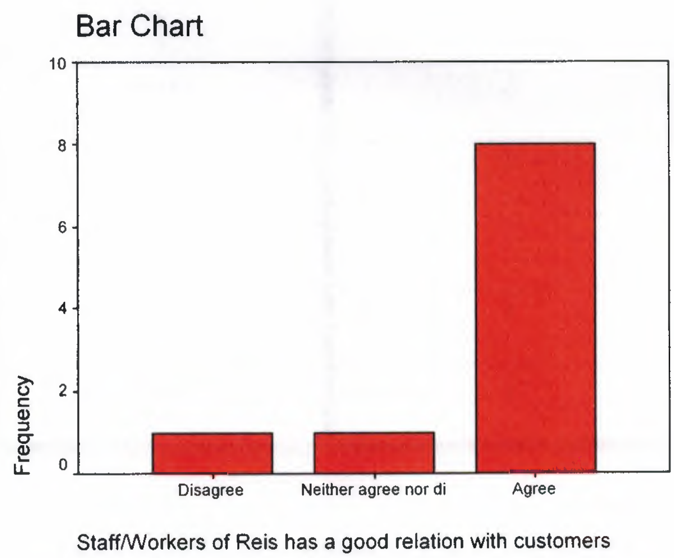


Figure 6.112 Question 31 (Reis)

Major Finding: 80 % of Reis customers agree that there is a good relation between staff/worker and customers.

6.3.5 METROPOL

PART A (SCREENING QUESTIONS)

3.	Bu market dışında alışlveriş yaptığınız marketler hangileridir?		
a)__________	b)__________	c)__________	d)__________

Supermarkets	Frequency
Lemar	5
Önder	4
Reis	2
Astro	2
Kiler	2
Zips	1
Yaman	1
Benli	1

Table 6.117 Other choices of Reis customers

Major Finding: With the main supermarket of Metropol, Metropol customers also mostly use Lemar.

PART B (DEMOGRAPHIC CHARACTERISTICS)

4.	Cinsiyet ?
	□ Kadın □ Erkek

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	7	70,0	70,0	70,0
	Male	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.118 Gender (Metropol)

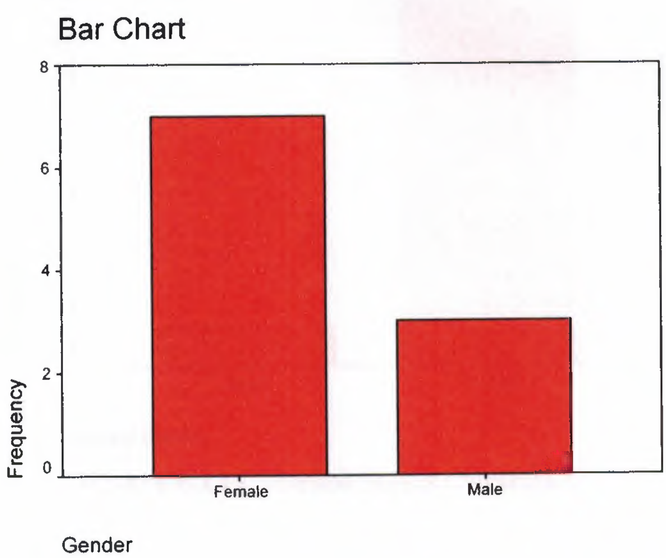


Figure 6.113 Gender (Metropol)

Major Finding: 70 % of Metropol customers are female.

5. Medeni durumunuz?

□ **Bekar** □ **Evli** □ **Diğer**

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	1	10,0	10,0	10,0
	Married	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.119 Marital Status (Metropol)

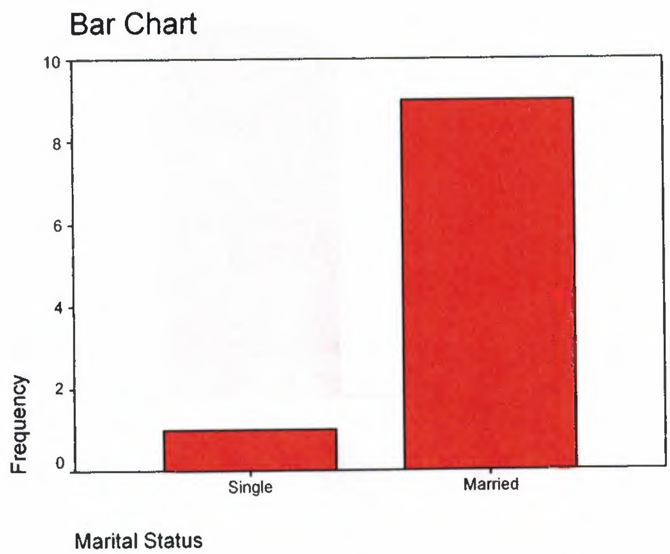


Figure 6.114 Marital Status (Metropol)

Major Finding: 90 % of Metropol customers are married.

6.	**Yaş grubunuz?**

□ **12-19** □ **20-34** □ **25-49** □ **50-64** □ **65+**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-49	9	90,0	90,0	90,0
	50-64	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.120 Age (Metropol)

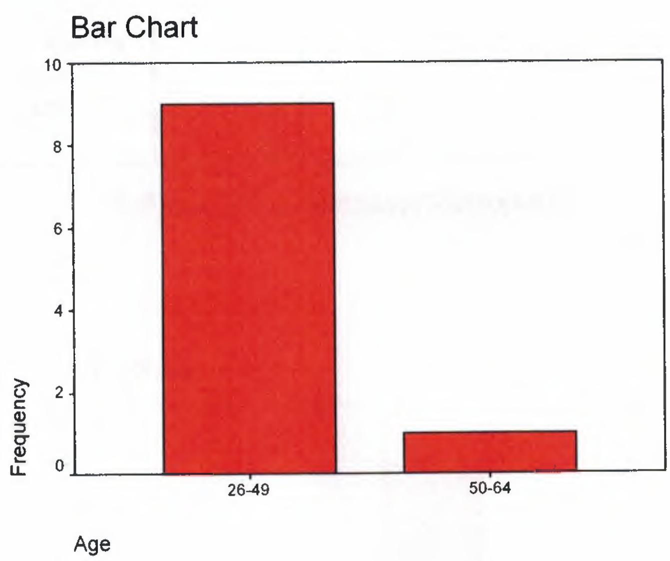


Figure 6.115 Age (Metropol)

Major Finding: 90 % of Metropol customers age are between 26-49.

7.	**Eğitim durumunuz?**

□ **İlkokul** □ **Ortaokul** □ **Lise** □ **Üniversite** □ **Lisans**

□ **Üst Lisans**

□ **Doktora**

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	1	10,0	10,0	10,0
	Middle School	1	10,0	10,0	20,0
	High School	6	60,0	60,0	80,0
	University: Lisans	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.121 Education (Metropol)

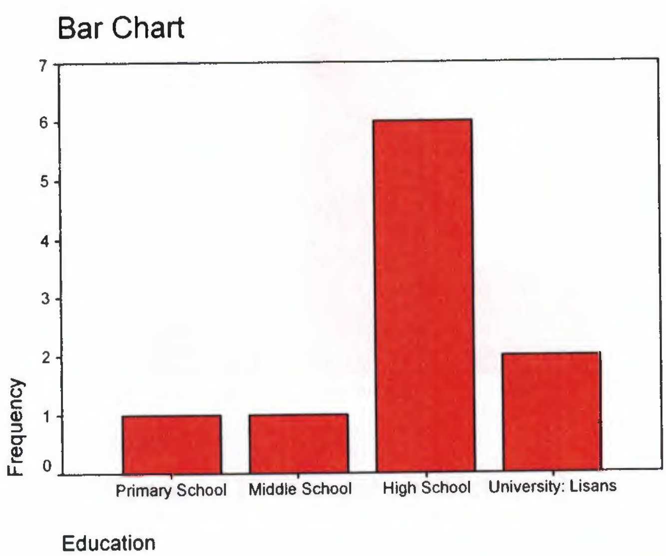


Figure 6.116 Education (Metropol)

Major Finding: 60 % of Metropol customers are High School graduated.

8. Mesleğiniz?

□ **Ev Hanımı** □ **Emekli** □ **İşsiz** □ **Öğrenci** □ **Memur** □ **Serbest**

□ **Diğer** ____________

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	House wife	1	10,0	10,0	10,0
	Civil Servant	7	70,0	70,0	80,0
	Other	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.122 Occupation (Metropol)

The one of the other occupation is a technician of household appliances.

