Cyrielle Martin

CUSTOMER SATISFACTION SURVEY
FOR MY FRENCH CORNER

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Martin, Cyrielle
Satakunta University of Applied Sciences
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This bachelor's thesis was conducted as a case study for an online shop, My French Corner. The aim of the study was to measure the overall customer satisfaction of customers of this case company via a survey and to determine which factors influence customer satisfaction in an online context.

The theoretical part of thesis was gathered from marketing and business literature, articles and previous publications all related to the topics at hand. In this part, factors influencing customer satisfaction in an online context were introduced and explained as well as the methodology to create an efficient survey.

For the empirical part, a quantitative method was chosen to study the overall satisfaction of My French Corner's customers considering products and services. A Web-based survey was designed to interview all the actual and potential customers of the case company. Responses were gathered in an online database and analysed. The results and their analysis provide directions to develop My French Corner's ability to act in the future.

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1 INTRODUCTION

My French Corner Oy was created officially in December 2009 and the website was launched in March 2010. Its first target customers were the French expatriates living in Finland for professional reasons. But within a year, this company succeeded to attract Finnish fans of the French gastronomy and the French culture. As My French Corner is a new business, no customer satisfaction survey has been conducted since its launch in March 2010. Instead, perception of customer satisfaction has been based on feedback they get, usually by face-to-face meeting with the customers, but also by e-mail.

The idea for this project started in fall 2010 when I met one of the founders of My French Corner, Hélène Marseille in Café Sali during a "Vendredi Gourmand" of My French Corner. I was happy to buy some French bread and some "croissant" because I missed these products after few weeks in Finland. I was very interested in this company and about its work around the French food. I spoke with her about my wish to make my thesis for a local company and we set a meeting few weeks later to speak fully about a potential project together.

The idea for this project came partly from Hélène during my meeting with her the 5th November 2010. Indeed after one year of business, they had one special need: they wanted to know the overall satisfaction of their customers to improve the quality of their services to their customers. So we decided that I would be creating an overall customer satisfaction survey as my bachelor's thesis. The questionnaire would ask the actual customers their view on the different services provided by My French Corner. They wanted also to ask the potential customers. Indeed they wanted to know what restrain them to buy the products online. All the answers will help to give direction to develop My French Corner's ability to act in the future.

After the limitations for the project were set in the meeting, I met Tapio Pirkanaho, my supervisor, the 17th November to explain to him my project with My French Corner. He agreed about the topic.

Therefore the aim of this study was to find out how My French Corner's customers perceived this new company to help it to improve its overall customer satisfaction in the future. This part of the study was very interesting to conduct because My French Corner is a brand new business so has never conducted a customer satisfaction survey before. They have been depending on their products and services quality through direct feedback from their customers.

Thus this study has to clarify why customer satisfaction is important to maintain and which factors influence customer satisfaction in an online context. Additionally objective was to understand how to create an efficient customer satisfaction survey to examine how satisfied customers are with products and services of the case company, My French Corner.

The first chapter of this thesis is a presentation of the case company, My French Corner. The second chapter introduces the purpose and objectives of this thesis. The three following chapters concern the theoretical part. This part combines the key theory behind electronic commerce, customer satisfaction and survey. It begins with a general description of electronic commerce and customer satisfaction in the chapter four and five. These chapters also include the description of some methods in customer satisfaction measurement. Chapter six explains in detail the notion of survey. The methodology uses in customer satisfaction study is mentioned in the chapter seven. The analysis of the findings is described at the end of the thesis together with some recommendations for My French Corner.

2   CASE COMPANY: MY FRENCH CORNER

2.1   History of My French Corner

Based on the Finnish market, the case company My French Corner Oy Ltd was established in 2010 by three marketing and communication oriented expatriate wives sharing a passion for the French "art de vivre". The basic concept of their services is

to offer to French expatriates but also to interested Finns some commonly used food-stuffs from France, and many French local specialities via an online shop. (Website of My French Corner 2010)

The story of this company started in November 2008, when one of the owners, Hélène Marseille arrived in Finland. She wanted to find a job but it was too difficult because she could not speak Finnish. Before her arrival in Finland as wife of expatri-ate, she had already the idea to create an online shop based on one of her hobbies. In OL3, the nuclear plant in Olkiluoto, there were a lot of French expatriates and they were already importing some French foodstuffs like cheese and meat in an unofficial way. So she got the idea to create an online shop importing French food to meet the French community requirements in Rauma. In July 2009, Hélène met Miia Tiainen-Paquaux, a Finnish woman, expatriate as well due to the job of her French husband who was very interested in this project. She met also Laura Schlichter in fall 2009, a French woman who wanted to join the adventure with them. For three of them, creat-ing this new business was a way to catch up with the working-life and not just to sit at home. Also another reason for the company's existence is that they all have this background with multimedia, websites and communications. Overall the starting of the company was the sum of coincidences and the fact that all three women com-pleted each other so well and where looking for the same thing. Thus My French Corner Oy was created officially in December 2009 and the website was launched in March 2010.

2.2   Objectives of My French Corner

The main objective of My French Corner is to import and sell delicacies, which are hard to get in Finland. They want to show to their customers what is the French food-culture and try to bring it to everyone's knowledge. Mentally, they also try to fight against all kinds of factory-made food and really show that food can taste really good and have high quality. All the products of My French Corner come mainly from small producers in France. They present the French cooking in simple and convivial way through their website. Indeed on its website, customers can find a lot of useful information concerning producers, recipes and articles on the French gastronomy.

My French Corner use also a lot of different communication tools to catch the customers' attention: Facebook page, press items and also newsletters every month. Via its website, My French Corner tries to offer a simple and enticing atmosphere for their customers. In addition to the basic e-commerce platform, they offer their products at different events during the year. For example they take part in different markets or some tastings during the year. Likewise they give some culinary services to individuals.

The first target customers of My French Corner were the French expatriates living in Finland for professional reasons. But it has been noticed that Finnish people are really interested about French food-culture. The wide range of different products attracts people interested in French specialties like cheese or meat. Customers are not just from Rauma but also from Helsinki or other cities across Finland.

3 PURPOSE OF THE STUDY AND CONCEPTUAL FRAMEWORK

3.1   Purpose and objectives of the study

As it is a very young company, My French Corner has never attempted to measure the level of customer satisfaction among its customers. The purpose of this study was to create and implement a survey to determine how customers perceive products and services of the case company. This study was carried out between November 2010 and June 2011.

The following research questions were set to help to accomplish this purpose:
- What is an electronic commerce?
- What is a customer satisfaction?
- What affects customer satisfaction in an online context?
- How to create an efficient customer satisfaction survey?

The objective of this study was to determine how customers perceive products and services of My French Corner. They needed to have a clearer idea on the satisfaction of their customers. They wanted to match their range of products perfectly to the customers' demand. In this way, this study was also a means to change their purchasing policy in adjusting maybe the number of suppliers. Then this study was concentrated mainly on customer satisfaction and which factors influence it in an online context. But it was focused also on how to create and conduct a customer satisfaction survey for an online shop.

3.2 Conceptual framework

The key components of my research framework for consumer satisfaction in an online context can be seen in the figure 1 below.

Starting point of my conceptual framework are the five dimensions which influence the overall customer satisfaction of the customers in an online context. My framework suggested that consumer satisfaction is affected by information quality, system quality and service quality provided by My French Corner, the case company. But it can also be affected by product quality and price. Each dimension is divided into several factors which compose it. All these elements were taken in consideration in the creation of the survey.
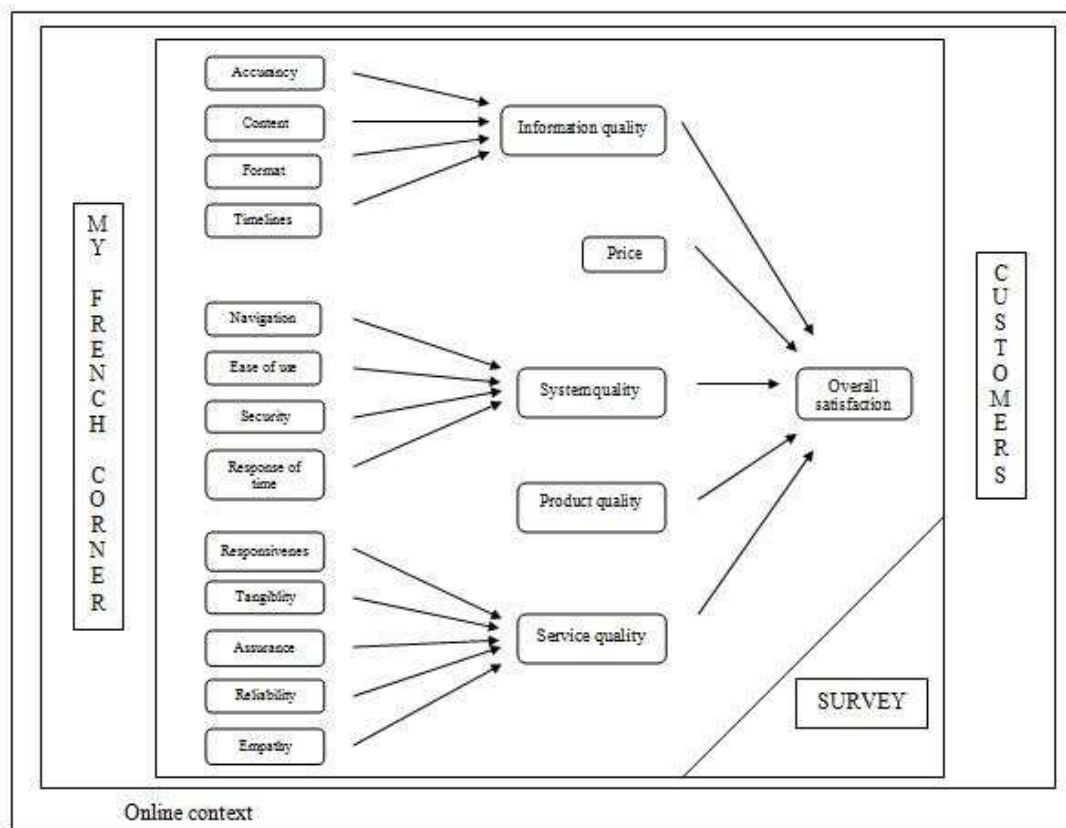
Figure 1. The conceptual framework: Factors affecting customer satisfaction in an online context. Modified from Cheung & Lee 2005, 5.

4 ELECTRONIC COMMERCE

4.1 Definition of electronic commerce

Even today, some years after the "Internet revolution", electronic commerce (also called e-commerce) remains a relatively new, emerging and constantly changing area of business management and information technology. (Tassabehji 2003, 3)

Electronic commerce is doing business on Internet. It is about using the power of digital information to understand the needs and preferences of each customer and each partner to customize products and services for them, and then to deliver the products and services as quickly as possible. (Vacca & Loshin 2002, 3)

Commonly, businesses communicate with customers and partners through different channels. Nowadays, the Internet is one of the newest and, for many purposes, the best business communications channels. Indeed this channel is fast, reasonably reliable, inexpensive, and universally accessible. It reaches virtually every business and more than 200 million consumers around the world. (Vacca & Loshin 2002, 4)

So the electronic commerce can be defined as a good tool to reach customers. But the rules are the same as for traditional businesses. To succeed in electronic business, companies need customers. And, of course, keeping customers is infinitely cheaper than getting new ones. High rates of customer retention can mean the difference between success and fail. So it is important to take care of them. (Bhat 2010, 144)

But the challenges that electronic businesses face in earning and retaining customers are different from those confronted by traditional business. Customers are much more movable. (Vacca & Loshin 2002, 15) Online, they can change shops easily and quickly when they don't find what they want. Moreover they can reach a huge number of shops all over the world in one click.

The options and flexibility of doing business online put much more control in the hands of consumers. On Internet, there is no one to apologize with customers when the service goes down or to explain what an error message means. And, alternatives are just a click away. (Vacca & Loshin 2002, 15)

For online consumers, the user experience is the most significant factor in customer retention. Customer experience comprises a range of issues, including ease of-use, speed, as well as less quantifiable aspects of a website. Therefore companies have to monitor very well their websites and ensure a positive experience for their customers and retain them. (Vacca & Loshin 2002, 16)

4.2 Different electronic commerce models

Depending on who the buyer and the seller are, the electronic commerce can be put into different categories. Following are explained the most common categories.

- The Business to Business (B2B) Model.

This is by far the largest form of electronic commerce in terms of sales. B2B can be defined as the exchange of products, services and information between business entities. (Sharma 2009, 107) This type of electronic commerce deals with relationship between and among the businesses. (Tassabehji 2003, 21)

B2B includes direct selling and support to business, request proposals, and, in some cases, bid to make a purchase at a desired price. Some information sites provide information about a particular industry for its companies and their employees. These include specialised search sites and trade and industry standards organisation sites. (Sharma 2009, 107)

- The Business to Consumer (B2C) Model.

This is the most well-known electronic commerce model. In it, businesses target individual consumers. Consumers generally gather information from various companies' websites, and buy online tangible articles such as books or intangible services from the companies such as booking. (Tassabehji 2003, 21)

- The Consumer to Consumer (C2C) Model.

In C2C commerce, consumers can buy from and sell to each other through a third party. The most common form of C2C electronic commerce is online auctions such as eBay. (Sharma 2009, 107)

In this C2C model, consumers interact directly with other consumers. They exchange goods but also information such as opinions about companies and products. (Tassabehji 2003, 21)

- The Business to Government (B2G) Model.

It is generally defined as the set up of commercial activities via electronic means between business organisations and government agencies online. It refers to the use of Internet for public procurement, licensing procedures, and other government related activities. (Sharma 2009, 108)

4.3 Advantages and disadvantages of electronic commerce

Whether Business to Business (B2B) or Business to Customer (B2C) model is followed, the Internet is creating opportunities for both customers and businesses.

Indeed this new way of business provides a reduction in acquisition time and costs. By becoming electronic commerce, businesses have access to people all around the world. And businesses can be contacted by or contact customers or suppliers at any time. (Tassabehji 2003, 12)

A reduction time to market is also achievable giving improved operating efficiencies and improved product quality at reduced cost. The payment process can be improved and finally and most importantly a greatly expanded customer base can be created. (Sharma 2009, 105)

Customers are able also to shop or conduct other transactions 24 hours a day, all year round from almost any location. They have not only a whole range of products that they can choose from and customise, but also an international selection of suppliers. So on the Internet, customers can shop around the world and conduct comparisons either directly by visiting different websites, or by visiting a single website where prices are aggregated from a number of providers and compared. (Tassabehji 2003, 13)

But one of its major problems is that online everything is changing fast. Both businesses and customers are overwhelmed by the speed of change and the number of choices available to them. (Sharma 2009, 106)

Moreover for the companies, there is a lack of sufficient system security and reliability. There are numerous reports of websites and databases being hacked into, and security holes in software. (Tassabehji 2003, 15)

For the customers, the lack of security is also a disadvantage. On the Internet, there is a lack of security and privacy of personal data.

In electronic commerce, physical contact and relationships are replaced by electronic processes. Customers are unable to touch and feel goods being sold online or gauge voices and reactions of human beings. It can be a disadvantage in the purchasing process (Tassabehji 2003, 14-15)

4.4 Electronic commerce in food industry

With the Internet, customers can purchase and have food delivered to their homes. The advent of "time starved" consumers and their access to the Internet make home delivery look like a solution to a modern consumer problem. Most surveys show that consumers don't like grocery shopping, considering it a drudgery task. (Reddy 2006, 74)

Thus Internet shopping for food represents enormous opportunities to take products and service to consumers in a most convenient way. Indeed consumers are finding that the online services are convenient. Ordering and shopping any time of the day or night from home, savings on transportation to a mall, and receiving products in one's home or office is convenient, and convenience is a primary quest for time pressed consumers. (Reddy 2006, 75)

5 CUSTOMER SATISFACTION

Since it costs five times as much to win a new customer as it does to retain an existing one, customer orientation is a vital strategy for any company. (Bhat 2010, 144)

Thus it is important for a company to know how satisfied its customers are with its services and products. But what is exactly customer satisfaction? Which methods can measure it? And how can this method be adapted to an electronic environment?