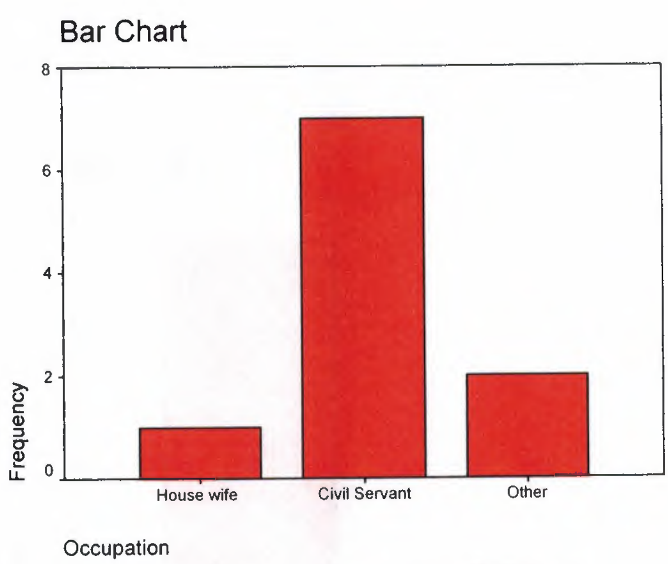


Figure 6.117 Occupation (Metropol)

Major Finding: 70% of Metropol customers are civil servant

9.	Kaldığınız/yaşadığınız evin aile yapısı?
□ Tek □ Evli, çocuksuz □ Evli, çocuklu	
□ Evli, 18 yaşından küçük çocuk yok □ Arkadaş grubu	

Family Life-Cycle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married with children	9	90,0	90,0	90,0
	Married with no children under 18	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.123 Family Life-Cycle (Metropol)

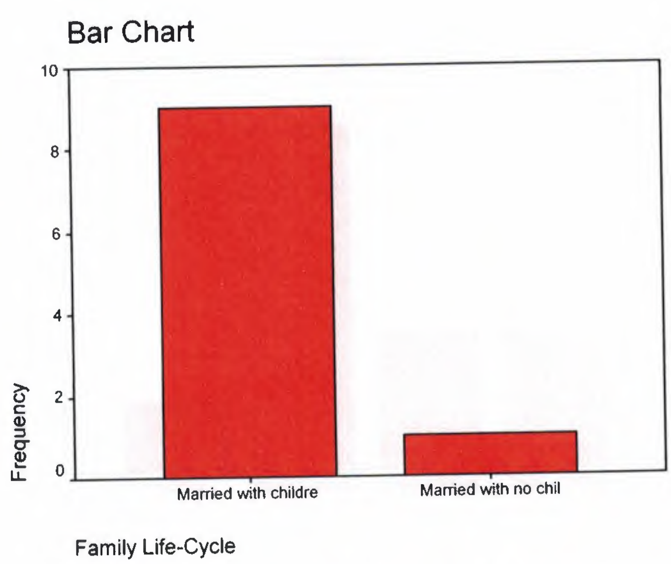


Figure 6.118 Family Life-Cycle (Metropol)

Major Finding: 90 % of Metropol customers' family life-cycle is married with children.

10. Evin toplam aylık geliri?

□ **<1500ytl** □ **1500-2500ytl** □ **2500-3500ytl** □ **3500-4500ytl**

□ **4500<**

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1500ytl	1	10,0	10,0	10,0
	1500-2500ytl	5	50,0	50,0	60,0
	2500-3500ytl	2	20,0	20,0	80,0
	3500-4500ytl	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.124 Income (Metropol)

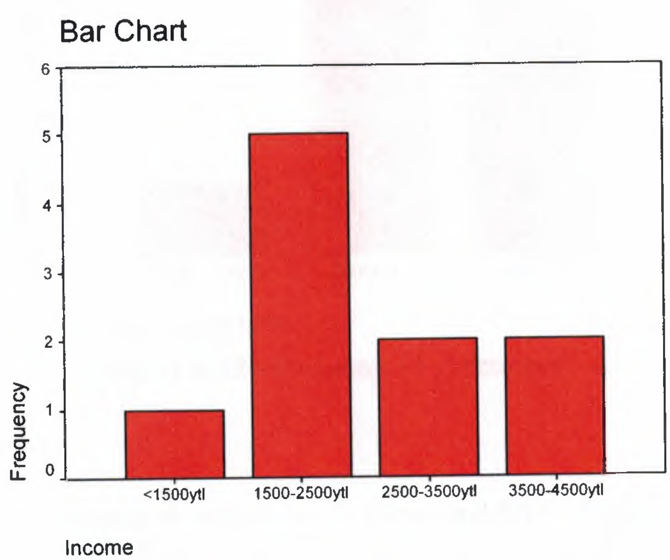


Figure 6.119 Income (Metropol)

Major Finding: 50 % of Metropol customers' income are between 1500-2500ytl.

PART C (FACTORS INFLUENCING STORE CHOICE)

11.	**Market fiyatları çok pahalıdır.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Expensive market prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	4	40,0	40,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.125 Question 11 (Metropol)

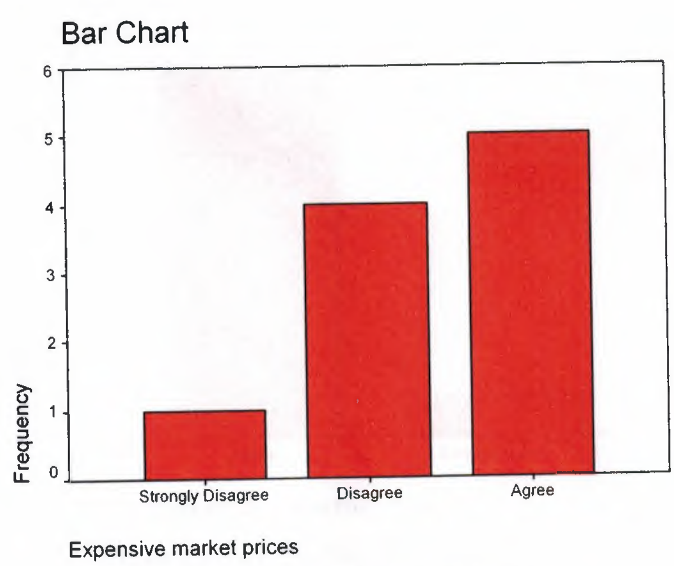


Figure 6.120 Question 11 (Metropol)

Major finding: 50 % of Metropol customers disagree and 50 %of customers agree that there are expensive market prices.

12.	**Marketteki ürünler kalitesine göre fiyatlandırılmıştır.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Products' quality are equal their prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	90,0	90,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.126 Question 12 (Metropol)

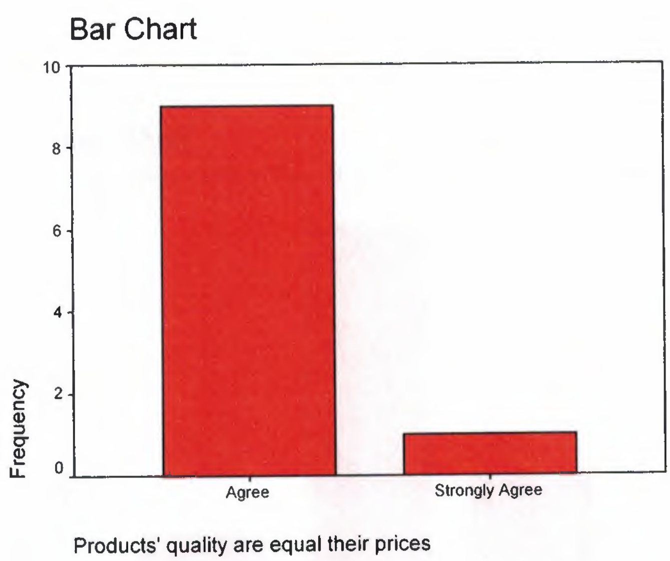


Figure 6.121 Question 12 (Metropol)

Major Findings: 100 % of Metropol customers agree that products' quality are equal their prices.

13.	**Aradığım herşeyi burada bulabiliyorum.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Can find what I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	7	70,0	70,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.127 Question 13 (Metropol)

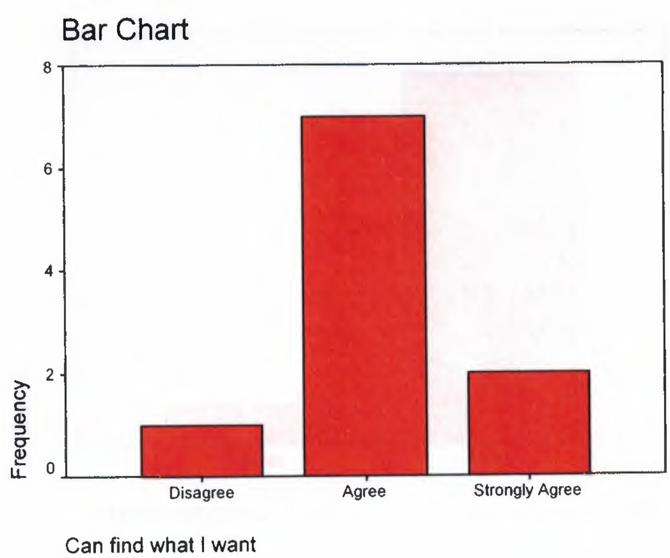


Figure 6.122 Question 13 (Metropol)

Major Finding: 90 % of Metropol customers agree that they can find what they want in Metropol.

14.	**Aradığım birçok markayı burada bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Can find what brand I want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.128 Question 14 (Metropol)

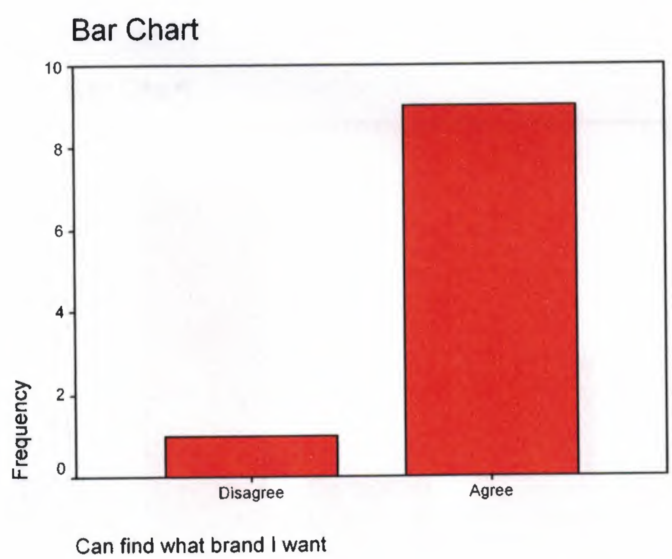


Figure 6.123 Question 14 (Metropol)

Major Finding: 90 % of Metropol customers agree that they can find what brand they want.

15.	**Marketin kendi markasını taşıyan ürünleri tercih ediyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Buy Metropol's own brand products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	60,0	60,0	60,0
	Neither agree nor diagree	1	10,0	10,0	70,0
	Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.129 Question 15 (Metropol)

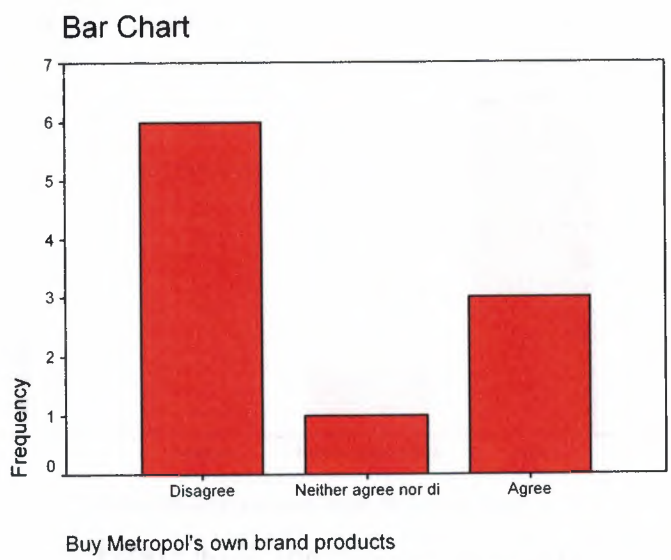


Figure 6.124 Question 15 (Metropol)

Major Finding: 60 % of Metropol customers disagree that they are buying Metropol own brand products.

16.	Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Can find different products under Metropol's own brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	40,0	40,0	40,0
	Neither agree nor diagree	1	10,0	10,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.130 Question 16 (Metropol)

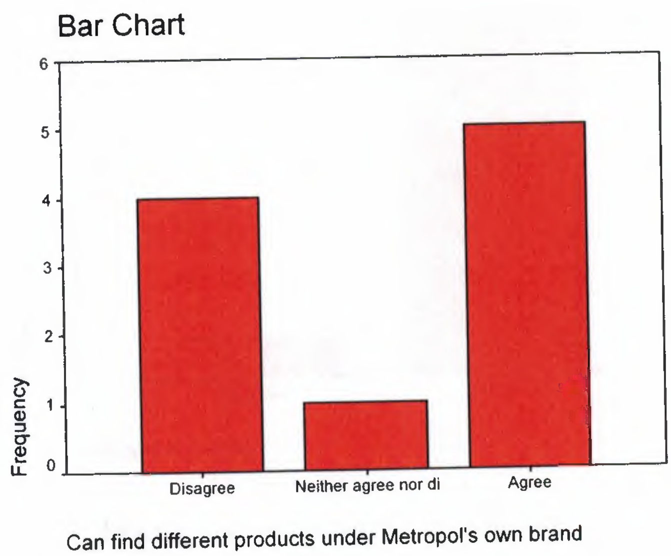


Figure 6.125 Question 16 (Metropol)

Major Finding: 50 % of Metropol customers agree that they can find different products under Metropol own brand.

17.	Market çok büyüktür.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Metropol is too big

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	9	90,0	90,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.131 Question 17 (Metropol)

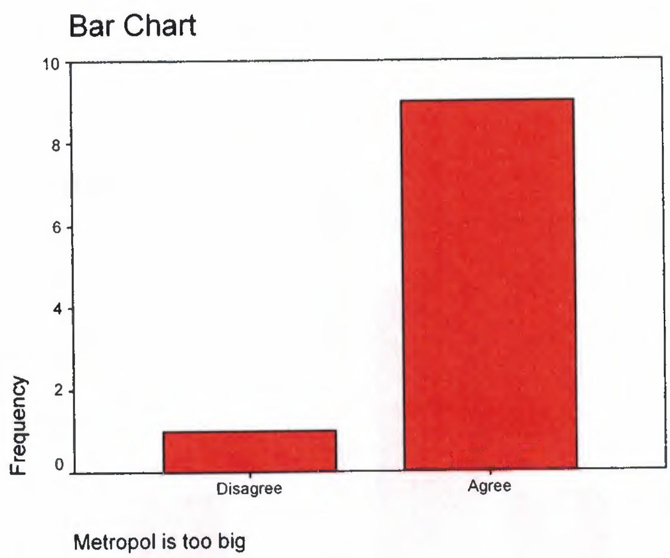


Figure 6.126 Question 17 (Metropol)

Major Finding: 90 % of Metropol customers agree that Metropol is too big.

18.	**Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□**5** ***Kesinlikle Katılıyorum***

There are enough space between shelfs to shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	20,0	20,0	20,0
	Neither agree nor diagree	1	10,0	10,0	30,0
	Agree	5	50,0	50,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.132 Question 18 (Metropol)

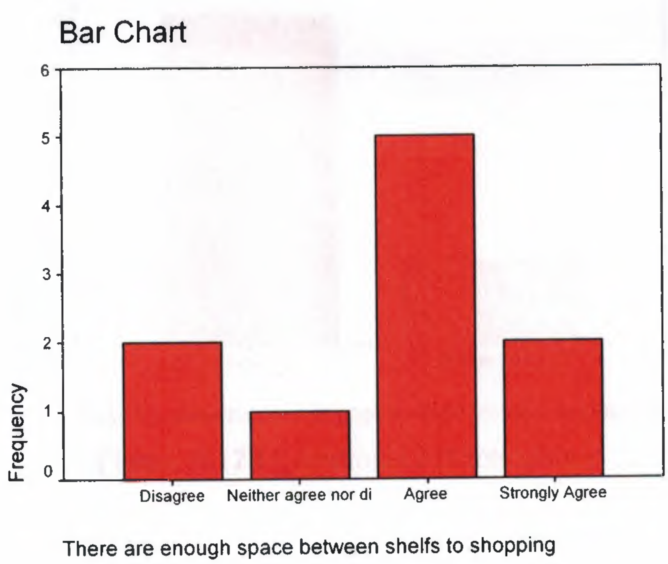


Figure 6.127 Question 18 (Metropol)

Major Finding: 70 % of Metropol customers agree that there are enough space between shelves for shopping.

19.	Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Shopping atmosphere is so good in Metropol such as music, lights, colour etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	8	80,0	80,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.133 Question 19 (Metropol)

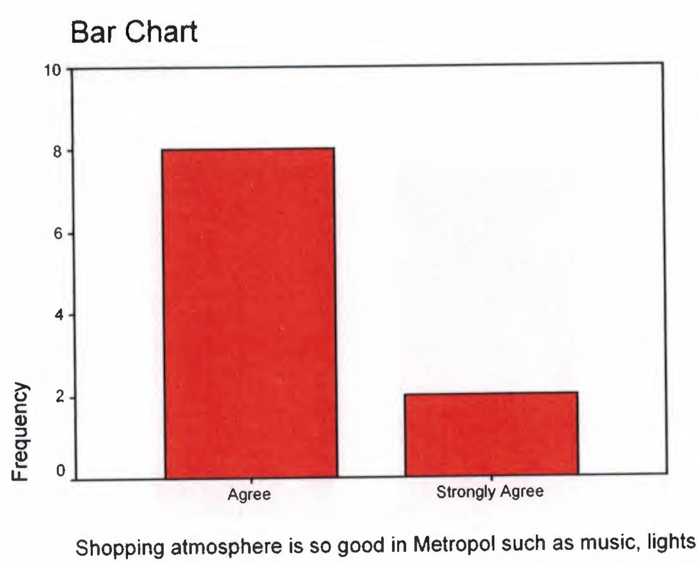


Figure 6.128 Question 19 (Metropol)

Major Finding: 100 % of Metropol customers agree that shopping atmosphere is so good in Metropol.

20.	**Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğine çok önem verilmiştir.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Goods that selling in bakery, butcher ect. side without any package are hygienic in Metropol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	50,0	50,0	50,0
	Strongly Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.134 Question 20 (Metropol)

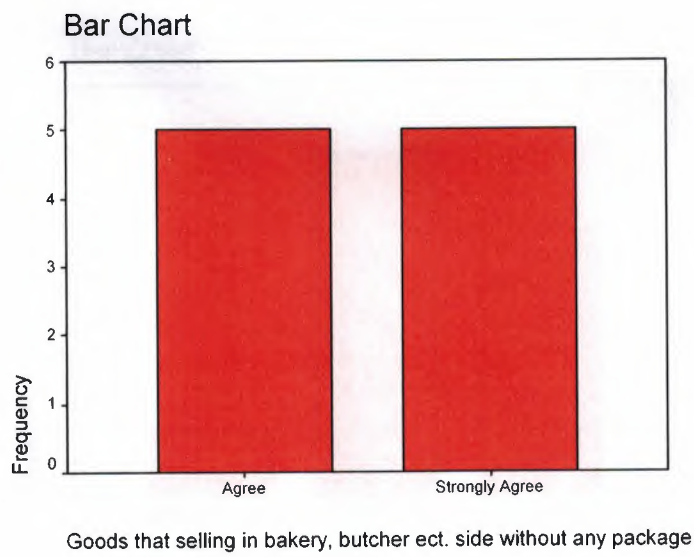


Figure 6.129 Question 20 (Metropol)

Major Finding: 100 % of Metropol customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Metropol.