5.1 Definition

The definition of customer satisfaction is very simple. Customer satisfaction is the degree of correspondence between the expectations that a potential customer has for a product or service, and the perceived service that is in fact provided. (Raab, Ajami & Gargeya 2008, 71)

If the perceived service fulfils or exceeds the customer's expectations, the customer is usually satisfied. In contrary, if a service falls short in comparison to expectations, it leads to dissatisfaction. (Raab, Ajami & Gargeya 2008, 71)

Customer satisfaction is important to companies, because satisfied customers buy their products and services more and more often. Indeed they purchase more each time around, and they purchase more often. They also share their experiences with their family and friends, thus creating more potential customers and regular customers for the company. The link between sales, service, satisfaction and profits is direct. The more a customer is satisfied, the more he or she spends. The more customers spend, the more the company sells. (Gerson & Machosky 1993, 5)

Noriaki Kano developed a model to explain customer satisfaction (see figure 2). The model represents three areas of customer satisfaction. The first area of customer satisfaction shown by the diagonal line represents revealed requirements. This includes requirements which are written or verbal and easily identified. The second area of customer satisfaction, shown by the curved line, represents exciting requirements or innovation. Because they are unexpected, new ideas often excite and delight the customer. The third area of customer satisfaction, shown by the lower curve, represents unspoken requirements. The customers may be unaware of them or may assume that such requirements will be automatically provided. (Bhat 2010, 148)
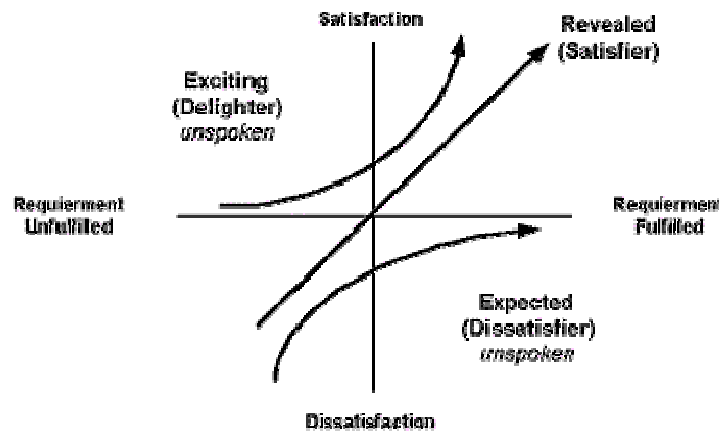
Figure 2. The Kano model of Customer Satisfaction

According to Kano, just meeting a customer's needs, it's not enough. The company must exceed the customer's needs. (Bhat 2010, 148)

5.2 Models for customer satisfaction measurement

5.2.1 SERVQUAL

SERVQUAL-model is an instrument developed by Parasuraman, Zeithaml and Berry in the mid eighties to measure customer satisfaction with different aspects of service quality.

As shown in figure 3, it is based on the idea that customers can evaluate a company's service quality by comparing their perceptions of its services with their expectations. Customer expectations are what customers would expect to have from the perfect company. Customers' expectations come from word of mouth with relatives, past experiences or also personal needs. And customers' perceptions are the real perceptions from the company's service quality. This method is a driver for service quality improvement.
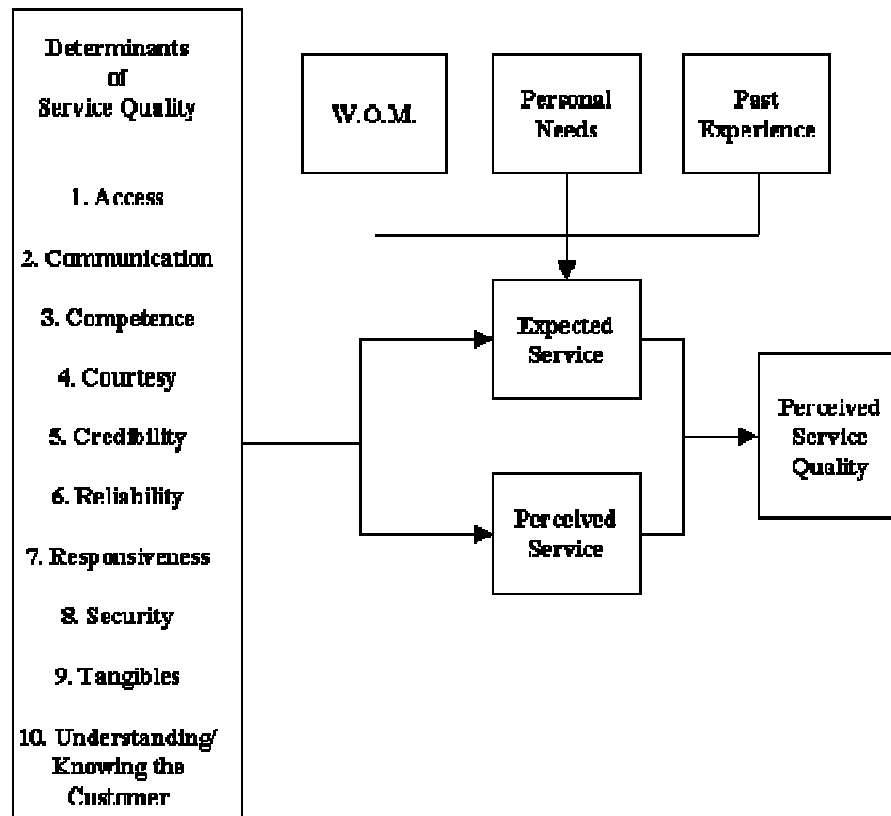
Figure 3. Service Quality Model (Parasuraman et al. 1985b)

This method uses a set of service quality determinants (explained later) measured by a 22-item scale. Indeed it consists of two sections. 22-items record customer expectations of the perfect company and 22-items measure customer perceptions of the case company. Customers are invited to answer questions about both their expectations and their perceptions. Their responses to their expectations and perceptions are obtained on a 7-point scale. For the customer expectation, 1 means "not at all essential" and 7 "absolutely essential". And for the customer perception, 1 means "strongly disagree" and 7 strongly agree".

At the end, a quality score can be calculated based on the difference between expectations and perceptions over the 22 items. This instrument defines customer satisfaction as perceived service quality, which is the gap between expected service and perception of service actually received.

Therefore Parasuraman, Zeithaml and Berry have identified ten service quality determinants in their research, which apply to all customers when they evaluate quality of the service:

- *Tangibles*: appearance of physical facilities, equipment, personnel, printed or visual material
- *Reliability*: ability to perform promised service dependably and accurately.
- *Responsiveness:* willingness to help customers to provide prompt service.
- *Competence*: possession of required skill and knowledge to perform servide
- *Courtesy*: politeness, respect, consideration and friendliness of contact personnel.
- *Credibility*: trustworthiness, believability, honesty of the service provider
- *Security:* freedom from danger, risk
- *Access:* approachability and ease of contact.
- *Communication:* listening to customers and acknowledging their comments, keeping customers informed in a comprehensive language
- *Understanding the customer:* making the effort to know customers and their need

Nowadays these ten quality dimensions mentioned above have been compressed into five. Tangible, reliability and responsiveness have remained as they are, but the rest of the dimensions are included into two new dimensions. Competence, courtesy, credibility and security form a new dimension called assurance. The rest of original dimensions that is to say access, communication and understanding the customer form the fifth dimension called empathy. While SERVQUAL has only five distinct dimensions, they capture facets of all ten originally conceptualized dimensions. (Parasuraman et al. 1985, 24)

Over time, a few variants of the SERVQUAL-scale have been proposed. SERVPERF is one of them. This alternative developed by Cronin and Taylor in the early nineties is based on the findings that service quality does not depend on expectations and can be directly measured by perceived quality. Thus there is only a "performance-only" scale composed of only 22 items. Besides Cronin and Taylor provided empirical evidence across four industries (namely banks, pest control, dry cleaning, and fast food) to show the superiority of their "performance-only" instrument. (Sanjay & Garima 2004, 28)

5.2.2 Total Perceived Quality

According to Grönroos, total perceived quality is obtained when the experienced quality meets the expectations of the customer. Therefore the total perceived quality is defined by the gap between the expected and the experienced quality. Thus if the expectations are unrealistic, the total perceived quality will be low, even if high quality was experienced (Grönroos 2000).
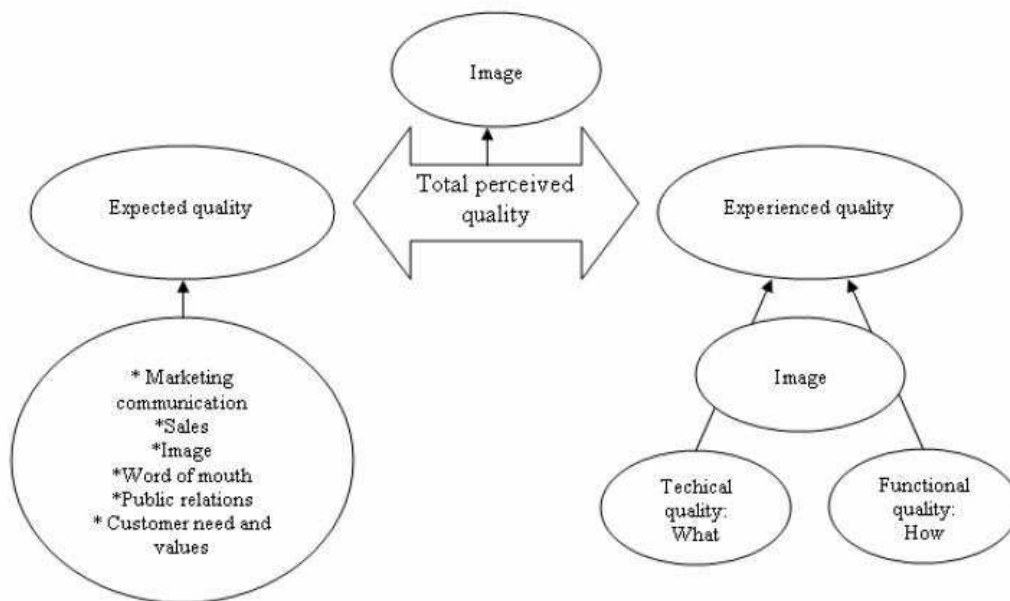
Figure 4. Total Perceived Quality (Grönroos 2000, 67).

As shown in figure 4, the experienced quality is divided into two dimensions: technical and functional quality. Technical quality represents the outcome of the service while functional quality represents the service process.

Concerning the expected quality, there are several features affecting customer expectations. The expected quality is heavily influenced by market communication as well as others factors: sales, company image, word-of-mouth, public relations and customers needs and value. Marketing communication includes advertising, sales campaigns, PR and direct mails, which are controlled directly by the company. In contrary, the image, public relations and word of mouth factors can't be controlled directly by the company.

5.3 Customer satisfaction measurement in an online context

Internet has changed the business environment. Indeed this new tool gives more power to the customers. They can access virtually to an unlimited selection of products and suppliers. They can easily switch to another website in a single click. So customers would be loyal to an online shop which meets their needs and provides quality services. They could also recommend this shop to other people. In contrary, dissatisfied customers would leave this electronic shop without any complaints. So it is important for electronic commerce to know the level of satisfaction of their customers to improve their offers and identify the problems.

In an electronic context, new dimensions are included into customer satisfaction. Customer satisfaction with an electronic commerce is impacted by beliefs about service quality but also information quality and system quality. Indeed on Internet, there is no face-to-face contact and it is the website which is the showcase of the shop.

In this study, the price and the quality of the products and services will be also taking in consideration in the measurement of the overall customer satisfaction of My French Corner's customers.

5.3.1 Service quality

In an online context, the dimensions of the SERVQUAL model can be applied but with some adaptations.

The dimension "Tangible" refers no longer to the physical environment such as facilities or appearance to the personnel but to the appearance of the website. An attractive interface and the clarity of the purchase procedures are tangible service benefits. (Cheung & Lee 2005, 11)

"Reliability" in an online context means to provide the service on time and as ordered online. Indeed the customers want the promised service in a reliable manner. (Cheung & Lee 2005, 11)

"Responsiveness" is a key consumer issue in an online context. This dimension is the ability of the website of the online shop to provide prompt service and helpful guidance when problems occur. Indeed customers want some responses when they have questions concerning products and services or when they run into problems. (Cheung & Lee 2005, 11)

"Assurance" refers to the ability of the electronic commerce to provide confidence and trust to their consumers. For this dimension, knowledgeable and courteous have to be shown through the system's ability to guide the customers through the process. For example, courteous help-screen or appropriate error messages can help the customers in a comparable manner to guidance signs in a traditional store. (Cheung & Lee 2005, 11)

In the SERVQUAL model, "Empathy" focuses on the care and individual attention to the customers. Creating a personalized service through customized contents, personal greetings or individualized email participated are part of the dimension "Empathy". (Cheung & Lee 2005, 11)

5.3.2 Information quality

The quality of the information on a website attracts or drives away from the website the potential customers. Moreover the information quality is a strong determinant of customer satisfaction on an electronic environment. As the SERVQUAL model, the information quality is composed of different elements.

The first one is "Accuracy". This refers to the accuracy of the information on the website. Indeed the reliability of the information affects consumer evaluation of the website and purchasing decision. (Cheung & Lee 2005, 7)

Customers are also sensitive to the relevance and completeness of information on the website. They want to find information that they want quickly because relevant information can help customers to make competent and informed decisions about a

product or service. Therefore this dimension called "Content" is taking in consideration in the information quality. (Cheung & Lee 2005, 7)

The "Format", the way how the information is presented on the website is also important. It is important to provide relevant information in a format that maximizes the utility of consumer search activity. For example, graphics, sound and video make the information attractive for the customers. (Cheung & Lee 2005, 7)

If the website is not frequently updated, the information become outdated and the customers can have the expected performance. This element of information quality is called "Timeliness". (Cheung & Lee 2005, 7)

5.3.3 System quality

Online, there is no face-to-face contact between the seller and the buyer. The website, also called the system, is the unique interface with customers. So the system quality is focus on the interaction between the consumer and the website. Four principles specific to the online environment can be included in the system quality: navigation, ease of use, response time and security. (Cheung & Lee 2005, 10)

"Navigation" deals with the organization of the website. The sequencing of pages, the layout and the navigation tools are the elements of this principle. They are all important to keep the navigation on the website easy and to help the customers to find the product information or place an order. (Cheung & Lee 2005, 10)

"Ease of use" defines the degree to which the system is user-friendly. If a website is easy to use, it helps consumers accomplish their tasks. This element is important for them. (Cheung & Lee 2005, 10)

"Response time" refers to the speed of access and downloads information on the website. It refers also to the availability of the website at all the time. Indeed the website needs to have always a consistently download speed otherwise customers will abandon the transaction online if it is too slow. (Cheung & Lee 2005, 10)

The last element of information quality is "Security". Indeed the information online must be secure. So the website has to be able to protect consumer information collected from their electronic transactions. Privacy and security of online transaction are important to build trust and long-term relationship with customers. (Cheung & Lee 2005, 10)

5.3.4 Product quality and Price

In this chapter, the service quality was mainly mentioned. But in the case of My French Corner, the product quality is also important because it is the core business of this company to deliver products to customers. The price is another element taking in consideration by the customer before to buy online.

Therefore the product quality is an essential element in customer satisfaction. If a product meets the customer's expectations, the customer will be pleased and consider that the product is of acceptable or high quality. In contrary if customer's expectations are not fulfilled, she/he will consider that the product is of bad quality and will be dissatisfied. (United Nations Industrial Development Organization 2006, 1)

Before launching a new product, the company has to define its specifications to ensure a good quality to its products. A specification is the minimum requirement according to which a producer makes and/or delivers the product and service to the customer. In setting specification limits, the following should be considered:
- The customer's needs
- Requirements relating to product safety and health hazards
- Requirements provided for in national and/or international standards
- The competitor's product specifications, in order to gain marketing advantages (United Nations Industrial Development Organization 2006, 1)

Price is also an important element in customer satisfaction. Price may be defined as the value of product attributes expressed in monetary terms which consumer pay or is expected to pay in exchange of the expected or offered utility. (Ramachandra,

Chandrashekara & Shivakumar 2010, 110) If the price is too high in comparison to the utility of the product or service, the customer will be dissatisfied.

All the elements described in this chapter have to be taken in consideration during the study of the overall customer satisfaction of the My French Corner's customers.

6 SURVEY

6.1 Definition of survey

Surveys are often conducted simply because it is the only way to get the information needed. (Alreck & Settle 1995, 3) This method involves asking questions from people face-to-face, by telephone, via a mail or also an email. (Adams, Khan, Raeside & White 2007, 128) Survey is a good way to collect data about the opinions and behaviours of customers. Indeed, because information is often given anonymously, people are more likely to be truthful. (Combes 2001, 38)

Then a survey can be a quick and inexpensive method of obtaining information. For that, a well-designed coded questionnaire needs to be created for a survey. Thus it is easier to analyse data to compare with interview. (Combes 2001, 38) The design of the survey needs careful consideration in order that data analysis is efficient and meaningful. The main problem in a survey is a biased interpretation due to no contact with the respondent in some case. It may be not easy to 'read between the lines'. Reading the written word without seeing the facial expression or hearing the voice of the respondent might lead the researcher to miss important information. (Combes 2001, 121)

Type of information collected via a survey

The information which can be collected in a survey can be divided into three major areas:

- Classification: Who the respondent is?
- Behavioral: What she/he does?
- Attitudinal: What she/he thinks?

Classification data includes personal attributes like demographics and socioeconomics, and includes familiar survey topics such as: age, gender, marital status, parental status, geographic location (Zip code, state, country, etc.) Classification questions are mainly straightforward and easy to answer from the respondent's point of view. Because they focus on simple personal characteristics, they are not generally subject to much questionnaire-induced bias. (Grossnickle & Raskin 2001, 166-167)

Behavioral data contains a range of metrics that define the consumer. While classification data involves asking respondents about who they are, behavioral data probes into what consumers do with their lives. Behavioral data can cover a wide range of topics. For example, the researcher can try to know this kind of information about the respondents: leisure activities, money spent on food, time spent watching television, (Grossnickle & Raskin 2001, 168)

Providing behavioral data in a survey requires more effort on the respondents' behalf than providing classification data, because they'll need to think about their personal habits and past actions in order to answer this kind of questions. Both respondent fatigue and simple lapses of memory can limit the level of accuracy of the data obtained. (Grossnickle & Raskin 2001, 168)

Attitudinal data captures opinions, preferences, or perceptions from the customer. Attitudinal data can include things that are based on personal beliefs or self-image. It can also include a wider range of topics. It could be about brand preferences, brand perceptions, advertising response, product requirements. All these topics share a common characteristic: they are driven by the consumers' cognitive and emotional processes. (Grossnickle & Raskin 2001, 169) Attitudinal questions deal with very subjective material; hence they are typically the most difficult for respondents to answer. They are also the most vulnerable to questionnaire-induced bias. (Grossnickle & Raskin 2001, 170)

6.2 Ethics involved in survey

Ethics can be defined as a code of behaviors appropriate to academics and the conduct of research. So the conduct of a research has to be guided by a code of ethics. This will provide to the researcher with a statement of principles and procedures for the conduct of the research. (Saunders, Lewis & Thornhill 2003, 129)

First, the researcher is ethically bound to do nothing to harm the sponsor. She/he always has to seek and protect the best interests of the company during the process of the survey. (Alreck & Settle 1995, 11)

The researcher has also to refuse any project or relationship with a company which seeks to bias the survey to get certain information or data. Some projects appear to be an actual survey, when in fact the process is rigged to yield specific findings. (Alreck & Settle 1995, 10) For example, the sample is designed to obtain responses from those who are more likely to be favorable to the position of the sponsor or the results are to be analyzed to generate a positive picture. (Alreck & Settle 1995, 10)

Concerning the data collection, the researcher has to be sure that the respondents are consent to participate to this survey. She/he ensures a fully informed consent of research participants. (Saunders, Lewis & Thornhill 2003, 131) For that, she/he should inform them about the purposes of the survey and to which use the data will be put. (Gray 2004, 120)

Another ethical issue is around the control and use of data collected by the researcher. The survey data, the information, the instruments, and the knowledge that a survey is being conducted are all propriety to the sponsor, the company. (Alreck & Settle 1995, 9) So the researcher has to obtain prior permission or approval of the company before publishing or using any survey information or data. Moreover at the end of the project, the researcher has to return all data, reports, or other material to the sponsor.

The researcher has also ethical obligations toward respondents. The privacy and anonymity of respondents have to be respected if they're promised that their identity won't be revealed. For example, the researcher can't help the company to identify individual respondents. If the identification is to be provided to the sponsor, the

researcher has to inform the respondents in advance and they are free to decline participation to the survey if they prefer. (Alreck & Settle 1995, 9)

Finally, use of Internet and email during the data collection has to respect the "netiquette". (Saunders, Lewis & Thornhill 2003, 136) This expression has been developed to provide a heading for a number of guidelines about how to act ethically when using Internet.

6.3 Delivery methods

The design of a survey differs also according to the method to how it is administrated and the amount of contacts that the researcher has with the respondents. The administration of a survey can have a great impact on the response rate. It has also an impact on the quality and the reliability of the respondents' answers. (Adams, Khan, Raeside & White 2007, 136)

6.3.1 Traditional delivery methods

To appreciate the power of online survey techniques, it is important to understand all the traditional methods to deliver a survey. (Grossnickle & Raskin 2001, 134)

In-person interview surveys

Before the phone was used as the main method of data collection, marketing researches were conducted in person. It means that interviewers went from door-to-door to survey customers in their homes or ask them in the streets. Personal interviewing provides the most complete contact with respondent because face-to-face interaction permits both audible and visual communication with respondents. (Alreck & Settle 1995, 33)

This technique is much more expensive per head because an interviewer has to be present while each respondent answers. The cost of interviews includes the time the interviewer spent in setting up each interview, travel to where respondents are lo-

cated and an allowance for broken appointments. (Easterby-Smith, Thorpe & Jackson 2008, 220) So with this method, it is difficult to interview a lot of people. However, responses rates are higher than for the other methods. (Gray 2004, 111) This method is often used when accurate data are the main priority.

Telephone interview surveys

Telephone interview surveys are nowadays commonplace in many research projects since they combine the low cost of the postal survey with the interactivity of the face-to-face interview. (Easterby-Smith, Thorpe & Jackson 2008, 220) With telephone interview, the interviewer doesn't have to go into the field. The interviewer just has to call respondents from a call center. This is currently the most common method of data collection when the respondents are widely dispersed.

But telephone survey is slowly becoming impractical, as response rates drop dramatically. The issues arise from the fact that telephone interviews lack any visual component to assist the respondent in understanding them. Indeed contrary to other interviewing methods whereby respondents are provided either paper or electronic questionnaires to fill out, telephone interviews are administered orally. Thus, interviewers must read aloud each question and its corresponding answer choices. Respondents are expected to sit patiently on the other end of the phone, recall all the answer choices, carefully consider the answer, and then respond to the question. Unfortunately, not all respondents have photographic memories, and some quickly become confused and frustrated when asked to recall long lists of answers. In addition, the interview process can take considerably longer than would be the case with written surveys. (Grossnickle & Raskin 2001, 136-137)

Postal survey

This data collection technique consists of sending paper-based questionnaires to the respondents that are later returned by them by mail. In order to ensure responses, prepaid return envelopes are included along with the questionnaire. (Adams, Khan, Raeside & White 2007, 137) One main benefit of this technique is that it doesn't require an interviewer to find or contact a respondent at home or by telephone. More-

over this method has the advantage that the cost per respondent is low for large samples compared with any method that require face-to-face contacts with respondents, especially when the sample members are widely dispersed. (Easterby-Smith, Thorpe & Jackson 2008, 219)

Postal surveys are effective at reaching respondents. But reaching a potential respondent is not always enough to convince them to participate in a survey. Indeed postal surveys are passive, and easily ignored by potential respondents. Thus respondents must take the time and make the effort to mail the survey back. Both issues can result in very low response rates. (Easterby-Smith, Thorpe & Jackson 2008, 219) But contrary to telephone interview surveys, which require respondents to listen to and recall questions, postal surveys allow respondents to carefully consider questions and answer choices.

Another drawback is that this method requires a significant investment of labor and time. The preparation of the mailing lists, stuffing of envelopes, posting, and mailing usually take a few days for a staff person to complete. Receiving and processing the surveys once they're returned can also be a huge task. (Grossnickle & Raskin 2001, 138-139)

6.3.2 Online surveys

Online surveys are quite new, but an increasingly popular way of conducting surveys. There are two ways in which an online questionnaire can be delivered, as a word processed document attached to an email or via a website. (Gray 2004, 109)

Email survey

The use of email is increasing quickly as a main means of communication. Using email to conduct interviews is analogous to conducting mail surveys. The researcher sends a questionnaire vie an email and the respondent has to answer in sending back this questionnaire. (Easterby-Smith, Thorpe & Jackson 2008, 220) One of the advantages of using email for research purposes is that it is fast. (Combes 2001, 120)

It is also easy to reach respondents. There are no geographical boundaries. (Combes 2001, 122)

However, this technique is not without problem. To conduct a survey via email, the researcher has to ensure that the population that she/he wants to survey has access to email. (Grossnickle & Raskin 2001, 140) Moreover anonymity is difficult to guarantee using email. Indeed it is very difficult to hide the name of the respondent's email because her/his email address is automatically added to her/his reply. (Combes 2001, 120)

Web-based survey

Another application of modern communication technology is the Web-based survey. Instead of mailing a questionnaire to each respondent and ask them to mail back, the questionnaire is located on a Website, and each respondent is sent the address in order to access it especially when the sample members are widely dispersed. (Easterby-Smith, Thorpe & Jackson 2008, 220) This is accomplished by including a URL link to a Web-based survey in an email solicitation. In this case, users can simply click on them to automatically launch the Web browser and the survey. Otherwise, users can copy and paste the URL into a browser location window. (Grossnickle & Raskin 2001, 140)

Online research that is conducted via the Web combines the strength of mail surveys with the dynamic nature of a phone survey. Like mail surveys, online studies allow respondents the ability to carefully consider questions and all the possible answers. (Grossnickle & Raskin 2001, 140) The negative effects of shyness are easier to overcome when communicating via the computer. (Combes 2001, 121) Like phone surveys, the interactive nature of online surveys provides the ability to customize questions and answer choices based on a respondent's previous answers. (Grossnickle & Raskin 2001, 140) It is also possible to build an error checking of answers to ensure that people answer all before submitting their responses. (Easterby-Smith, Thorpe & Jackson 2008, 220) Moreover, the Web is a rich multimedia environment and, as such, allows the inclusion of pictures, sounds, video, and any other imaginable descriptive content. (Grossnickle & Raskin 2001, 141)

Another advantage is that it is a cheap method. Indeed the actual process of collecting interviews online is completely automated. (Grossnickle & Raskin 2001, 144) It's also quick. Whereas the number of interviews that can be collected with traditional methods of data collection during a certain period of time is limited, computers can collect tens of thousands of interviews each day. (Grossnickle & Raskin 2001, 145) Then while traditional techniques may require teams of people, online survey can be conducted by a single person. (Grossnickle & Raskin 2001, 146)

Online survey data is always in electronic format. This greatly reduces the work, cost, and time involved in arriving at relevant results, because data from online studies can easily be converted to be analyzed. Indeed the automated script that runs the Web survey stores answers in a database. At the end of the research time, the researcher opens the results file in Excel or another analysis package and begins the analysis. (Grossnickle & Raskin 2001, 147)

6.4 Questionnaire in a survey

In this part, all the methods to create a good questionnaire are explained. All these elements will be taken in consideration during the creation and the implementation of the survey for My French Corner.

A good questionnaire is not just a list of questions. It has to be carefully planned. Indeed a well designed questionnaire should translate the objectives of the study into questions that will obtain the information the researcher needs. (Combes 2001, 123)

6.4.1 Basics attributes of questions

The questions of an effective survey should include three important attributes: focus, brevity and clarity. Indeed questions should focus directly on the specific topic where the company needs information. For that, the best way to be sure that the question is focused directly on the issue is to ask as precisely as possible exactly what the company needs to know about the customers. (Alreck & Settle 1995, 88) Then short

questions are less subject to mistake on the part of both interviewers and respondents. When questions are too long, respondents forget the first part of the question by the time they read the last part of the questions. Thus the brief form of a question is more likely to provide reliable data than is longer form. Finally, the meaning of the question must be completely clear to all respondents. So the question has to be built in a way where everyone can interpret the question in exactly the same way. (Alreck & Settle 1995, 89)

6.4.2 Expressing the questions

In a survey, questions are expressed in words. So they must be expressed with the appropriate words to obtain good answers. The aim of making the respondent understand the survey effortlessly poses requirements for the style of the question. Thus, vocabulary and grammar are very important when creating survey questions. Choosing the words correctly is crucial for the respondent to understand the question. If the words used are not in the vocabulary of some respondents, they cannot understand what is asked in the question. This will introduce error or bias in the data. (Alreck & Settle 1995, 90) Thus the researcher should use explicit words that are simple and mean the same thing to all the respondents. Long and rarely used words are to be changed to shorter and simpler everyday words.

Arranging the sentences in the right way is as important as using the right vocabulary. Indeed the way of putting word together to form questions including usage and punctuation is crucial. The most effective questions are simple sentences. (Alreck & Settle 1995, 92)

To conclude, the choice of both vocabulary and grammar for expressing the survey questions has to be based on what the least sophisticated respondents could understand. (Alreck & Settle 1995, 92)

6.4.3 Types of questions

The questions asked of respondents are the most essential component of the survey. Their performance has a profound effect on the survey results. Thus, the questions asked in a survey must be clear and unambiguous. (Adams, Khan, Raeside & White 2007, 132) The fundamental task of composing the questions has to be done carefully and properly.

Open-ended questions

In a survey, open-ended questions provide respondents a way of writing in their answer. Their answers are given as textual statements. (Adams, Khan, Raeside & White 2007, 132) This kind of questions allows the respondent to give a personal opinion. (Combes 2001, 124) The advantage of open-ended responses is that they allow for all types of answers by not restricting the respondent to choosing from a pre-defined list. Open-ended questions can provide very rich and contextual results. But these advantages can become problematic if you want to analyze the data. To be more than an interesting reading, this type of data must be converted into some kind of numerical format to be analyzed. This process is called coding. Depending upon the size of the sample, coding can be merely annoying and time-consuming. (Grossnickle & Raskin 2001, 171)

Closed or multiple-choice questions

Because open-ended questions make analysis time-consuming and difficult, closed questions can also be used to understand how respondents relate to an issue. Closed questions restrict the choice of answers by giving to the respondents a pre-defined list of responses. This kind of questions is very popular in survey research because the respondents answer quickly in selecting single or multiple items from the list. The respondents don't have to think about their own reply. (Combes 2001, 124)

The listed items correspond to pre-coded numeric values that are stored in the data set. This conversion makes the final data set much smaller, allows the researcher's data processing program to summarize the data more efficiently, and allows ad-

vanced statistical procedures to be run. (Grossnickle & Raskin 2001, 172-173) One of the main disadvantages of closed questions is that misleading conclusions can be drawn because of the limited range of options available. The answers can loss the spontaneity of respondents. (Adams, Khan, Raeside & White 2007, 132)

6.4.4 Items scales

The answer choices for your multiple-choice questions will use one of several formats, known as scales. Different scales result in different data types, and each data type has significant implications for ability to the researcher to summarize and analyze that data. (Grossnickle & Raskin 2001, 174) Indeed with scales, the researcher obtains responses that can be comparable to one another because all the responses are expressed in the same terms. Scales can be arranged because they give answers to a lot of questions quickly and in a very little space. (Alreck & Settle 1995, 113)

There is a lot of various scales used in surveys. Following are described the most typically scales used in surveys.