21.	Genel olarak market temizliğine özen gösterilmiştir. (raflar, yerler vb.)			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Metropol is clean in generel such as floor, shelfs ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	5	50,0	50,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.135 Question 21 (Metropol)

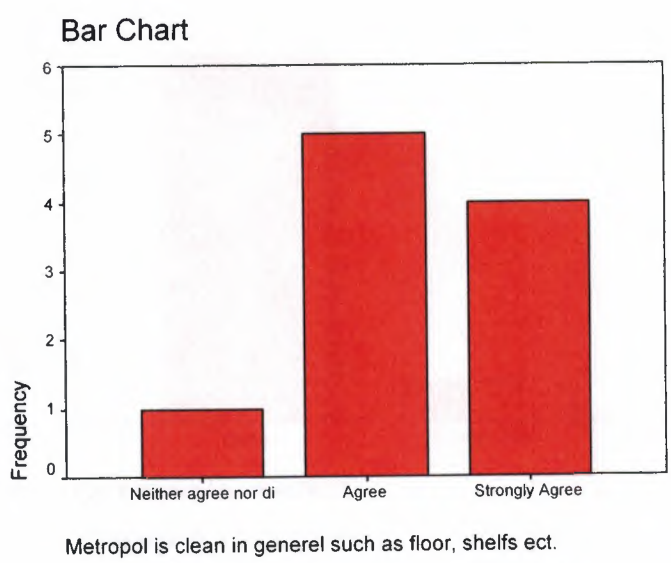


Figure 6.130 Question 21 (Metropol)

Major Finding: 90 % of Metropol customers agree that Metropol is clean in general.

22.	Markette aradığım ürünü rahatlıkla bulabiliyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Can find what I want easily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	9	90,0	90,0	90,0
	Strongly Agree	1	10,0	10,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.136 Question 22 (Metropol)

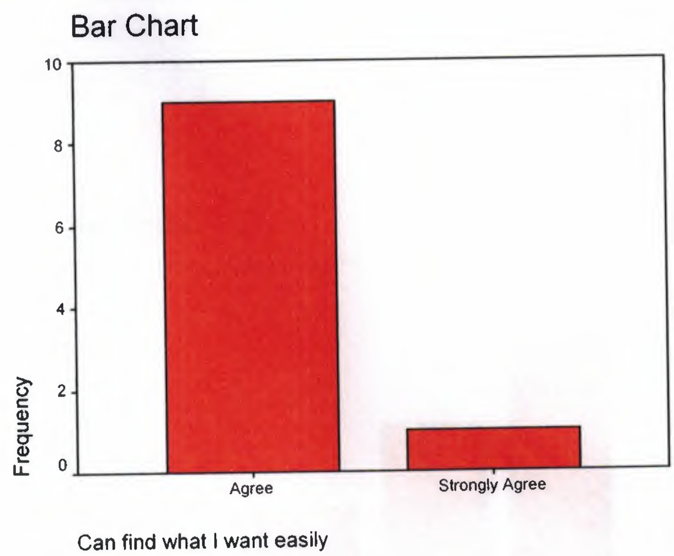


Figure 6.131 Question 22 (Metropol)

Major Finding: 100 % of Metropol customers can easily find what they want.

23.	**Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Products' prices are in order and right on shelfs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Neither agree nor diagree	2	20,0	20,0	30,0
	Agree	3	30,0	30,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.137 Question 23 (Metropol)

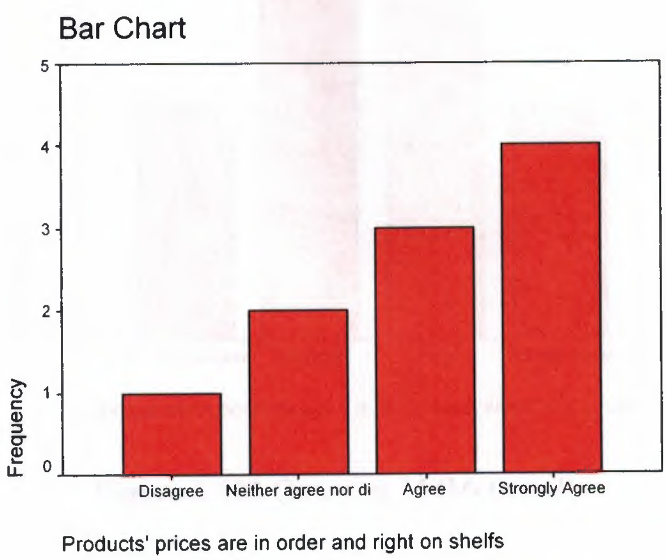


Figure 6.132 Question 23 (Metropol)

Major Finding: 70 % of Metropol customers agree that products' prices are in order and right on shelves.

24.	**Bu marketi tercih etme nedenim evime yakın oluşudur.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

I choose Metropol because it is the closest one to my house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	20,0	20,0	20,0
	Disagree	3	30,0	30,0	50,0
	Agree	3	30,0	30,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.138 Question 24 (Metropol)

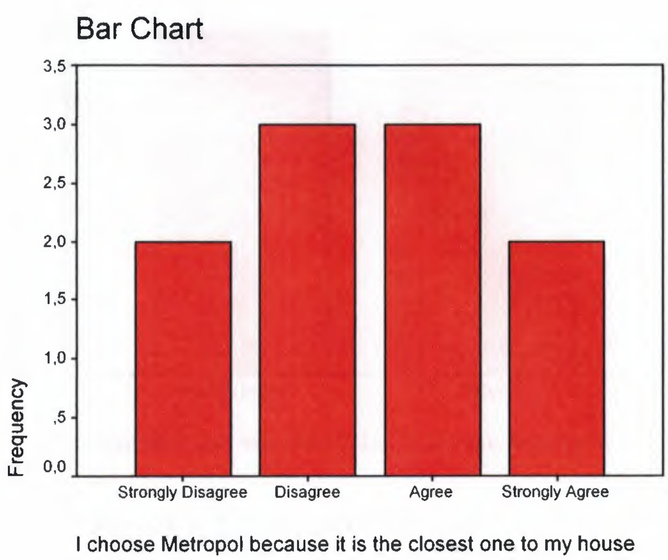


Figure 6.133 Question 24 (Metropol)

Major Finding: 50 % of Metropol customers agree and other 50% of customers disagree that they choose Metropol because of it is the nearest supermarket to their houses.

25.	**Bu marketi tercih etme nedenim işime yakın oluşudur.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

I choose Metropol because it is the closest one to my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	50,0	50,0	50,0
	Disagree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.139 Question 25 (Metropol)

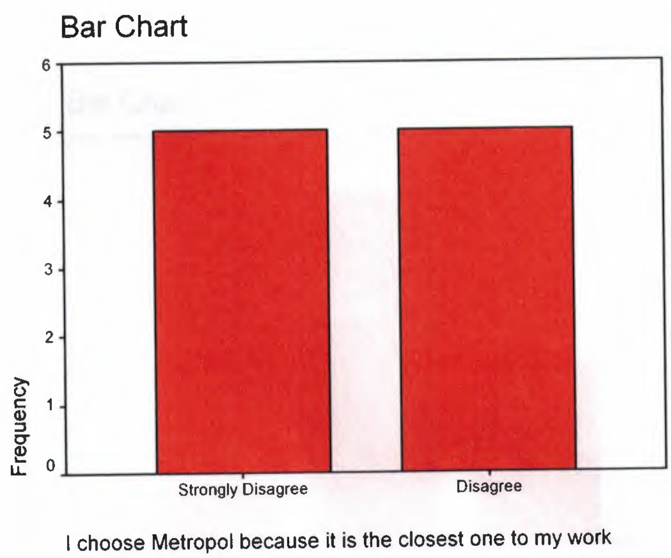


Figure 6.134 Question 25 (Metropol)

Major Finding: 100 % of Metropol customers disagree that choice of Metropol depends on it is the nearest supermarket to their work.

26.	**Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.**			
□ **1** *Kesinlikle Katılmıyorum*	□ **2** *Katılmıyorum*	□ **3** *Kararsızım*	□ **4** *Katılıyorum*	□ **5** *Kesinlikle Katılıyorum*

Open and close times and days of Metropol are suitable for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10,0	10,0	10,0
	Agree	6	60,0	60,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.140 Question 26 (Metropol)

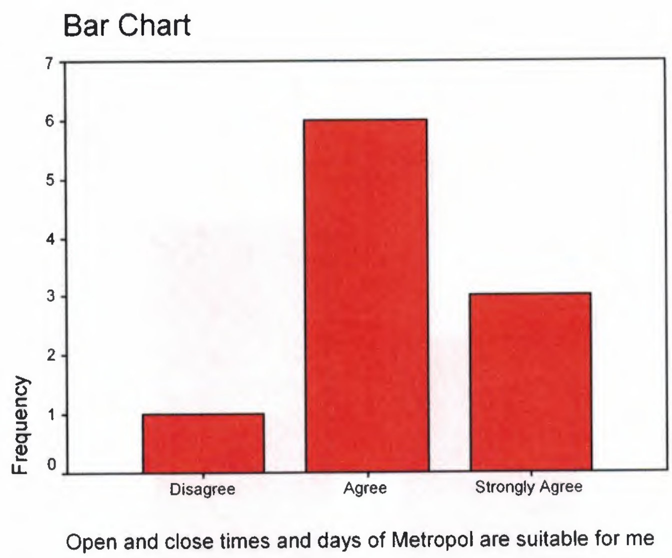


Figure 6.135 Question 26 (Metropol)

Major Finding: 90 % of Metropol customers agree that Metropol's open and close times and days are suitable for them.