Nominal scale

Nominal scale allows the researcher to determine whether respondents possess certain characteristics, but no judgment is made about whether one characteristic is ranked above another, or whether one respondent has more of a particular characteristic than another. Variables measured on a nominal scale can also be referred to as categorical or qualitative variables. (Grossnickle & Raskin 2001, 174)

Example of nominal scale:
Questions: What is your favourite flavour of ice cream?
Possible answers:

>Chocolate
>Vanilla
>Coffee
>Strawberry
>Others

Ordinal scale

Ordinal scale implies a hierarchy in the answer choices, but do not imply a set amount of distance between each choice. So the choice listed first is less than the second, the second less than the third, and so on. (Alreck & Settle 1995, 120)

Example of ordinal scale:

Question: When do you or someone in your family turn on a television set in your home on a week day?

Possible answers:

> The first thing the morning
> A little while after awakening
> Mid-morning
> Just before lunch, etc…

Interval scale

Interval scale improves upon ordinal scale because this scale defines the distances between answer choices. Indeed with an interval scale, the researcher can quantify the size of the difference. (Grossnickle & Raskin 2001, 177)

Example of interval scale:

Question: How many times in the past month have you shopped at XYZ.com?

Possible answers:

> None
> 1− 4 times
> 5− 9 times
> 10− 19 times
> 20 times or more

Using internal scale obviously provides very precise data, assuming respondents can accurately report on their behavior to that level of detail. (Grossnickle & Raskin 2001, 178)

Numeric scale

With numeric scale, the respondent rates the attribute with a number according to a defined range (for example 1 to 10). To explain the rating scale, words or phrases are typically placed at each side of the scale. Typically, numeric scale is 5, 7, or 10 points wide. In all cases, there is no middle answer, forcing respondents to lean one way or another. (Grossnickle & Raskin 2001, 181)

Example of numeric scale:
Questions: How important to you is the service in a restaurant?
Possible answers:

Extremely	1	2	3	4	5	Extremely
Unimportant						Important

Likert scale

Likert scale, named for its creator, states the issues or opinion and obtains the degree of agreement or disagreement of the respondent. This scale provides answers in the form of coded data that are comparable (Alreck & Settle 1995, 116) It is the "Strongly agree, Agree Somewhat, Neither Agree, Disagree, etc." scale.

Example of Likert scale:
Question: I usually eat my lunch in a restaurant
Possible answers:

> Strongly agree
> Agree somewhat
> Neither agree nor disagree
> Disagree somewhat
> Strongly disagree

Likert scale has the advantage of grounding each point in the rating to something tangible to the respondent, as opposed to the numeric scale. A disadvantage of the Likert scale is the fact that respondents may not all place the same value on each point of the scale, or the distance between one point and the next. (Grossnickle & Raskin 2001, 184)

Semantic differential scale

It is a variation of the Likert scale which opposes two adjectives (or phrases) at each side of the scale. Respondents are asked to choose the adjective most closely representing their feeling on the issue. The scale may be as simple as a 2-point scale, but more often it has several points to choose from. (Grossnickle & Raskin 2001, 185)

Example of a semantic differential scale:
Question: Give us your opinion of the pizza served in our restaurant.
Possible answers:
Hot   1   2   3   4   5   6   7   8   9   10   Cold

Boolean scale

Boolean scale is simple "Yes or No" or checkbox questions that are used to get feedback quickly on a large number of items. (Grossnickle & Raskin 2001, 188)

Example of boolean scale:
Question: Which of the following products do you intend to purchase in the next two months?
Possible answers:

A car
A bicycle
A wash-machine
A computer

Adjective checklist

The adjective checklist is a very straightforward method of obtaining information about how a topic is described or viewed. The adjectives listed can be many and varied. Short, descriptive sentence can also be used. (Alreck & Settle 1995, 131)

Example of an adjective checklist:
Question: Please tick the box in front of any word or phrase that describes your job

Possible answers:

> Easy
> Technical
> Routine
> Low-paying, etc…

6.4.5 Layout

The presentation of the questionnaire is also important. If it is badly designed, respondents can lose their way in the process. The layout can be almost as important as the wording of the questions themselves. Then it should be clearly, consistent in display and presented logically with enough place to replies in case of open questions. Moreover all instructions should be easy to understand and unambiguous. (Combes 2001, 132)

A pleasing design will keep respondents more interested and increase response rates. For that, background colours, fonts or images can be used. But the questionnaire doesn't have to be too overcrowded. (Grossnickle & Raskin 2001, 209)

If the survey is conducted for a website with an established brand identity and feel, the background image and a few branding elements (logo, icons, etc.) can be copied into the survey to quickly give it a professional look that is complementary to the site it represents. It needs also to be checked that the survey looks acceptable on various screen sizes and resolutions. The time of loading needs to be checked. Indeed though images can definitely make the survey more visually appealing, they greatly increase the size of the file. Respondents may cancel the load of the page if it taxes their patience, or if they think the survey is malfunctioning because it's taking so long to load. (Grossnickle & Raskin 2001, 209)

6.4.6 Explaining the purpose of the study in the questionnaire

Solicitation

Surveys depend very heavily on the voluntary cooperation of respondents. Some experiences show that nearly all who refuse to cooperate do so within the first few seconds after initial contact, whether the contact is in person, on the telephone, by mail or by email. (Alreck & Settle 1995, 144) Consequently it is essential that the solicitation is composed effectively. It is the first part of the questionnaire that respondents look at. (Saunders, Lewis & Thornhill 2003, 305) It will encourage them or not to begin answering questions and the response rate will be increased.

The solicitation has the power to drive people to the survey. So this part has to give a clear and concise message. It might help to think of it as a direct marketing exercise: get the user's attention, convey a message, and motivate action. (Grossnickle & Raskin 2001, 210-211) In the solicitation, the purpose of the survey has to be explained clearly and concisely to the respondents. (Adams, Khan, Raeside & White 2007, 137)

It is essential to give a date by which the questionnaire should be returned in the solicitation. Two weeks is often the right amount of time to allow to the respondents. Indeed if the period is too long, people will put the survey to one side believing they have enough time to fill it in and then they are likely to forget to answer. (Combes 2001, 137).

Introduction

At the start of the questionnaire, the purpose of the survey has to be explained clearly and concisely to the respondents in an introduction. To achieve as high response as possible, this could be done on the first page of the questionnaire in addition to the solicitation letter. (Saunders, Lewis & Thornhill 2003, 306) All the instructions are provided on how to respond to questions and submit the questionnaire. (Adams, Khan, Raeside & White 2007, 137) In this part, the respondents has also to be ensured that all information will be kept strictly confidential.

Conclusion

At the end of the questionnaire, the respondents have to be thanked for completing the questionnaire. The name, the phone number or the email address of the researcher can be mentioned to permit any queries the respondents may have. (Saunders, Lewis & Thornhill 2003, 308)

6.4.7 Piloting the questionnaire

It is important that all surveys are tested before the actual survey is conducted. This is done to ensure that the questionnaire is clear to respondents and can be easily completed. (Adams, Khan, Raeside & White 2007, 136)

Once the questionnaire is constructed, the researcher should check her/his work. A good solid proofreading for spelling and grammatical errors is essential. The researcher can also read the questionnaire out loud to assess the clarity of questions. Another invaluable step is to show the survey to the decision makers in the company to have their opinion. (Grossnickle & Raskin 2001, 209)

Then the researcher can start the pilot test of the survey with a small sample of people who are not familiar with the project. Indeed these people can give feedback on the overall length of the questionnaire and identify any issues that may pose problems in the actual field of the study. They can have suggestions for additional questions that could be useful and informative to the research. (Combes 2001, 114)

Finally, the researcher has to check the data that comes back as a result of the pilot test. Make sure that all the data points come back as you expected. Even with survey packages, it is possible to make errors that will result in the loss of critical data points, so try to do a data processing dry-run before you officially begin taking real respondents. Finding a mistake after the survey is completed will do you little good; now is the time to catch any problems. (Grossnickle & Raskin 2001, 209)

7 METHODOLOGY

7.1 Research methods

7.1.1 Qualitative method

Qualitative research is soft and fuzzy . This method is used to explore and understand people's beliefs, experiences, attitudes, behaviour and interactions. Traditionally, it involves face-to-face contact with the consumer and uses in-depth interviews to explore issues that arise. This kind of research is concerned with getting a subjective "feel" for the topic and usually involves small numbers of participants. Thus this method generates non- numerical data. (Grossnickle & Raskin2001, 50)

7.1.2 Quantitative methods

In contrary, quantitative research generates numerical data or data that can be converted into numbers, for example National Census, which counts people and households. Quantitative research is structured and is characterized by surveys, pie charts, and statistical reliability. This method is used when the researcher needs to know hard facts or take reliable measurements. Quantitative research is strongest when measuring hard facts. (Grossnickle & Raskin2001, 50)

This study is focused on the quantitative method as the case company My French Corner needs to know the overall customer satisfaction of its actual and potential customers. Indeed a quantitative research can provide a representative picture of the opinion of the population studied.

7.2 Population and sample

One of the first decisions which must be taken when conducting research is to know who will be interviewed to collect results. In this study, the population, the group of

consumers a study research attempts to understand are the actual and the potential customers of My French Corner.

Sometimes, every member of the population can be interviewed. Indeed in a few cases, the population is manageably small and easily accessible. But in most cases, the population is very large like in census. It is impossible to interview everybody. Therefore researchers rely on various methods to select a subset of the population to interview. It is called sampling. (Grossnickle & Raskin 2001, 105)

The most widely understood probability sampling method is random sampling. With this method, every individual of the population has an equal chance of being chosen for study. But both more complex approaches, such as systematic and stratified sampling, and more focused approaches, such as cluster and stage sampling, are possible. (Blaxter 2010, 170)

In this study, no sampling method is used. Indeed the population is quite small because My French Corner has only 900 persons in its database. It means that each actual and potential customer could be easily contact via Internet. Indeed My French Corner is an online shop and has all the emails addresses of its actual customers but also potential customers on its database. These potential customers are mainly people met during the company's events or on markets. Thus not all potential customers of My French Corner are included in its database, only people who had a contact with the company.

7.3 Making the questionnaire

Thanks to the theory I read, I already knew which kind of different themes I needed to include in my questionnaire. I wanted to make sure that I would approach all the compulsory topics to have the general opinion of the customers.

Once starting to write the questionnaire in the beginning of March, I already had an idea of the text to introduce the survey to the customers. I wanted something in the same way as the articles on the website of the company, something friendly and fresh. I didn't want something too official because My French Corner advocates a

warm and friendly atmosphere. In my opinion it was a perfect way to incite the read-ers to do the web-based survey, the delivery method chosen for this study. Then I started to design questions, one after the other. It was quite easy for me because I made this first version in French, my mother language.

In the questionnaire, I decided to use different kind of questions to create an attrac-tive questionnaire. All the kind of questions will be used except numeric scale and semantic differential scale because it is difficult to create with E-lomake, the soft-ware used for this study. Moreover I paid a lot of attention to the layout.

After creating the first version, I showed it to Hélène Marseille during a meeting on 11th March 2011. My first version was a little bit too direct. Another problem was that I didn't have a high degree of detail. It was too general. The plan was to make a survey to have a general view of the customer satisfaction, which required it to know the process of purchase from the customers' point of view. But I didn't know some specific details concerning the company and the products because I was not working for My French Corner as an employee. For example, I didn't know where the cus-tomers were living in Finland and what the average budget of one order was. So Hélène Marseille helped me with these details and we tried to improve this version. For instance, she helped me to create lists of items to have a precise answer from the customers for some questions.

After several other versions and a lot of exchange of emails, we agreed on one de-finitive French version. Translating of the questionnaire was quick. However I had some difficulties in finding the correct English terms. Luckily I could find some spe-cific terms in getting into websites, where I could get useful vocabulary. I sent also the English version to my supervisor, Tapio Pirkanaho who helped me a lot in cor-recting my mistakes. The translation in Finnish was confided to Miia Tiainen-Paquaux, one of the three founders of My French Corner. Native-speaker in Finnish, she was the best person to translate the questionnaire.

When the three questionnaires were ready, I went to the office of Juha Hietaoja to create with him the web-based survey via the software of the university, E-lomake. Throughout the process of creating the web-based survey, we were confronted to

some difficulties. Indeed some layout of the questionnaire in Word version was not possible to retranscribe via E-lomake. For example, we could not have a free comment after one answer of a list of possible responses (i.e. Others reasons, what? _____) For these reason, we had to find sometimes some alternatives. But the meaning of the question was preserved.

After we had finished this part on the 18th April 2011, I sent an email to the three owners of My French Corner to give them the three links of the survey and to have their opinion. I asked them to read it through and make notes on changes that should be done in their opinion. Overall, they were pleased with the questionnaire. However, they wanted some changes. For example, they wanted to develop a little bit more the introduction or change the email address of the company in the conclusion. I also sent the survey in English and in Finnish to my supervisor to have his opinion. He corrected my English version to help me to have an accurate vocabulary in the questionnaire. He advised me also to make some change in the Finnish version like to change the adjectives to define a scale of answers. Overall, very few changes were made in the end.

After these changes, I also had to rewrite the email which introduced the survey to the customers. Indeed, I made it mainly on the point of view of My French Corner but the three owners wanted something more personal. They wanted that I explain clearly the purpose of my thesis and presented myself as the creator of this survey. To their opinion, it will incite more the customers to click on the link and to answer the questionnaire. When I had changed the email, I translated it in English and I sent the English version to my supervisor for translation in Finnish. Indeed Miia Tiaianen-Paquaux was on holidays and could not help me in this situation. To respect the deadline of sending the survey, I had to ask help from someone else.

7.4 Data collection and analysis

In this research, observation (methods of data collection where the researcher observes people, records and interprets the data) and action research (research

strategy concerned with the management of change and involving close collaboration between researcher and the case company) are not suitable.

In a case of customer satisfaction, various information gathering methods can be employed. It can be structured, semi-structured, unstructured interviews or survey.

First there is the structured interview. This method is frequently used with large numbers of people such in the case of shopping surveys. (Combes 2001, 95) Indeed with this kind of interviews, the interviewer meets in face to face with the respondents and asks them the questions. (Saunders, Lewis & Thornhill 2007, 282). This method uses questionnaire based on a predetermined and standardized or identical list of questions. The researcher reads each question and then record the response, usually with a pre-coded answers. The interviewer doesn't deviate from the list or inject any extra remarks into the interview process. In this case, each interview is presented with exactly the same questions in the same order. (Dyché 2002) Usually the questions asked are to the point and short and the responses are also brief, often a yes or no anwer will suffice. (Combes 2001, 95) One of the advantage of this kind of responses is that they are easier to analyse and to compare. Moreover it is quick and cost effective. (Combes 2001, 100)

In order to administer structured interviews, the researcher need to decide the exact data needed. For that the questions have to be precise and not misleading. The layout and presentation of the questionnaire needs to be clear with columns or boxes than can be ticked or selected as the questions are answer. The structured interview tends to have very little space for added comments (Combes, 2001, 96)

But this kind of interview only allows the participant a minimum response. Then the tool needs to be test before to be send to the respondents. This kind of interview has to be carried among a sufficient amount of people in order to begin the comparison. A structured interview is suitable for a quantitative study. But in this kind of interview, the interviewer can meet respondents physically or ask the question by phone. There is always a contact with the respondent. (Dyché 2002)

In brief, the structured interview is a useful research tool where straightforward data is needed and, once the questions are formulated, it has the advantage that more than one person can ask the pre-arranged questions. (Combes 2001, 96)

While a structured interview has a formalized, limited list of questions, a semi-structured interview is non-standardized and flexible. (Dyché 2002) The researcher will have a list of themes and questions to be covered, although these may vary from interview to interview. The order of questions may be varied depending on the flow of the conversations. Additional questions may be required to explore more. It also allow for additional comments to be noted. This additional information is often useful when the questionnaires are analysed. (Combes 2001, 98) This method is easier than a structured interview because the interviewer has the flexibility to explore general views or opinions in more detail. But in a semi-structured interview, good interviewing skills are required. So a preparation stage must be carefully planned. (Dyché 2002)

The last kind of interview is the unstructured interview. It is informal interview. It could be use when the researcher wants to explore in depth a general area in which she/he is interested. In this case, there is no pre-determined list of questions to work through but the researcher needs to have a clear idea about the aspects she/he wants to explore. (Dyché 2002) The interviewee is given the opportunity to speak freely about the topic. In this case, there is more interaction between the interviewee and the researcher. It is like a normal conversation. But you can also lose the topic completely during the interview. This kind of interview is only in face-to-face with the respondent. (Dyché 2002)

There is also the survey. This method is described in the chapter 6 and will be used in this study. Indeed survey is a good way of collecting data about the opinions and behaviour of customers. Because information is often given anonymously, people are more likely to be truthful. Thus in this research, the main source of information will be a survey, precisely a web-based survey. As explained previously, this method consists of a questionnaire located on a web-site. This method is suitable for a quantitative study. It is the case in this study. Indeed in a web-based survey, the questionnaire is delivered via Internet to each respondent. She/He reads and then answers the same set of questions in a predetermined order without an interviewer being present before returning it electronically. This kind of questionnaire was decided because it is the easiest way due to geographical dispersion of the interviewee (Hel-

sinki, Turku, Rauma...). So a web-based survey is ideal for overcoming "time" and travelling problems. All the respondents could be reached easily. And they could reply whenever they want.

Moreover as My French Corner is an electronic commerce, all the emails address of the customers (the "namelist") are available. They could be contacted directly by email. As the company is very young, it is quite certain that all these addresses are still valid. Moreover it will be good to conduct the customer satisfaction survey because their experience is fresh in their minds. If you wait to conduct a survey, the customer's response may be less accurate. She/He may have forgotten some of the details or she/he may confuse you with some other company. The questionnaire will be advertised by email and respondents invited to access a website and to fill in an online questionnaire. In this case, respondents can remain anonymous and are unable to modify the questionnaire. It is a good thing because some people are more likely to reveal information if not in a face-to-face situation. Then there is a low likelihood of contamination or distortion of respondent's answer. Also by using online survey, data are standardised, allowing easy analysis because responses will stored directly in an online database.

Once the web-based survey created, Hélène Marseille, one of the managers of My French Corner sent me the list of email addresses of all the actual and potential customers. She sent me also a list of people I could contact for the piloting test. So I started the piloting test to see how customers feel with the web-based survey. I sent to few people the survey with the email explaining the purpose of this survey. I didn't receive any comments concerning the content and the layout. It seemed that it was clear enough for everyone. I checked also that the answers of the respondents were registered automatically online.

With the managers of the company, we decided on the deadline for the project, which was the beginning of June 2011. The survey will be sent in spring 2011, after the order of Easter. It will be after the 14 orders for the company and a consistent one. Indeed My French Corner organized big orders mainly for Christmas and for Easter. The last experience with My French Corner will be fresh in mind for the actual customers. Thus the answers of the survey may be more accurate.

We agreed also that all customers´ answers received after the due date noticed on the survey won't be taken in consideration in the analysis produced for My French Corner. I will send the survey in three languages: English, French and Finnish to have the opinion from every customer. But my analysis of data, the "product" will be only in English. This thesis will be written in English also but a report in French will be produced for my school in France, the Université Blaise Pascal in Clermont-Ferrand. The research is limited to My French Corner as a case study that is a limitation in itself. This will mean that the material collected during the survey should be only from My French Corner customers.

First with Juha Hietaoja, we planned to send the questionnaire on the 21st April. But it was the day before the long week end of Easter. To have a better response rate, we decided to send it only the 26th April when people come back from holidays. But before this date, the customers were informed about this survey via an article on the homepage of the online shop of My French Corner.

At the end of May, before to leave Finland, I asked Juha Hietaoja to give me all the results of the survey in an Excel file. Indeed I wanted to analyse them in detail to create my "product" for My French Corner.

7.5 Validity and reliability

7.5.1   Validity

The validity of the research means that the study has been conducted correctly. It means that the study has measured what it was supposed to measure. Validity of customer satisfaction surveys is usually high because the analysis is based on the customer's experience. Indeed normally people interviewed are using the services or buying the products of the company (Lin & Jones 1997, 5).

In the case of this study, potential customers were also included in the population. These persons have never order on My French Corner's website but have at least had one contact with the website. So they could answer the 12 first questions as requested in the survey and more if they wanted.

This study was focused on overall customer satisfaction and the factors influencing it in an online context. These factors were taken into account in the creation of the questionnaire. Thus the study gives a general picture of the overall customer satisfaction of My French Corner's customers. Thereby, validity of this study can be described as good.

7.5.2   Reliability

Reliability means the research results are accurate and authentic. Reliability presumes that the results of the study are reported correctly based on the material collected. In the case of a survey, it means that the answers must represent the real opinions of the respondents.

In a survey, this means that sample was big enough and represents the opinion of the whole population. It is suggested that the sample should be in minimum of 20 to 50 respondents, but more than 100 respondents to reach a better reliability (Lin & Jones 1997, 6). In the case of this study, 80 persons answered the survey online, which is less than what was expected, but enough for the general picture of the overall customer satisfaction of the population. The products offered are targeted for people with tastes for the French food. This people are in minority in Finland. Moreover the products are more expensive than in supermarkets that hold bigger target groups, as for example Prisma or Citymarket which offer also some French specialities.

8   RESEARCH FINDINGS

In this eight chapter, findings of the study are presented. The survey was sent to approximately 900 persons. Only 80 answers were received. Then the response rate is 8,9 %. For this kind of customer satisfaction survey, this rate is acceptable.

With their answers, certain statistical figures were calculated, of which most are illustrated in charts in this chapter. When the sample is as small as it was in this study, even small numbers result high when presented in percentage.

Analysis of the results has been presented in the same order as in the questionnaire.

8.1 Profile of the respondents

Between the 26th April and the 15th May 2011, 80 persons responded online to the questionnaire created by the researcher. However, it is important to bear in mind that among these 80 respondents, 60 persons have already ordered via the website of My French Corner so were defined as actual customers.

In this first part, the results of the part "About you" are analysed. The analysis is made on the answer of all the respondents that is to say 80 persons.

The study has revealed that the typical respondent of this survey for My French Corner is 31 to 40 year old female. Indeed according to the results of the customer satisfaction survey, 69 % of the respondents were female

Range of the age groups in the questionnaire was from under twenty one to over sixty year old. In a way that one group consists of ten years. According to the findings the biggest respondent group consists of 31 to 40 year olds as the percentage of this group was 35 %. The range of respondents from 51 to 60 year old is quite numerous also. 20% of the respondents were from this range. Therefore, respondents, younger than 21 and older than 60, were in minority.

Age Distribution

10%   0%   19%

20%

16%   35%

Under 21 years
From 21 to 30 years
From 31 to 40 years
From 41 to 50 years
From 51 to 60 years
Over 60 years
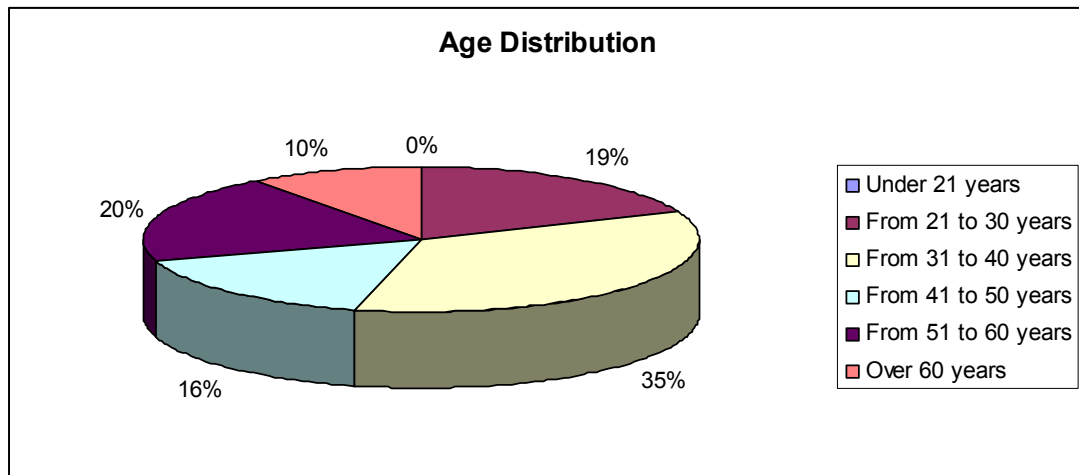
Figure 5. Age distribution (N=80)

At the beginning, My French Corner was a company which wanted to propose French food to the French community settled in Finland. But question 3 revealed that 67 % of the respondents are Finnish, only 31 % are French.

Nationalities

1%
0%
0%
1%

31%

67%

Finnish
French
Swedish
Estonian
Russian
Others
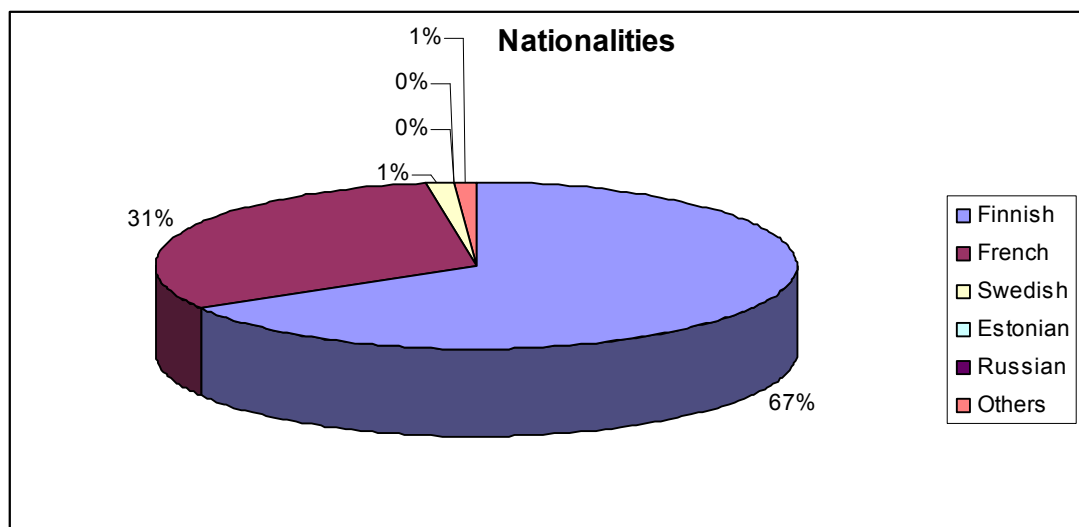
Figure 6. Respondents' nationality (N=80)

My French Corner can deliver its products all around Finland, except in Aland Islands. So the residences proposed in the question 4 are the nineteen districts of Finland. But the results show that most of the respondents live in Satakunta. Indeed 50% of the respondents were from this area. Maybe it is due to the fact that the company is settled in this area and make more direct marketing there. However the range of respondents from Uusimaa, a region which is quite far away of Satakunta is quite

numerous also with 16% of respondents. The following figure illustrates all the resi-
dence of respondents of the survey in Finland:
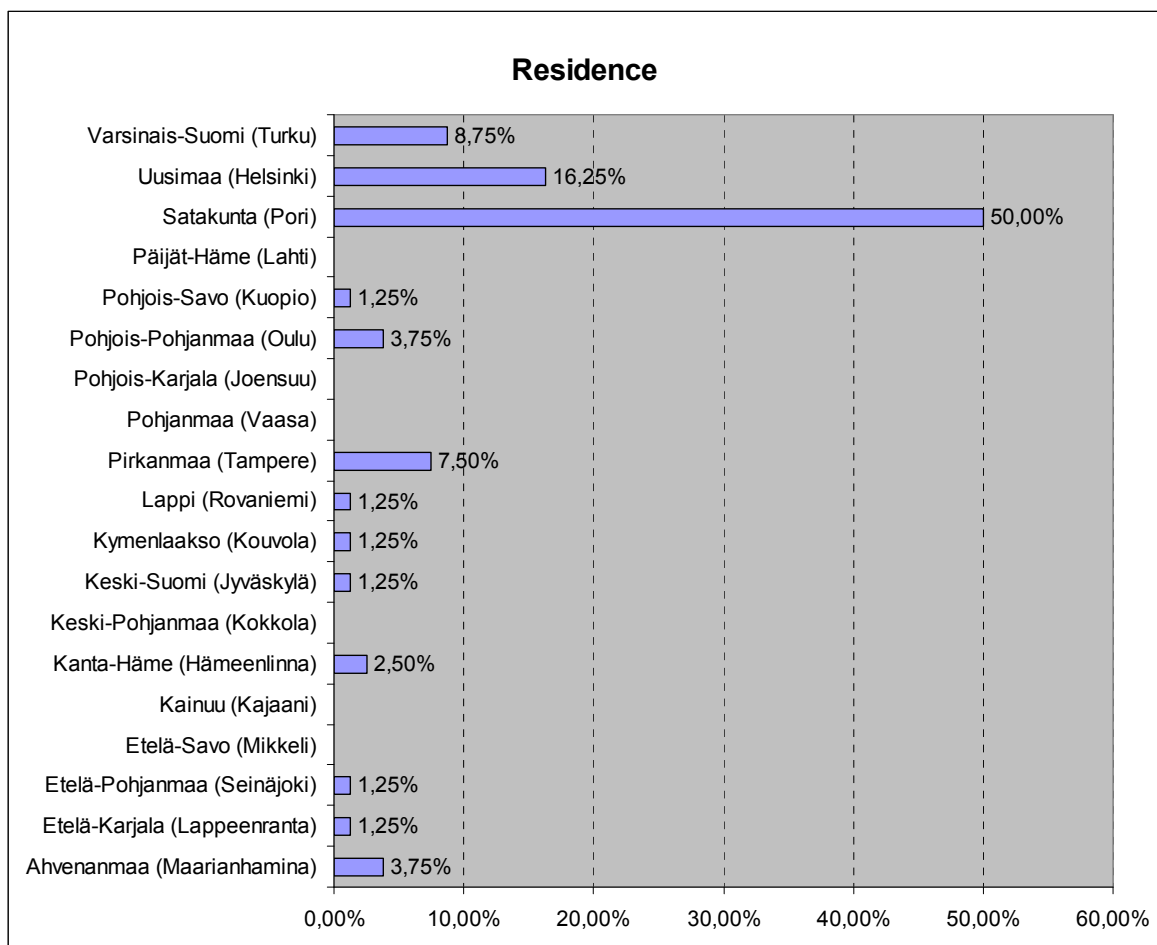
Figure 7. Respondent's residence (N=80)

To understand better the needs of their customers, the owners of My French Corner
wanted to know how many people live in the household of their customers. Indeed
with this information, they could adapt their offer for example the quantity of their
products. Question 5 reveals that the household of the respondents are mainly formed
with two persons (35%) or one person (20%).
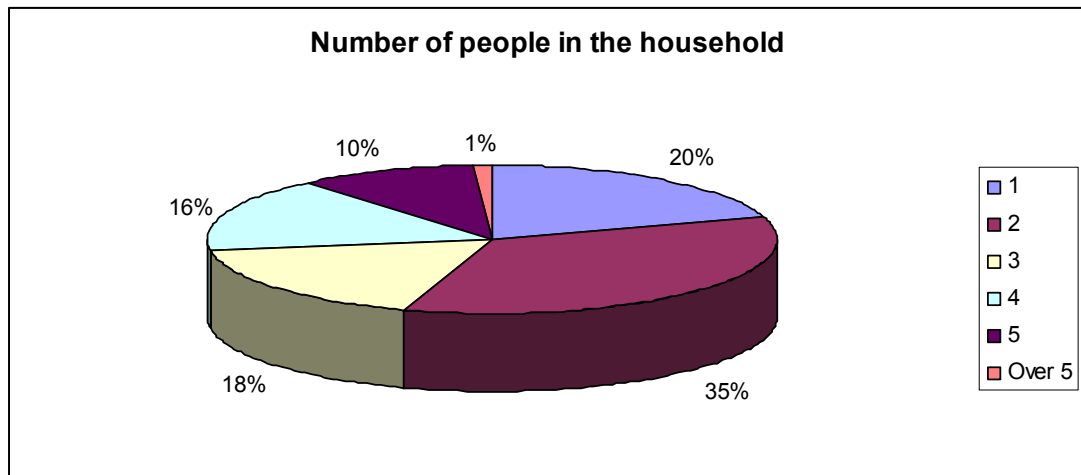
Figure 8. Number of people in the household (N=80)

8.2 Relation between the customers and My French Corner

In this second part, the results of the part "Information about you and My French Corner" are analysed.