27.	Marketin park yeri koşulları çok uygundur. (Örneğin; genişlik, düzen vb.)			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Parking is more suitable at Metropol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	6	60,0	60,0	60,0
	Strongly Agree	4	40,0	40,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.141 Question 27 (Metropol)

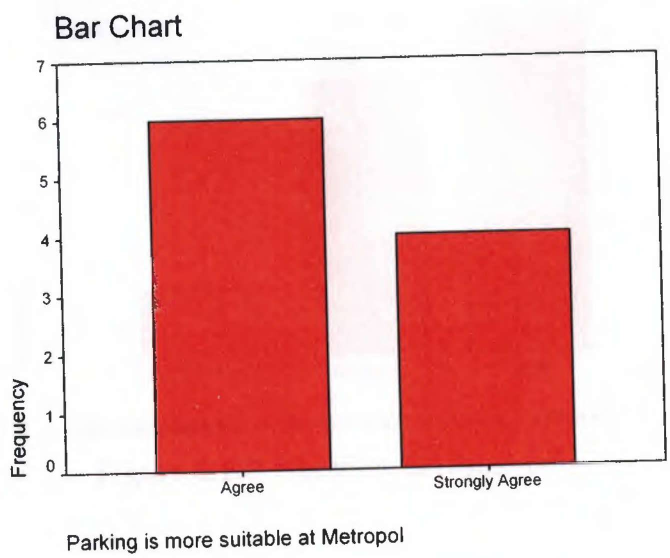


Figure 6.136 Question 27 (Metropol)

Major Finding: 100 % of Metropol customers agree that parking is more suitable at Metropol.

28.	**Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet veren bölümlerinden yararlanıyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

I use extra facilities of Metropol such as cinema, restaurant, petrol station ect.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	10,0	10,0	10,0
	Disagree	4	40,0	40,0	50,0
	Agree	5	50,0	50,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.142 Question 28 (Metropol)

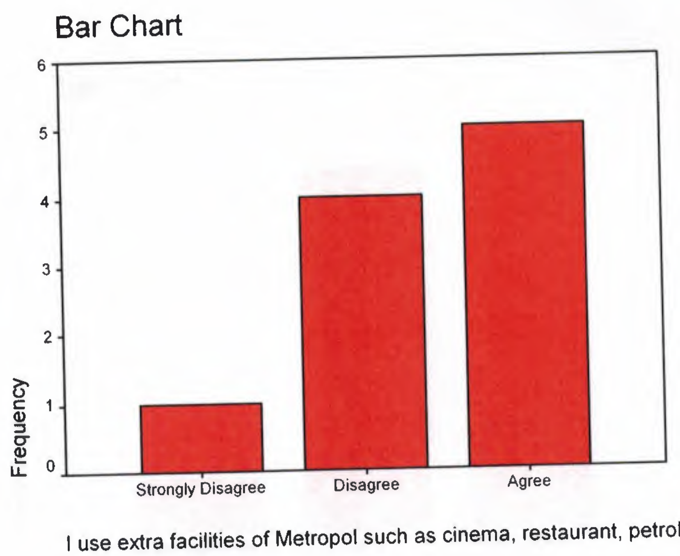


Figure 6.137 Question 28 (Metropol)

Major Finding: 50 % of Metropol customers agree and 50 % of customers diasagree that use of extra facilities of Metropol.

29.	**Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/workers of Metropol are helping me when I can't find my want

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	1	10,0	10,0	10,0
	Agree	7	70,0	70,0	80,0
	Strongly Agree	2	20,0	20,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.143 Question 29 (Metropol)

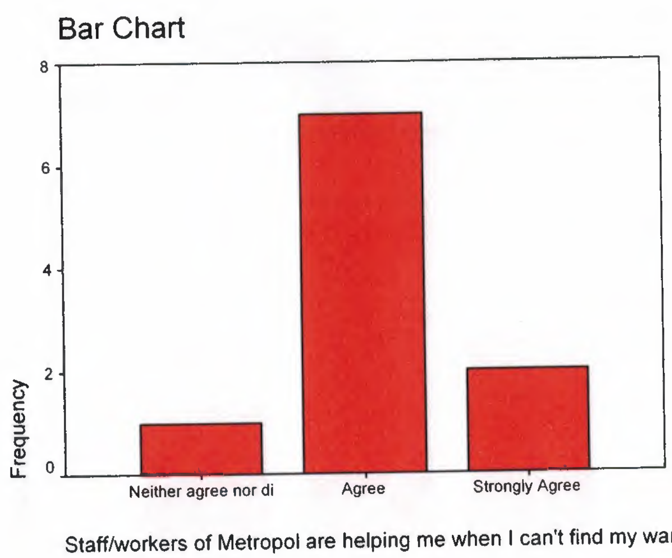


Figure 6.138 Question 29 (Metropol)

Major Finding: 90 % of Metropol customers agree that they can find a staff/worker for helping to find some products or if there is a problem.

30.	**Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.**			
□ **1** ***Kesinlikle Katılmıyorum***	□ **2** ***Katılmıyorum***	□ **3** ***Kararsızım***	□ **4** ***Katılıyorum***	□ **5** ***Kesinlikle Katılıyorum***

Staff/worker of Metropol are helping me to pakage and to carry my bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor diagree	2	20,0	20,0	20,0
	Agree	5	50,0	50,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.144 Question 30 (Metropol)

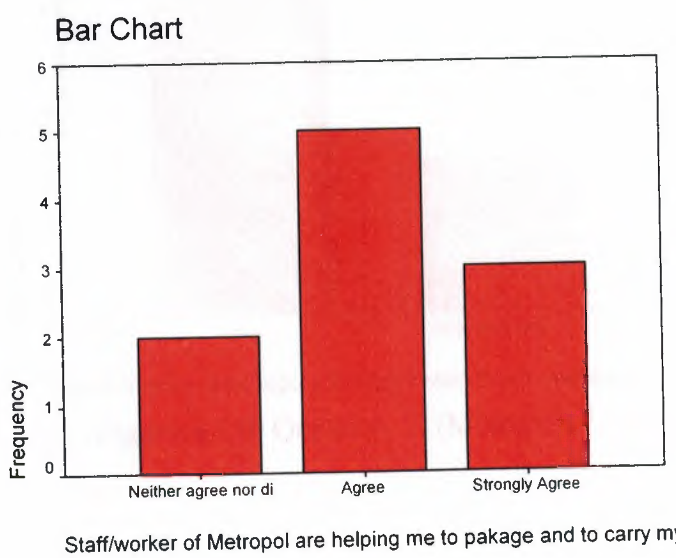


Figure 6.139 Question 30 (Metropol)

Major Finding: 80 % of Metropol customers agree that there can be find a staff/worker for helping to package or carrying bags to car.

31.	Çalışanların/Personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.			
□ 1 *Kesinlikle Katılmıyorum*	□ 2 *Katılmıyorum*	□ 3 *Kararsızım*	□ 4 *Katılıyorum*	□ 5 *Kesinlikle Katılıyorum*

Staff/Workers of Metropol has a good relation with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	70,0	70,0	70,0
	Strongly Agree	3	30,0	30,0	100,0
	Total	10	100,0	100,0	
Total		10	100,0		

Table 6.145 Question 31 (Metrıopol)

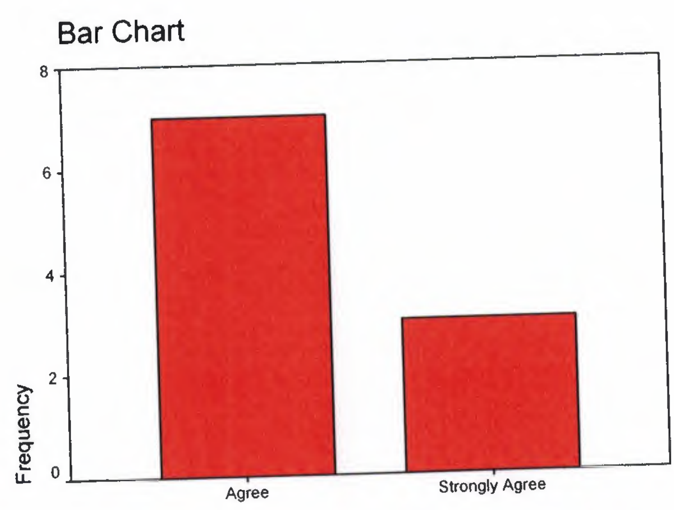


Figure 6.140 Question 31 (Metropol)

Major Finding: 100 % of Metropol customers agree that there is a good relation between staff/worker and customers.

6.4 Conclusion

This section reported the findings of the questionnaires carried out with supermarket customers, face-to-face, at Lemar, Önder, Astro, Reis, Metropol supermarkets during May 2005.

SECTION 7

CONCLUSION

7.1 Introduction

This section introduces the summary of the findings for each supermarket, conclusions on project questions, limitations of this study and recommendation for the future research.

7.2 Summary of the theoretical findings

According to Joanne Denney (2004) there are six independent variables that affect customers store choice. These are (a) price, (b) product range, (c) store layout, (d) location, (e) facilities and (f) staff/customer service. These independent variables are all affecting each other; it means that they are all inter-related.

(a) **Price** appears to be a driver for those on a budget and those with less of an interest in food. Price also refers to *product price,* which includes cheap/expensive, value for money and promotion

(b) **Product range** refers *food choice – breadth of range, food choice – depth of range* and *own brand products*. Breadth of range means that customer can find whatever they want or we can say there are a variety of product types. Depth of range means supermarkets offer the widest choice of products. Own brand products means that supermarkets have their own brand products which are selling in their stores.

(c) **Store layout** refers *arrangement of products in a row, store size, cleanliness* and *atmosphere*. Many of the customers wanted to complete their shopping as quickly as possible and therefore they placed a high value on knowing the store layout.

(d) **Location** refers supermarket places if it is closest or not and on the way or not. Respondents most likely to cite the proximity of a shop to their home as a key driver for store choice are often motivated by convenience and a desire to complete their shop as quickly as possible.

(e) **Facilities** refer stores' opening hours, parking and may be some places for eating, drinking something or sitting for rest. A number of respondents, particularly those working, welcomed the flexibility of late opening hours. As most people do large weekly shops in a car, free parking is an important and attractive feature of the supermarket offer.

(f) **Staff / Customer Service** refers efficient and polite service within supermarkets. This is a "must have" rather than added value part of the offer. Staff should imply a more friendly and knowledgeable approach.

This study also argues that there is a moderating variable which has a contingent effect on the independent variable and dependent variable relationship. The moderating variable (g) is identified as ***demographic characteristics***.

(g) **Demographic characteristics** refer customers' personal characteristics such as age, gender, income, education, ethnicity, occupation, and family cycle.

7.3 Summary of the empirical findings

7.3.1 LEMAR

- With the main supermarket of Lemar, Lemar customers also mostly use Metropol.
- 70 % of Lemar customers are female.
- 90 % of Lemar customers are married.
- 80 % of Lemar customers' age are between 26-49.
- 60 % of Lemar customers are High School graduates.
- 50% of Lemar customers are civil servant. There is a distribution on occupations.
- 70 % of Lemar customers' family life-cycle is married with children.
- 60 % of Lemar customers' incomes are between 1500-2500 ytl.
- 60 % of Lemar customers agree that there are expensive market prices.
- 70 % of Lemar customers agree that products' qualities are equal their prices.
- 80 % of Lemar customers agree that they can find what they want in Lemar.
- 70 % of Lemar customers agree that they can find what brand they want.
- 50 % of Lemar customers don't buy Lemar's own brand products.
- 70 % of Lemar customers agree that they can find different products under Lemar's own brand.
- 90 % of Lemar customers agree that Lemar is too big.
- 100 % of Lemar customers agree that there are enough space between shelves for shopping.
- 90 % of Lemar customers agree that shopping atmosphere is so good in Lemar.

- There is an indecision situation but 40 % of Lemar customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Lemar.
- 90 % of Lemar customers agree that Lemar is clean in general.
- 90 % of Lemar customers can easily find what they want.
- 60 % of Lemar customers agree that products' prices are in order and right on shelves.
- 90 % of Lemar customers choice Lemar because of it is the nearest supermarket to their houses.
- 90 % of Lemar customers disagree that choice of Lemar depends on nearest supermarket to their work.
- 100 % of Lemar customers agree that Lemar's open and close times and days are suitable for them.
- 90 % of Lemar customers agree that parking is more suitable at Lemar.
- 80 % of Lemar customers use extra facilities of Lemar.
- 50 % of Lemar customers agree that they can find a staff/worker for helping to find some products or if there is a problem.
- 50 % of Lemar customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.
- 70 % of Lemar customers agree that there is a good relation between staff/worker and customers.

7.3.2 ÖNDER

- With the main supermarket of Önder, Önder customers also mostly use Metropol, Reis, Belça.
- 80 % of Önder customers are female.
- 80 % of Önder customers are married.

- 90 % of Önder customers age are between 26-49.
- 60 % of Önder customers are High School graduated.
- 90% of Önder customers are civil servant.
- 70 % of Önder customers' family life-cycle is married with children.
- 50 % of Önder customers' income are between 1500-2500 ytl.
- 50 % of Önder customers agree and 50% of Önder customers disagree that there are expensive market prices
- 80 % of Önder customers agree that products' quality are equal their prices.
- 70 % of Önder customers agree that they can find what they want in Önder.
- 80 % of Önder customers agree that they can find what brand they want.
- 60 % of Önder customers don't buy Önder's own brand products.
- 50 % of Önder customers disagree that they can find different products under Önder's own brand.
- 80 % of Önder customers agree that Önder is too big.
- 80 % of Önder customers agree that there are enough space between shelves for shopping.
- 50 % of Önder customers agree that shopping atmosphere is so good in Önder but 50% of customers disagree.
- There is an indecision situation but 30 % of Önder customers agree and 30% of customers disagree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Önder. Also 40 %of customers neither agree nor disagree.
- 50 % of Önder customers agree that Önder is clean in general.
- 70 % of Önder customers can easily find what they want.
- 70 % of Önder customers agree that products' prices are in order and right on shelves.

- 50 % of Önder customers disagree that they choose Önder because of it is the nearest supermarket to their houses.
- 50 % of Önder customers disagree and other 50 % of customers agree that choice of Önder depends on it is the nearest supermarket to their work.
- 100 % of Önder customers agree that Önder's open and close times and days are suitable for them.
- 90 % of Önder customers agree that parking is more suitable at Önder.
- 90 % of Önder customers disagree that use of extra facilities of Önder.
- 60 % of Önder customers agree that they can find a staff/worker for helping to find some products or if there is a problem.
- 50 % of Önder customers disagree and other 50 % of customers agree that there can be find a staff/worker for helping to package or carrying bags to car.
- 60 % of Önder customers agree that there is a good relation between staff/worker and customers.

7.3.3 ASTRO

- With the main supermarket of Astro, Astro customers also mostly use Önder.
- 50 % of Astro customers are female and other 50 % of customers are male.
- 60 % of Astro customers are single
- 50 % of Astro customers' age are between 18-25.
- 60 % of Astro customers are High School graduated.
- 40% of Astro customers are student.
- 50 % of Astro customers' family life-cycle is married with children.
- 60 % of Önder customers' income are below 1500 ytl.

- 40 % of Astro customers neither agree nor disagree, 30% of customers agree and 30 % of customers disagree that there are expensive market prices.
- 60 % of Astro customers agree that products' quality are equal their prices.
- 50 % of Astro customers disagree that they can find what they want in Astro.
- 60 % of Astro customers agree that they can find what brand they want.
- 60 % of Astro customers don't buy Astro's own brand products.
- 50 % of Astro customers disagree that they can find different products under Astro's own brand.
- 40 % of Astro customers agree and 40 % of customers disagree that Astro is too big.
- 50 % of Astro customers agree and other 50 % of customers disagree that there are enough space between shelves for shopping.
- 50 % of Astro customers agree that shopping atmosphere is so good in Astro but other 50% of customers disagree.
- 50 % of Astro customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Astro.
- 50 % of Astro customers agree that Astro is clean in general.
- 50 % of Astro customers can easily find what they want.
- 60 % of Astro customers agree that products' prices are in order and right on shelves.
- 60 % of Astro customers agree that they choose Astro because of it is the nearest supermarket to their houses.
- 60 % of Astro customers disagree that choice of Astro depends on it is the nearest supermarket to their work.
- 60 % of Astro customers agree that Astro's open and close times and days are suitable for them.

- 70 % of Astro customers agree that parking is more suitable at Astro.
- 70 % of Astro customers disagree that use of extra facilities of Astro.
- 50 % of Astro customers agree that they can find a staff/worker for helping to find some products or if there is a problem.
- 70 % of Astro customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.
- 50 % of Astro customers disagree that there is a good relation between staff/worker and customers.

7.3.4 REİS

- With the main supermarket of Reis, Reis customers also mostly use Metropol.
- 50 % of Reis customers are female and other 50 % of customers are male.
- 70 % of Reis customers are married.
- 40 % of Reis customers age are between 18-25 and 40 % of customers age are between 26-49.
- 70 % of Reis customers are High School graduated.
- 40% of Reis customers are civil servant and 40 % of customers are self-employed.
- 40 % of Reis customers' family life-cycle is married with children.
- 40 % of Reis customers' income are below 1500 ytl and 40 % of customers' income between 1500-2500ytl.
- 80 % of Reis customers disagree that there are expensive market prices.
- 90 % of Reis customers agree that products' quality are equal their prices.
- 90 % of Reis customers agree that they can find what they want in Reis.
- 90 % of Reis customers agree that they can find what brand they want.

- 40 % of Reis customers neither agree nor disagree that they are buying Reis own brand products.
- 60 % of Reis customers disagree that they can find different products under Reis own brand.
- 50 % of Reis customers agree and 40 % of customers disagree that Reis is too big.
- 70 % of Reis customers agree that there are enough space between shelves for shopping.
- 50 % of Reis customers agree that shopping atmosphere is so good in Reis.
- 80 % of Reis customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Reis.
- 100 % of Reis customers agree that Reis is clean in general.
- 100 % of Reis customers can easily find what they want.
- 80 % of Reis customers agree that products' prices are in order and right on shelves.
- 70 % of Reis customers agree that they choose Reis because of it is the nearest supermarket to their houses.
- 50 % of Reis customers disagree that choice of Reis depends on it is the nearest supermarket to their work.
- 90 % of Reis customers agree that Reis's open and close times and days are suitable for them.
- 50 % of Reis customers disagree that parking is more suitable at Reis.
- 60 % of Reis customers disagree that use of extra facilities of Reis.
- 70 % of Reis customers agree that they can find a staff/worker for helping to find some products or if there is a problem.
- 70 % of Reis customers agree that there can be find a staff/worker for helping to package or carrying bags to car.

- 80 % of Reis customers agree that there is a good relation between staff/worker and customers.

7.3.5 METROPOL

- With the main supermarket of Metropol, Metropol customers also mostly use Lemar.
- 70 % of Metropol customers are female.
- 90 % of Metropol customers are married.
- 90 % of Metropol customers age are between 26-49.
- 60 % of Metropol customers are High School graduated.
- 70% of Metropol customers are civil servant
- 90 % of Metropol customers' family life-cycle is married with children.
- 50 % of Metropol customers' income are between 1500-2500ytl.
- 50 % of Metropol customers disagree and 50 %of customers agree that there are expensive market prices.
- 100 % of Metropol customers agree that products' quality are equal their prices.
- 90 % of Metropol customers agree that they can find what they want in Metropol.
- 90 % of Metropol customers agree that they can find what brand they want.
- 60 % of Metropol customers disagree that they are buying Metropol own brand products.
- 50 % of Metropol customers agree that they can find different products under Metropol own brand.
- 90 % of Metropol customers agree that Metropol is too big.
- 70 % of Metropol customers agree that there are enough space between shelves for shopping.