My French Corner uses a lot of ways of communication to catch the attention of potential and actual customers. So through the question 6, the owners of My French Corner wanted to know which tool is the better. In this question, respondents were asked about through which channel they heard for the first time about this company. The results have revealed that it is mainly via others people that respondents discovered My French Corner. Indeed 39% of respondents admitted to know the company thanks to friends or relatives. Others people discovered My French Corner in searching via a web search engine as Google (15%) or in finding articles about the company in newspaper or magazine. Only 1% of respondents had a first contact through the blog of the company.

First Contact with MFC

Legend:
- New sletter
- Web search engine
- Blog
- Friend or relative
- Market or exhibition
- New spaper or magazine
- Others

10%
15%
1%
39%
10%
14%
11%
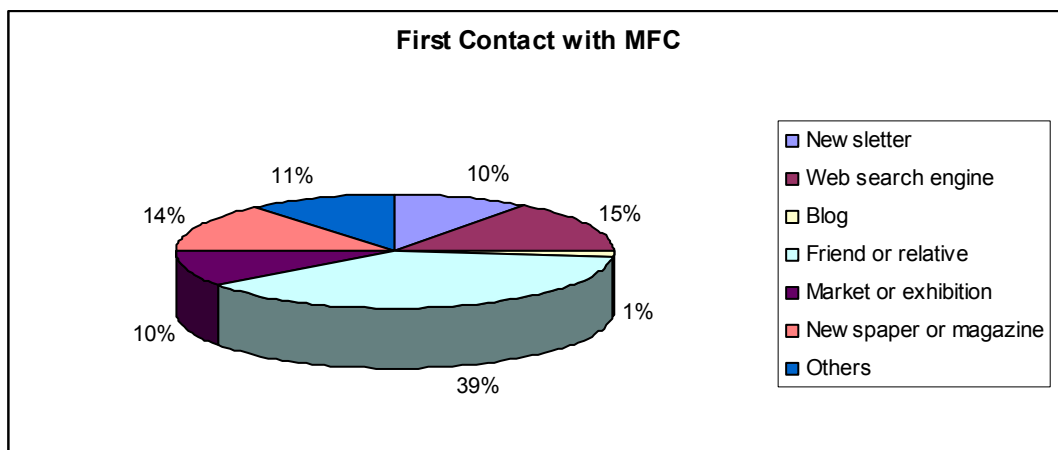
Figure 9. First Contact with My French Corner (N=80)

The main tool of My French Corner to communicate with people is its website. Indeed because My French Corner is an online shop, potential and actual customers can consult the catalogue, read articles, order and pay on this website. In the question 7, 40% of respondents admitted to visit the website of My French Corner once a month. It is quite normal because customers can order only once a month. Indeed My French Corner has a special ordering system. It makes one bulk order every month to reduce the delivering costs from France. To order, the customers must respect the planning available on the website. Few people (3%) come very often on its website as every week.

Frequency of visits in MFC website

Legend:
- Once a week or more often
- Once every other week
- Once a month
- Once every other month
- Twice a year or less often

13%
3%
19%
25%
40%
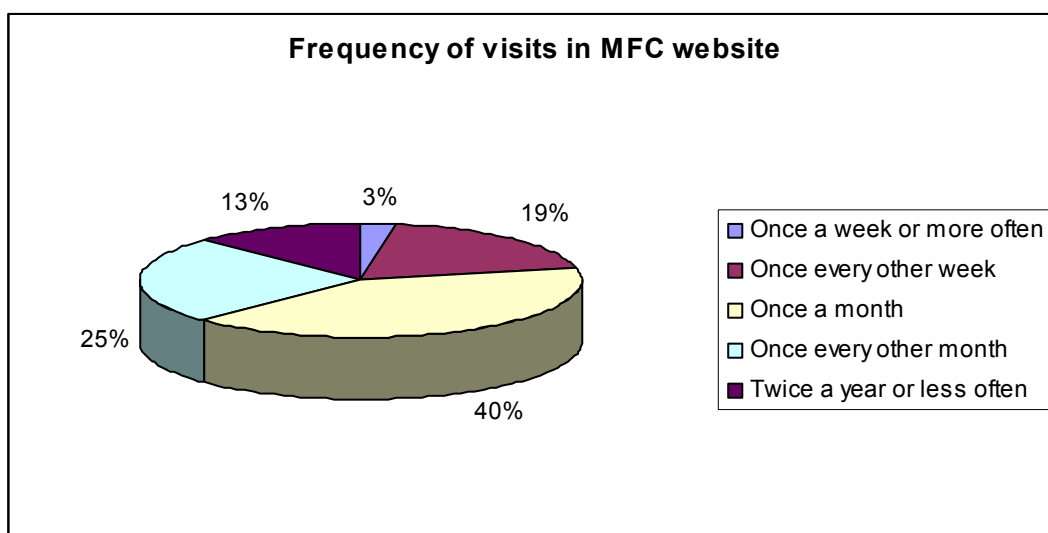
Figure 10. Frequency of visits in My French Corner website (N=80)

After asking about the frequency of visits, it is interesting to know for which reasons people come on the website of My French Corner. For that, a list of possible items was created and the respondents were invited to select their answers. In this question 8, several answers were possible. The following chart shows all the answers in number:
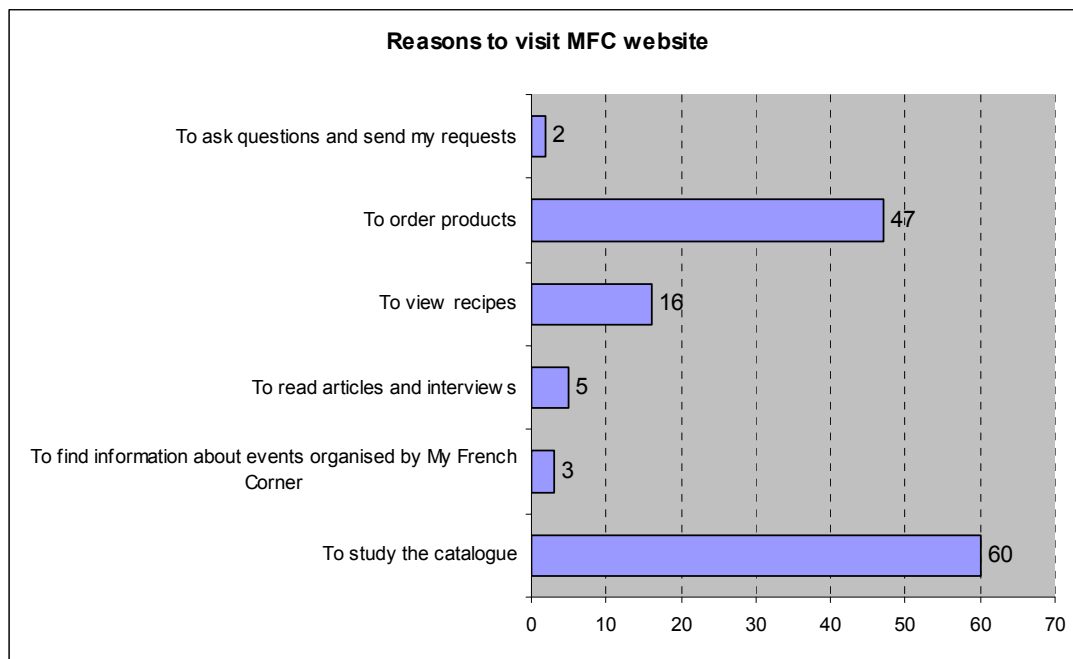
Figure 11. Reasons to visit MFC website (N=80)

My French Corner uses a lot of communication tools to supply information to potential and actual customers. For example, on its website, articles about products or interviews of producers can be finding. Then through the question 9, people were asked about these tools. This question was a good way to judge the utility of each tool. Recipes (46%), articles (50%) and newsletters (49%) are judged interesting by the respondents. In contrary, press release (27,5%) and the Facebook page (27,5%) are considered as uninteresting. In this question, the rate of answer without opinion was quite high.
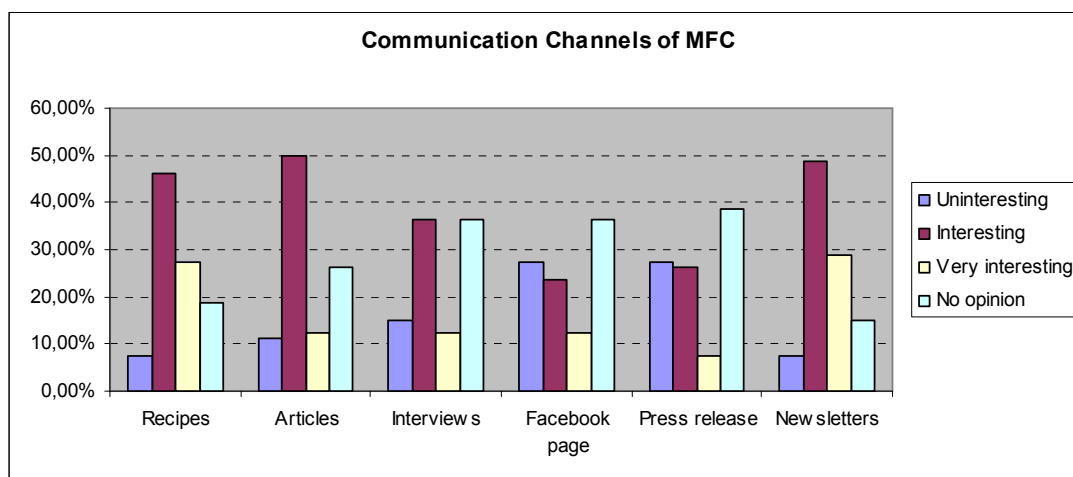
Figure 12. Communication Channels of MFC (N=80)

In question 10, the respondents were asked about the image of My French Corner. Indeed through all its communication tools, the company tries to transmit certain values. In general, potential and actual customers perceive these values. Indeed more than 50% of respondents strongly agree that My French Corner is a company neat (55%), high quality (55%), reliable (57,5%) and relaxed (50%)
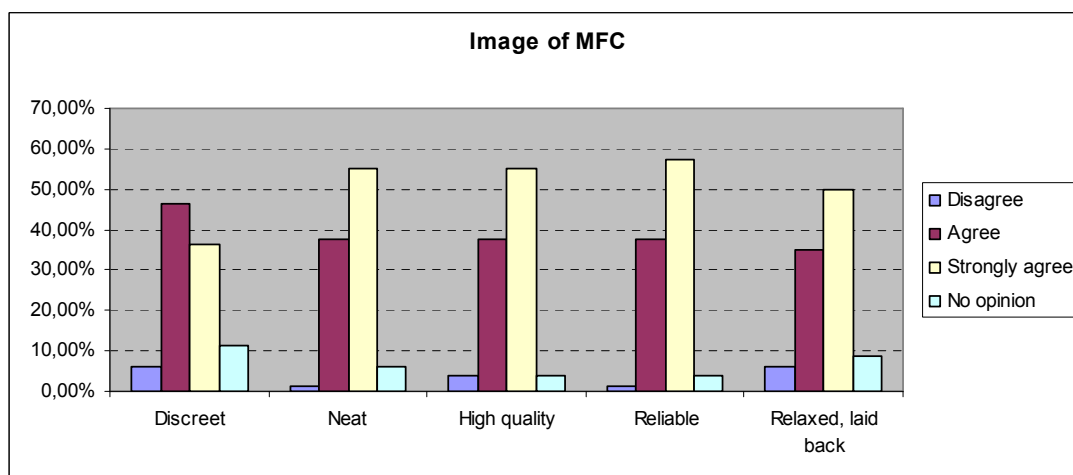
Figure 13. Image of My French Corner (N=80)

Of the 80 respondents, 60 have already placed an order to My French Corner. Most of them ordered between one and two times (40%) Only 1% of respondents ordered more than 8 times. This percentage is low but it is quite normal. Indeed the company has organised only 14 bulk orders since its creation in March 2010.

Number of orders placed to MFC

45%	
40%	40%
35%	
30%	
25%	25%
20%	16%
15%	13%
10%	
5%	5%
0%	1%

0   1-2   3-4   5-6   7-8   >8
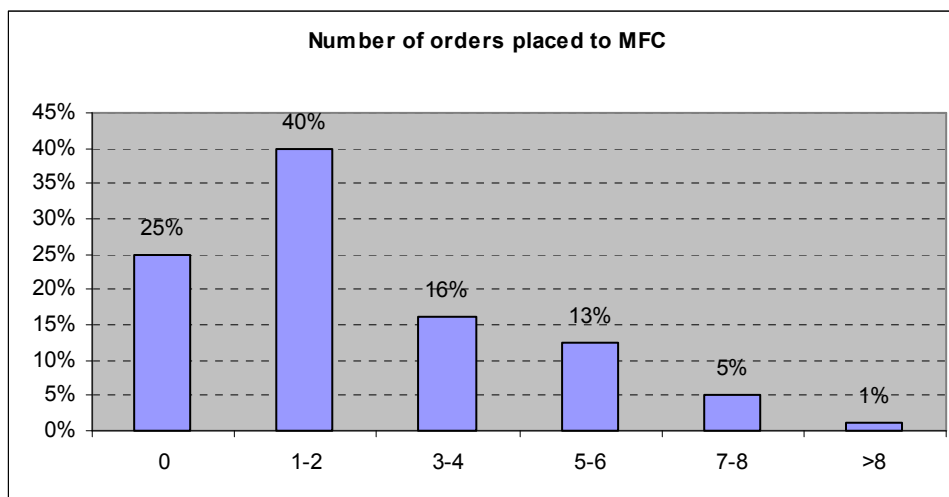
Figure 14. Number of orders placed to My French Corner (N=80)

Thus 20 respondents never ordered. It means 25% of all the respondents. In the question 11, the reasons of non-purchasing on My French Corner website were asked. For that, a list of items was created. For this question, several answers were possible. The main reason of non-purchasing is the frequency of the orders. A lot of people missed the orders (6). Some of them (4) never ordered food online.
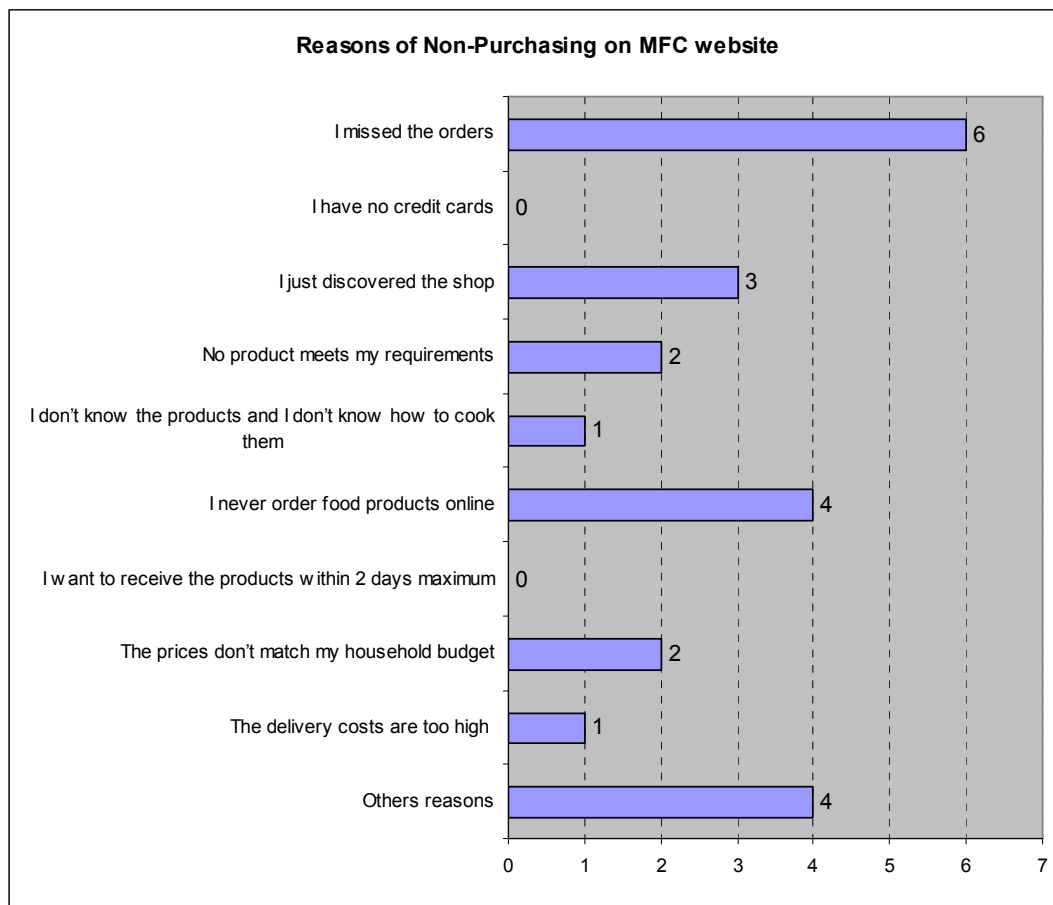
Figure 15. Reasons of non-purchasing on My French Corner website (N=20)

After this question 11, the respondents who never ordered some products from My French Corner had possibility to submit their answers. Indeed the following questions were centred on the products and the services offered by My French Corner. However some of them decided to answer the other questions especially the last part called "General opinion". To facilitate the understanding of the graphs, the number of respondents is mentioned in the following analysis.

In question 12, the number of respondents is reduced from 80 to 60 persons and the term "customers" can be used. In this question, people were asked about the amount of money spend per order of My French Corner products. In average, 37% of customers spend between 20 and 40€ per order. Few people ordered less than 20€ (5%) or more than 100€ (13%).

Money spend on an average order

13,33%   5,00%
25,00%
36,67%

21,67%
35,00%

- < 20€
- 20-40€
- 40-60€
- 60-80€
- 80-100€
- > 100€
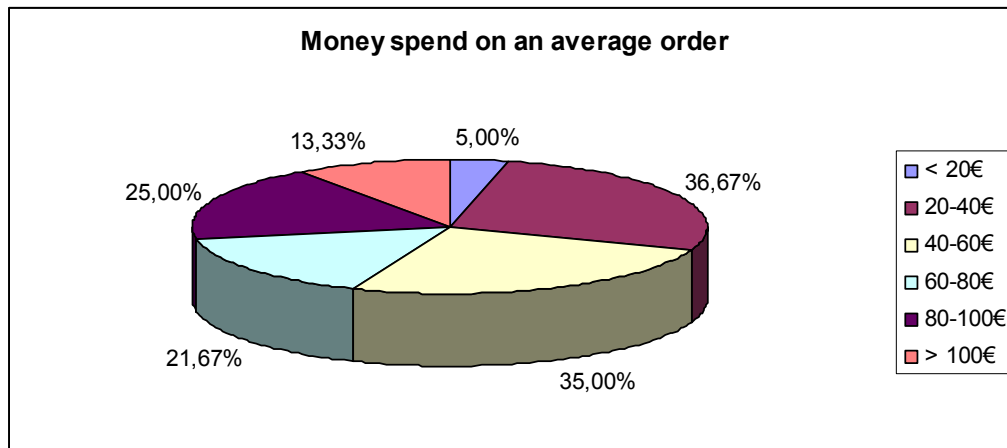
Figure 16. Money spend on an average order (N=60)

It was also interesting to know why customers order on My French Corner website. As for question 11, a list of items was built and several answers were possible for the question 13. Thus 133 answers were obtained. The first reason chosen by the customers is the weakness for good food. 49 admitted to love good food. For 23 of them, it is to find new tastes. This reason was mainly given by Finnish people. For 23 of them, it is to vary their food. Without surprise, this reason was mainly given by French people living abroad and who want to eat some food only available in France.

Reasons to Purchase on MFC website

Reason	Value
Curiosity	22
Pleasure	16
Weakness for good food	49
To find new tastes	23
To find again a taste discovered in France	11
To cook typical French dishes	16
To find again a taste of childhood	8
Desire to vary my food	23
Others reasons	6
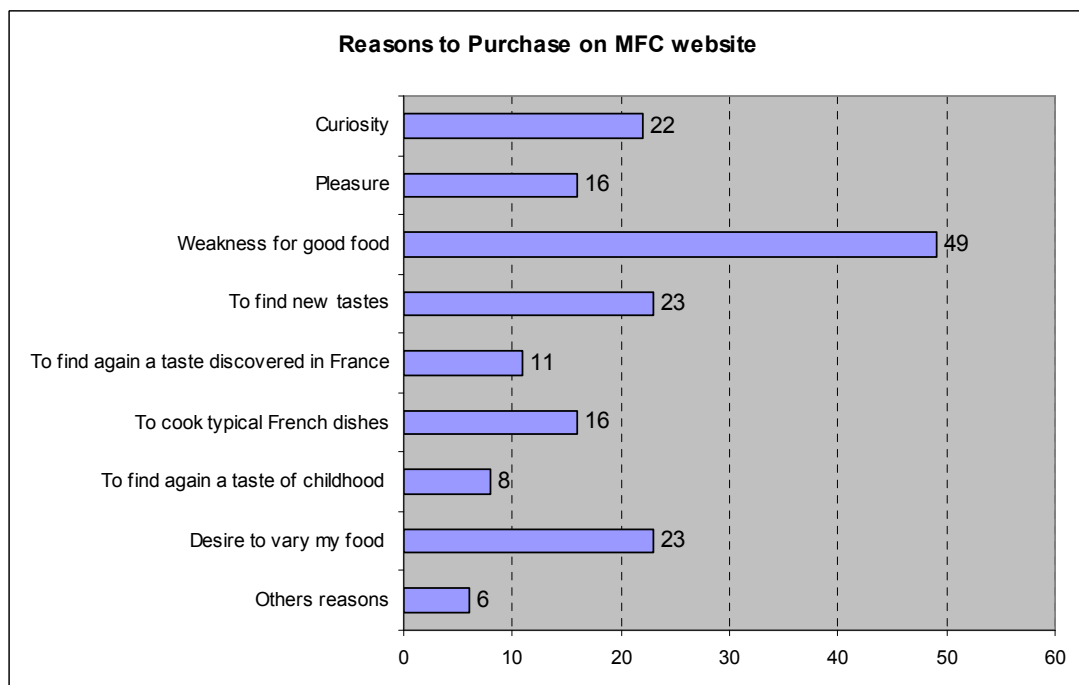
Figure 17. Reasons to Purchase from My French Corner (N=60)

8.3 Opinion of the customers on the products and services

62 respondents answered question 14 about products of My French Corner. In general, people are satisfied with the products delivered by the company. Customers are completely satisfied with the taste of the products (35%). They are especially satisfied with the variety and choice of products (58%) and also the use-by date (52%). The price is for 16% of respondents not very satisfactory.
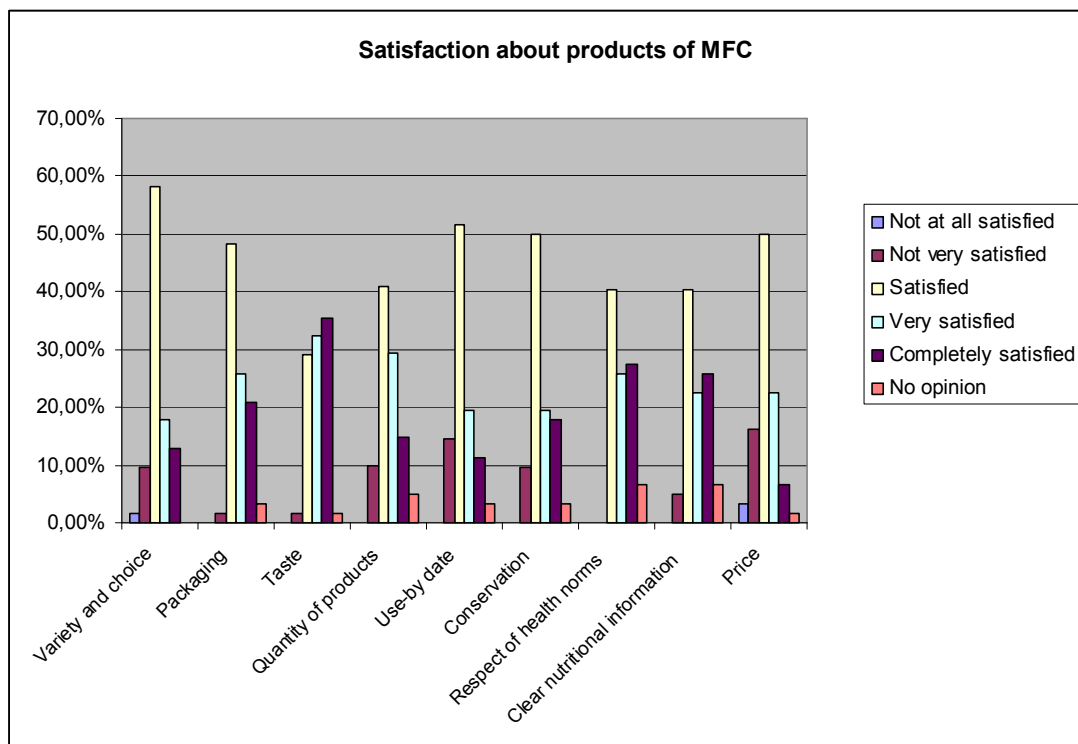
Figure 18: Satisfaction about products of My French Corner (N=62)

This second part of the question 14 was reserved to customers who received their order by Matkahuolto. Of the 40 respondents, 37,5 % are completely satisfied by the general condition of the package received and 37,5% also for the packaging. Some customers think that the freshness of products leaves to be desired. Indeed 2,5% of them are not at all satisfied and 7,5% not very satisfied.
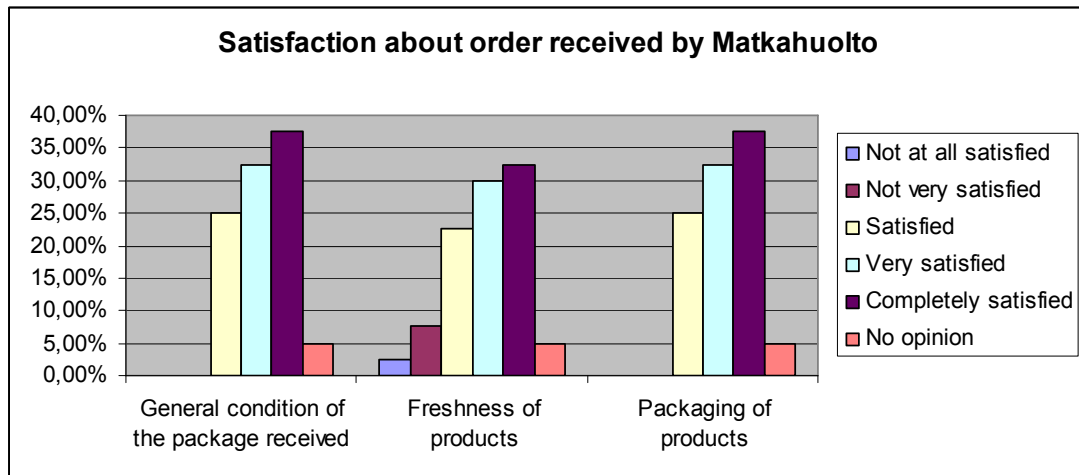
Figure 19. Satisfaction about order received by Matkahuolto (products' part) (N=40)

Then in question 15, the interviewees were interrogated about the services provided by My French Corner. In general, people are satisfied by the services, especially the delivery time. The website seems to be satisfactory for the customers. Indeed on 61 respondents, 28% are very satisfied and 23% completely satisfied with the navigation on the website. Moreover 42% are satisfied with the online payment. The organization of the website is also suitable for respondents.
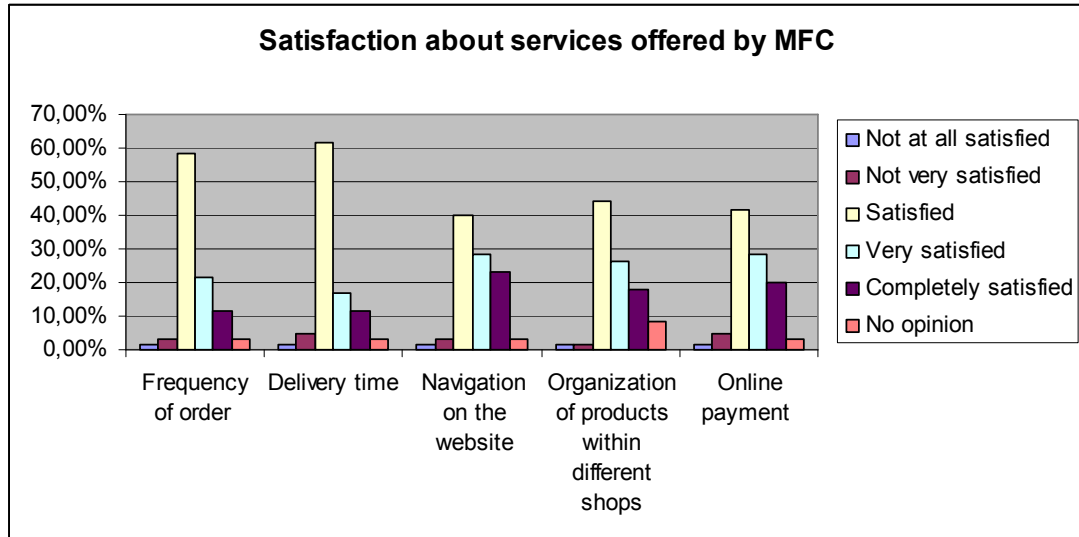
Figure 20. Satisfaction about services offered by My French Corner (N=60)

This second part of question 15 was reserved to customers who received their order by Matkahuolto. They were interrogated about the services delivered by Matkahuolto. In this question, a lot of respondents didn't give their opinion. Indeed about the door-to-door delivery, 69% of the 38 respondents chose the answer "No opin-

ion". 53% of customers are satisfied with the automatic messages received by email or text messages and 35% of them think that the open hours of relay points are satisfactory.
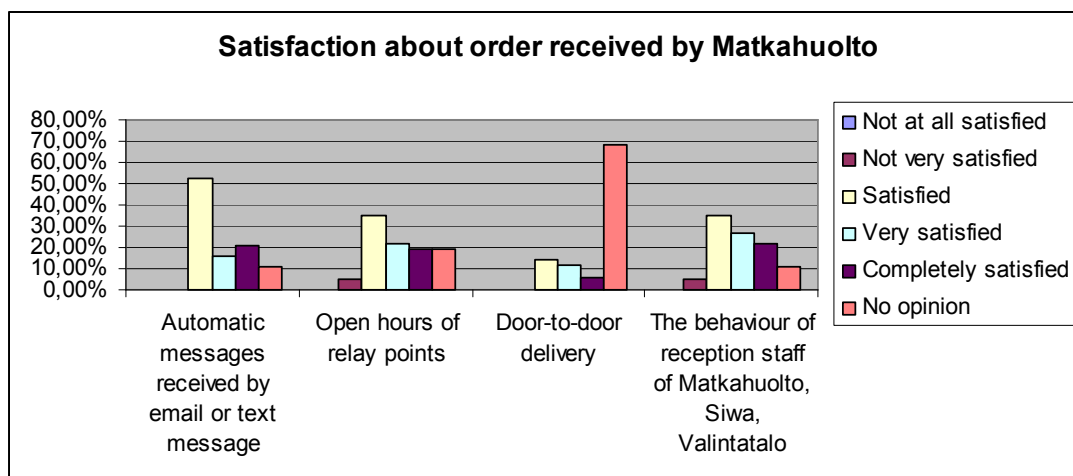
Figure 21. Satisfaction about order received by Matkahuolto (services' part) (N=38)