- 100 % of Metropol customers agree that shopping atmosphere is so good in Metropol.
- 100 % of Metropol customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Metropol.
- 90 % of Metropol customers agree that Metropol is clean in general.
- 100 % of Metropol customers can easily find what they want.
- 70 % of Metropol customers agree that products' prices are in order and right on shelves.
- 50 % of Metropol customers agree and other 50% of customers disagree that they choose Metropol because of it is the nearest supermarket to their houses.
- 100 % of Metropol customers disagree that choice of Metropol depends on it is the nearest supermarket to their work.
- 90 % of Metropol customers agree that Metropol's open and close times and days are suitable for them.
- 100 % of Metropol customers agree that parking is more suitable at Metropol.
- 50 % of Metropol customers agree and 50 % of customers disagree that use of extra facilities of Metropol.
- 90 % of Metropol customers agree that they can find a staff/worker for helping to find some products or if there is a problem.
- 80 % of Metropol customers agree that there can be find a staff/worker for helping to package or carrying bags to car.
- 100 % of Metropol customers agree that there is a good relation between staff/worker and customers.

7.4 Conclusion on project questions

7.4.1 *What are the variables that affect the customers' choice in preferring to use different superstores?*

There are six factors that affect customers' store choice, according to these factors let's see their affects on each supermarket.

7.4.1.1 LEMAR

→ 1st one is *price*; nearly half of Lemar customers agree that supermarket prices are expensive but at the same time they agree that product qualities are equal their prices.

→ 2nd one is *product range*; most of Lemar customers agree that they can find what they want and what brand they want. Lemar has different products under own brand but do not any Lemar customers buy Lemar's own brand products, just half of customers buy Lemar's own brand products.

→ 3rd one is *store layout*; nearly all of the Lemar customers agree that:

- Lemar is too big
- there are enough space between shelves for shopping
- shopping atmosphere is so good in Lemar
- Lemar is clean in general
- can easily find what they want

60 % of Lemar customers agree that products' prices are in order and right on shelves. There is an indecisive situation; 40 % of Lemar customers agree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Lemar.

Problem: Here we see that there is a hygienic problem on goods which are selling without any package.

→ 4th one is *location*; nearly all of the Lemar customers be a Lemar customer because of the one of these two reasons: (1) neareast to their home or (2) neareast to their work. So location plays a major role for choice of Lemar.

→ 5th one is *facilities*; nearly all of the Lemar customers agree that:

- Lemar's open and close times and days are suitable for them.
- parking is more suitable at Lemar.
- also customers use extra facilities such as cinema, restaurant etc. of Lemar.

→ 6th one is *staff/worker*; half of Lemar customers agree that they can find a staff/worker for helping to find some products or if there is a problem and half of Lemar customers disagree that there can be find a staff/worker for helping to package or carrying bags to car.

70 % of Lemar customers agree that there is a good relation between staff/worker and customers.

Problem: Here we see that there is a problem on staff/worker. Staff/workers should give help to the customers for carrying and packaging.

7.4.1.2 ÖNDER

→ 1st one is *price*; there is an indecisive situation on prices, half of Önder customers agree and other half of them disagree that supermarket prices are expensive but at the same time they agree that product qualities are equal their prices.

→ 2nd one is *product range*; most of Önder customers agree that they can find what they want and what brand they want. Half of customers agree that Önder has different products under own brand and few customers buy Önder's own brand products.

→ 3rd one is *store layout*; nearly all of the Önder customers agree that:

▪ Önder is too big

▪ there are enough space between shelves for shopping

▪ can easily find what they want

▪70 % of Önder customers agree that products' prices are in order and right on shelves.

There is an indecisive situation on shopping atmosphere, half of the customers agree and other half of the customer disagrees.

Half of Önder customers agree that Önder is clean in general.

There is an indecisive situation; 30 % of Önder customers agree and 30 % of customers disagree that goods which are selling in bakery, butcher etc. side without any package are hygienic in Önder. The rest of the customers neither agree nor disagree.

Problem**:** need to improve i) shopping atmosphere,

ii) cleanliness,

iii) hygienic on goods which are without any packages

→ 4th one is *location*; half of the Önder customers disagree that be a Önder customer because of the one of these two reasons: (1) nearest to their home or (2) nearest to their work. So location don't play a major role for choice of Önder.

→ 5th one is *facilities*; all of the Önder customers agree that Önder's open and close times and days are suitable for them. Also they agree that parking is more suitable at Önder.

Just a few customers use extra facilities such as park for children etc. of Önder.

→ 6th one is *staff/worker*; half of Önder customers agree

▪ that they can find a staff/worker for helping to find some products or if there is a problem and

▪ there can be find a staff/worker for helping to package or carrying bags to car.

▪ there is a good relation between staff/worker and customers.

Problem: Here we see that there is a problem on staff/worker. Önder should be needed to improve their staff/workers' working performance and services to their customers.

7.4.1.3 ASTRO

→ 1st one is *price*; there is an indecisive situation on prices, 40 % of Astro customers neither agree nor disagree that supermarket prices are expensive and about half of them agree that product qualities are equal their prices.

Problem: there should be make some changes on prices because high prices affect customers' choice in negative way.

→ 2nd one is *product range*; about half of Astro customers disagree that

- they can find what they want
- what brand they want
- Astro has different products under own brand
- a few customers buy Astro's own brand products.

Problem: Astro should be improve their product range.

→ 3rd one is *store layout*; according to the findings there is an indecisive situation on the store layout which are :

- market size
- enough spaces between shelves for shopping
- can easily find what they want
- products' prices are in order and right on shelves.
- shopping atmosphere
- cleanliness in general.
- goods which are selling in bakery, butcher etc. side without any package are hygienic

Problem: need to improve all these things related to the store layout.

→ 4th one is *location*; 60% of the Astro customers be an Astro customer because of the reason that Astro is the nearest store to their home. 60% of the customers disagree that they choose Astro because of it is the nearest store to their work. The location hasn't got much affect on choice of Astro.

→ 5th one is *facilities*; most of the Astro customers pleased that open and close times and days of Astro. Also they agree that parking is more suitable at Astro. Most of the Astro customers don't use extra facilities such as restaurant, game saloon etc.

→ 6th one is *staff/worker*; Most of the Astro customers complain about Astro's staff/workers related to that:

- to find a staff/worker for helping to find some products or if there is a problem
- to find a staff/worker for helping to package or carrying bags to car.
- relation between staff/worker and customers.

Problem: Here we see that there is a problem on staff/worker. Astro should be needed to improve their staff/workers' working performance and services to their customers.

7.4.1.4 REİS

→ 1st one is *price*; nearly all of Reis customers agree that supermarket prices are expensive but at the same time they agree that product qualities are equal their prices.

→ 2nd one is *product range*; nearly all of Reis customers agree that they can find what they want and what brand they want. A few of Reis customers buy Reis's own brand products and Reis hasn't got enough different products under own brand.

→ 3rd one is *store layout*; half of the Reis customers agree that Reis is a big market and Reis has a good shopping atmosphere.

Nearly all of the Reis customers pleased that:

▪ there are enough space between shelves for shopping,

▪ goods which are selling in bakery, butcher etc. side without any package are hygienic,

▪ products' prices are in order and right on shelves.

This is the very important findings that all of the Reis customers agree that:

▪ Reis is clean in general

▪ customers can easily find what they want

Problem: There should make some changes on shopping atmosphere for better shopping willing.

→ 4th one is *location*; most of the Reis customers are Reis customers because of the nearest store to their home. Some of Reis customers choose Reis for the reason that the nearest to their work.

→ 5th one is *facilities*; nearly all of the Reis customers agree that Reis's open and close times and days are suitable for them.

There is a parking problem for customers. Also there aren't any extra facilities such as cinema, restaurant, petrol station etc. of Reis.

Problem: Reis should improve their parking and create some facilities for their customers.

→ 6th one is *staff/worker*; most of Reis customers agree that

▪ they can find a staff/worker for helping to find some products or if there is a problem

▪ they can be find a staff/worker for helping to package or carrying bags to car

▪ also there is a good relation between staff/worker and customers.

7.4.1.5 METROPOL

→ 1st one is *price*; half of Metropol customers agree that supermarket prices are expensive but at the same time all of the customers agree that product qualities are equal their prices.

→ 2nd one is *product range*; nearly all of Metropol customers agree that they can find what they want and what brand they want. A few of Metropol customers buy Metropol's own brand products and Metropol has got some different products under own brand.

→ 3rd one is *store layout*; nearly all of the Metropol customers pleased that:

- Metropol is a big market
- there are enough space between shelves for shopping
- Metropol is clean in general
- products' prices are in order and right on shelves.

All of the Metropol customers very pleased that:

- goods which are selling in bakery, butcher etc. side without any package are hygienic,
- Metropol has a good shopping atmosphere,
- customers can easily find what they want.

→ 4th one is *location*; half of the Metropol customers choose Metropol as the reason that is the nearest store to their home. Don't any Metropol customers agree that they choose Metropol for the reason that the nearest store to their work.

→ 5th one is *facilities*; nearly all of the Metropol customers agree that Metropol's open and close times and days are suitable for them.

All of the Metropol customers very pleased that parking facilities of Metropol. Just half of the customers use extra facilities such as restaurant, park for children etc. of Metropol.

→ 6th one is *staff/worker*; nearly all of Metropol customers agree that:

- they can find a staff/worker for helping to find some products or if there is a problem
- they can be find a staff/worker for helping to package or carrying bags to car
- also there is a good relation between staff/worker and customers.

7.4.2 *Is there a link between customers' demographic backgrounds and their choice in using a different superstore as in the case of Lefkoşa, North Cyprus?*

According to the findings there aren't big differences between the all five stores customers' demographic backgrounds. There are some percentage differences between each supermarket customers' background. You can see these differences on Table 7.1 and Figure 7.1.

	Gender	**Marital Status**	**Age**	**Education**	**Occupation**	**Family Life-cycle**	**Income**
Lemar	%70 Female	%90 Married	%80 26-49	%60 High School	%50 Civil Servant	%70 Married with children	%60 1500-2500
Önder	%80 Female	%80 Married	%90 26-49	%60 High School	%90 Civil Servant	%70 Married with children	%50 1500-2500
Astro	%50 Female	%60 Single	%50 18-25	%60 High School	%40 Student	%50 Married with children	%60 below 1500
Reis	%50 Female	%70 Married	%40 18-25 %40 26-49	%70 High School	%40 Civil Servant %40 Self-employed	%40 Married with children	%40 below 1500 %40 1500-2500
Metropol	%70 Female	%90 Married	%90 26-49	%60 High School	%70 Civil Servant	%90 Married with children	%50 1500-2500

Table 7.1 - Demographic backgrounds of each supermarket customers

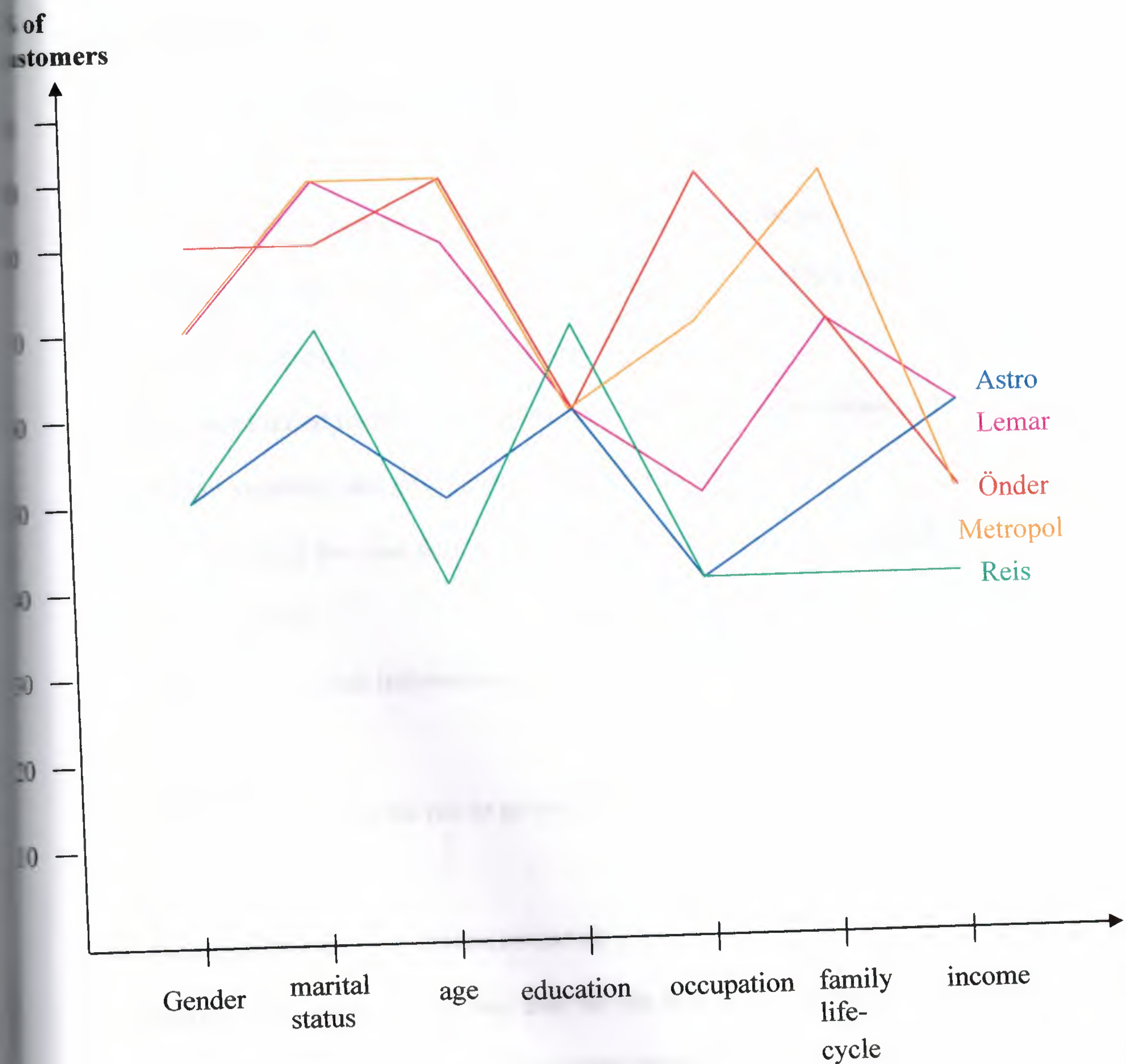


Figure 7.1 – Demographic backgrounds of each supermarket customers

7.5 Limitations of this research

There were many limitation of this project. There were:

→ There wasn't enough time to research in details of the study.

→ It was difficult to interview with shopping people. Because they had limited time to shopping, they want to finish their shopping in short time. They may be come from work and after shopping they quickly go home.

→ There was limited literature on this subject. So did some interviews with customers to find different variables that affect customers' supermarket choice.

→ Also because of the time limit, I can't learn the SPSS program in detail to analyze findings with more detail.

→ There wasn't enough information about supermarkets, its background, their mission or visions etc.

→ This study was costly for me to go one market to another.

7.6 Recommendation for future research

According to the study we can say that the six factors which are price, product range, store layout, location, facilities and staff/customer service are very important for customer choice. Supermarkets should use these factors as a strategic improvement to increase their successful. Shopping is sometimes boring for some customers; try to think as customers thinking to create them an enjoyable shopping by using the six factors.

If the limitations will overcome this study gives extra information about the customers' store choice.

7.7 Conclusion

This section introduced the summary of the findings for each supermarket, conclusions on project questions, limitations of the study and recommendation for the future research.

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APPENDIX A

QUESTIONNAIRE

[□ Lemar □ Önder □ Astro □ Reis □ Metropol]

SORULAR

Bölüm A: Sınama Soruları

1. Alışverişi sürekli siz mi yapıyorsunuz? □ Evet □ Hayır

2. Genellikle bu marketten mi alışveriş yapıyorsunuz? □ Evet □ Hayır

3. Bu market dışında alışveriş yaptığınız marketler hangileridir?

a) ______________ b) ______________ c) ______________ d) ______________

Bölüm B: Demografik Karakter Souları

4. Cinsiyet?

□ Kadın □ Erkek

5. Medeni durumunuz?

□ Bekar □ Evli □ Diğer

6. Yaş grubunuz?

□ 18-25 □ 26-49 □ 50-64 □ 65+

7. Eğitim durumunuz?

□ İlkokul □ Ortaokul □ Lise □ Üniversite: □ Lisans
□ Üst Lisans
□ Doktora

8. Mesleğiniz?

□ Ev Hanımı □ Emekli □ İşsiz □ Öğrenci □ Memur □ Serbest

□ Diğer ______________

9. Kaldığınız/yaşadığınız evin aile yapısı?

□ Tek □ Evli, çocuksuz □ Evli, Çocuklu

□ Evli, 18 yaşından küçük çocuk yok □ Arkadaş grubu

10. Evin toplam aylık geliri?

□ <1500ytl □ 1500-2500ytl □ 2500-3500ytl □ 3500-4500ytl □ 4500<

Bölüm C: Faktörlerle İlgili Soruları

11. Market fiyatları çok pahalıdır.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

12. Marketteki ürünler kalitesine göre fiyatlandırılmıştır.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

13. Aradığım herşeyi burada bulabiliyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

14. Aradığım birçok markayı burada bulabiliyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

15. Marketin kendi markasını taşıyan ürünleri tercih ediyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

16. Marketin kendi markasını taşıyan birçok çeşit ürün bulabiliyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

17. Market çok büyüktür.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

18. Raflar arasındaki mesafe rahatça alışveriş yapabilmek için uygundur.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

19. Marketin alışveriş ortamı çok iyidir. (Örneğin; müzik, ışıklar, kokusu, renkler vb.)

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

20. Markette açık olarak satılan yiyeceklerin olduğu kasap, pastane gibi bölümlerin hijyenikliğe çok önem verilmiştir.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

21. Genel olarak market temizliğine özen gösterilmiştir. (raflar,yerler vb.)

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

22. Markette aradığım ürünü rahatlıkla bulabiliyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

23. Satın alacağım ürünlerin fiyatları raflarda doğru ve düzenli olarak belirtilmiştir.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

24. Bu marketi tercih etme nedenim evime yakın oluşudur.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

25. Bu marketi tercih etme nedenim işime yakın oluşudur.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

26. Marketin açılış ve kapanış saati ile günleri bana göre çok uygundur.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

27. Marketin park yeri koşulları çok uygundur. (Örneğin: genişlik, düzen..)

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

28. Marketin lokanta, petrol istasyonu, sinema, oyun parkı gibi hizmet verilen bölümlerinden yararlanıyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

29. Aradığımı bulamadığımda bana yardım edecek bir çalışan/personel bulabiliyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

30. Paketlemelerde, arabaya taşımada yardımcı/personel bulabiliyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*

31. Çalışanların/personelin müşteriyle olan iletişiminin iyi olduğuna inanıyorum.

□ **1**	□ **2**	□ **3**	□ **4**	□ **5**
Kesinlikle Katılmıyorum	*Katılmıyorum*	*Kararsızım*	*Katılıyorum*	*Kesinlikle Katılıyorum*