On the question 16, customers were invited to give their opinion about the customer service of My French Corner. Except the nature and value of possible compensation which doesn't meet the expectations of 3,5% of the 61 respondents, all the others services meet in general the expectations of the customers, especially the means of reply. Indeed 82% of customers judged the email, phone or text message as a good way to resolve their potential problems.
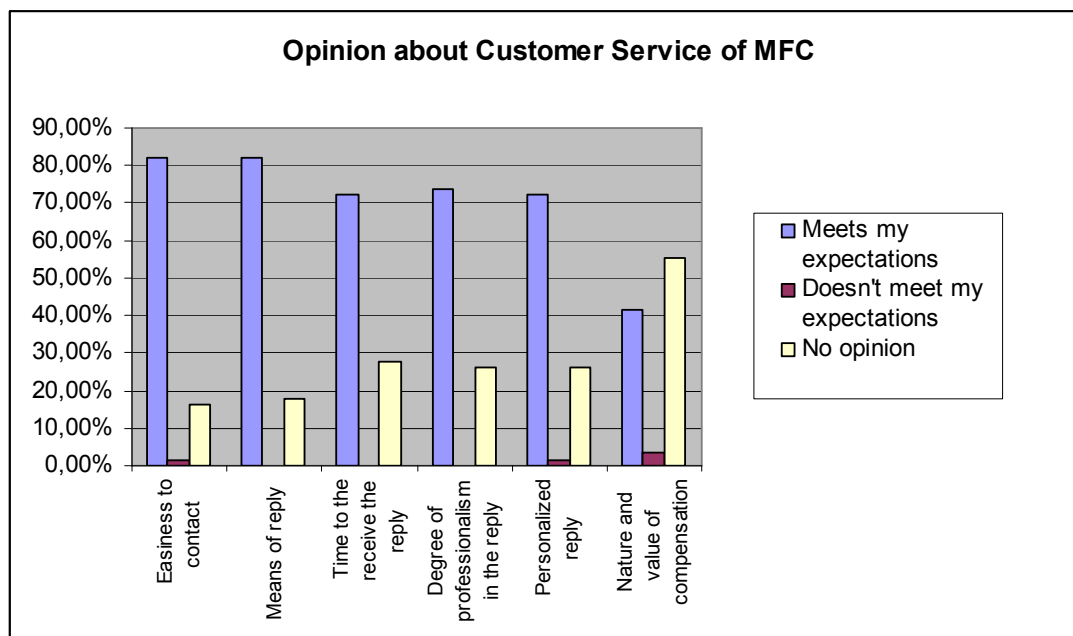
Figure 22. Opinion about Customer Service of My French Corner (N=61)

8.4 General opinion

Almost all the respondents answered this part. Indeed 77 answers were received for this question 17. The result of the study is quite gratifying for the owners of My French Corner. Indeed 38% of respondents are very satisfied and 22% completely satisfied with this company.

General opinion about products & services of MFC

Category	Percentage
No opinion	15,58%
Completely satisfied	22,08%
Very satisfied	37,66%
Satisfied	19,48%
Not very satisfied	5,19%
Not at all satisfied	0,00%
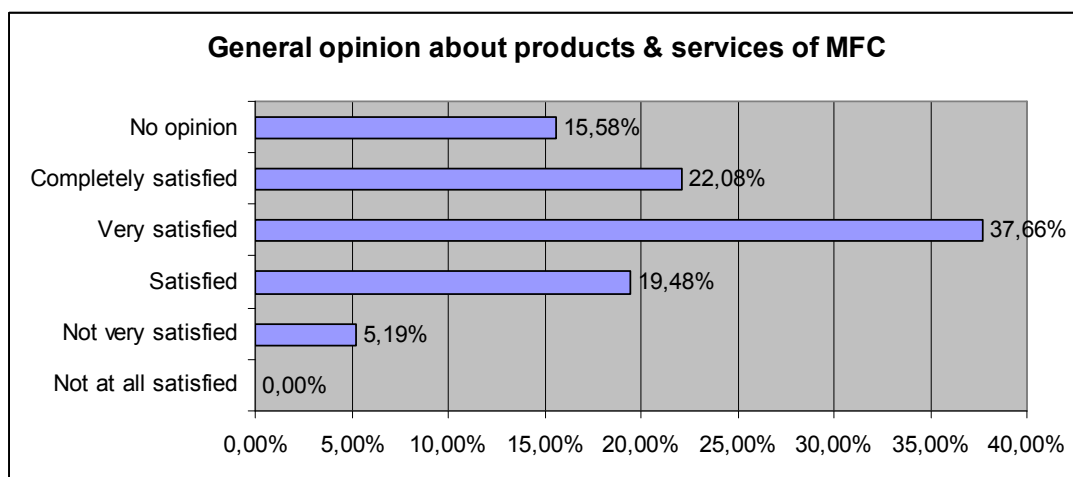
Figure 23. General opinion about products and services of My French Corner (N=77)

Besides 75% of 76 respondents will recommended this company to other people, friends or relatives. And of the 78 respondents, 59 confessed to have already done it. It means 76% of the respondents.

Recommendations about products & services of MFC

Category	Percentage
No opinion	3,95%
Definitely yes	75,00%
Perhaps	19,74%
Definitely not	1,32%
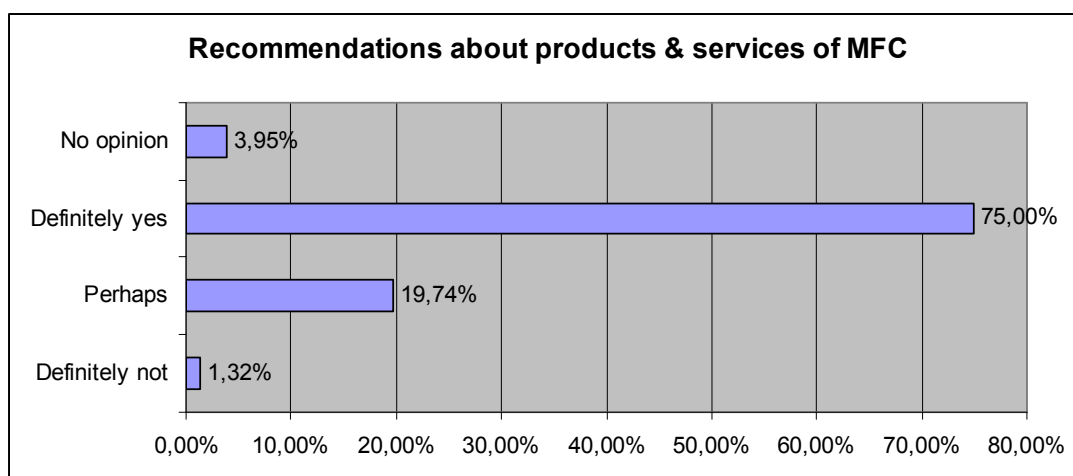
Figure 24. Recommendations about products and services of My French Corner (N=76)

9 CONCLUSION

When this thesis started in November 2010, the managers of My French Corner hoped to be able to know customer satisfaction of its customers with the help of this project. They wanted to improve their services through the findings of this study. So I was very motivated to help them in creating a tool to improve My French Corner's abilities to act in the future. Moreover this project gave me the opportunity to learn and apply new knowledge into a real case for a real company.

Through this thesis, I learnt a lot about the theoretical concepts of customer satisfaction in business and how to measure it. The definition of "electronic business" shows me the new issues of this new way of doing business. The factors influencing customer satisfaction in an online context as well as some methodological tools of creating questionnaire helped me in the design and implementation of the survey. Indeed the notion of "survey" was explained in detail in the theoretical part to master this tool the best possible in my study.

The analysis of the research findings reveals a lot of interesting elements for My French Corner. The main points are the following. The typical profile of My French Corner is currently a Finnish couple living in Satakunta and liking French and high quality food. They heard for the first time about this company either on Internet or by relatives. For the respondents, the variety and choice of products is satisfactory. The service of delivery provided is judged convenient. The study revealed also that some potential customers never ordered because they missed the monthly order or never place an order for food online. Almost all the respondents have a good image of the company and judge it reliable. Besides they confess that they will recommend My French Corner to others people.

In conclusion, the results of the survey show that My French Corner's customers are satisfied with the products and services delivered by this company since one year. But my work was only to give first "picture" of customer satisfaction of My French Corner's customers. It leaves an opportunity for someone else to continue the work in the future to see the evolution of customer satisfaction of this company.

10 RECOMMENDATIONS

As a recommendation, My French Corner should mainly orient its communication through the Finnish people. Indeed the survey reveals that 67% of respondents are Finnish. Then the French community is temporary in Finland. To insure its great future to their company, the managers of My French Corner should focused more on the Finnish customers. To attract new customers, My French Corner could organize more events in Finland, outside Satakunta. Indeed 50% of its customers live currently in Satakunta. Moreover the events are a good solution to meet potential customers. 10% of respondents confess that they heard for the first time about My French Corner in a market.

But My French Corner should also work on Internet. 15% of respondents said that they were in contact for the first time with the company in searching on a web search engine as Google. It means that there is a real demand of French food in Finland. So the company should work on its position in the referencing on Internet, especially in Finnish. My French Corner could also increase the communication in Finland maybe through more advertising in national newspapers instead of local newspapers.

If the company focuses more on the Finnish population, it should adapt its offer to the Finnish tastes in French food. Indeed maybe some products are not buying by Finnish customers because they don't meet their expectations. They should be deleted of the catalogue and replace by others.

Nowadays, customers are mainly composed of households of two persons (35%). When I looked through the catalogue, I noticed that the quantity of the products is

often for two portions. Thus it should be increase to attract new customers as families. Maybe My French Corner could also create a range of products especially for children with some sweets and different kinds of biscuits to catch the attention of families.

The price seems to be also a break for some people. 16% are not very satisfied with this element. The company explained that it is mainly due to the price of the transportation. An improvement of the importation process could be planned. Another solution is to increase a lot the number of customers. In this way, the company will have a higher power of negotiation and could reduce the purchasing price. But in this second case, My French Corner will also have to improve the importation process because its current system can work with only one pallet per month.

However the frequency of one order per month is suitable for a lot of customers. More reminders to the customers concerning this monthly order could be considered through the different tools of communication. Indeed a lot of customers confessed to miss the order every month. Besides some of the communication's tools are considered less interesting by the respondents. It is the case of the press release or the Facebook page. Maybe My French Corner should focus its communication work on fewer tools and increase their efficiency.

I don't have to make more recommendations. Indeed My French Corner makes a good work and its customers are satisfied with the products and services provided. They like the concept and the products. The company should continue to have these quality standards in the future to keep loyal customers.

It was a good pleasure for me to work for My French Corner through this project. I want to thank the three managers, Hélène Marseille, Laura Schlichter and Miia Tiainen-Paquaux for giving me the opportunity to make my thesis for their company. And I wish a successful future to their company.

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EMAILS TO INTRODUCE THE QUESTIONNAIRE

1. ENGLISH VERSION

Dear Recipient,

As an exchange student at the Satakunta University of Applied Sciences in Rauma, I am writing a bachelor thesis on the customer satisfaction on an online context. To carry out this task, I chose to work in collaboration with My French Corner and to make an overall customer satisfaction for this online shop.

Could you please take few minutes to answer this questionnaire whose the responses will be very helpful for me?

For that, it is easy! You just need to click on the below link to access to the questionnaire online. At the end, don't forget to click on "Save" to submit your answer.

https://elomake.samk.fi/lomakkeet/1113/lomake.html

The questionnaire will be opened online until the 15th of May.

Thank you in advance for your participation.

Cyrielle Martin

2. FRENCH VERSION

Cher destinataire,

Dans le cadre de mes études à la Satakunta University of Applied Sciences, je réalise une thèse de fin d'études autour de la gestion de la qualité d'un site d'e-commerce. Pour effectuer ce travail, j'ai choisi de travailler en collaboration avec My French Corner et de réaliser une enquête de satisfaction client pour ce commerce en ligne.

Pouvez-vous prendre quelques minutes pour répondre à ce questionnaire dont les réponses me seront très utiles.

Pour cela c'est très simple, il vous suffit de cliquer sur le lien ci-dessous pour accéder au questionnaire en ligne. A la fin du questionnaire, n'oubliez pas de cliquer sur « Save » pour valider vos réponses.

https://elomake.samk.fi/lomakkeet/1119/lomake.html

Le questionnaire se trouve en ligne jusqu'au 15 mai 2011.

Par avance, un grand merci pour votre contribution.

Cyrielle Martin

3. FINNISH VERSION

Hyvä vastaanottaja

Olen vaihto-opiskelija Satakunnan ammattikorkeakoulussa Raumalla. Teen opinnäytetyötä aiheesta asiakastyytyväisyys verkkokaupassa. Tarkoitukseni on tutkia miten tyytyväisiä My French Corner verkkokaupan asiakkaat ovat.
Pyydän Sinua ystävällisesti käyttämään hetken aikaa vastataksesi tähän kyselyyn. Kaikki vastaukset ovat My French Corner verkkokaupalle ja minulle erittäin tärkeitä.

Vastaaminen on hyvin helppoa. Alla olevaa linkkiä näpäyttämällä avautuu kysymyslomake, johon voit syöttää oman vastauksesi. Muistathan näpäyttää lomakkeen lopussa olevaa "Tallenna" painiketta vastauksesi lähettämiseksi.

https://elomake.samk.fi/lomakkeet/1118/lomake.html

Kysely on avoinna verkossa 15.5. asti.

Kiitos jo etukäteen osallistumisestasi.

Cyrielle Martin.

QUESTIONNAIRE IN ENGLISH

Customer Satisfaction for My French Corner

Just one year after the launch of the French online delicatessen *My French Corner*, the Team would like to know your opinion and your satisfaction on all the products and services that you receive in order to enhance the quality of its services.

How to participate? It is easy! You just need to answer this questionnaire online. It will take you only few minutes!

Questionnaires and results as well as respondent identities will of course remain confidential.

To create accurate and comprehensive statistics, please answer all the questions of the section « About you ». And at the end, don't forget to click on "Save" to submit your answers.

The responses will be analyzed from 15 May 2011. Thank you to submit your answers before this date.

<u>About you</u>

1. You are:

     A woman
     A man

2. Your age:

     Under 21 years
     From 21 to 30 years

From 31 to 40 years
From 41 to 50 years
From 51 to 60 years
Over 60 years

3. Your nationality:

Finnish
French
Swedish
Estonian
Russian
Others

4. Your residence:

Ahvenanmaa (Maarianhamina)
Etelä-Karjala (Lappeenranta)
Etelä-Pohjanmaa (Seinäjoki)
Etelä-Savo (Mikkeli)
Kainuu (Kajaani)
Kanta-Häme (Hämeenlinna)
Keski-Pohjanmaa (Kokkola)
Keski-Suomi (Jyväskylä)
Kymenlaakso (Kouvola)
Lappi (Rovaniemi)
Pirkanmaa (Tampere)
Pohjanmaa (Vaasa)
Pohjois-Karjala (Joensuu)
Pohjois-Pohjanmaa (Oulu)
Pohjois-Savo (Kuopio)
Päijät-Häme (Lahti)
Satakunta (Pori)
Uusimaa (Helsinki)
Varsinais-Suomi (Turku)

5. How many people live in your household?

1
2
3
4
5
Over 5

Information about you and *My French Corner*

6. How did you first hear about *My French Corner*?

       From the newsletter
       By using a web search engine
       From a blog
       From a friend or relative
       At a market or at an exhibition
       From a newspaper or a magazine
       Others

7. How often do you visit the website of *My French Corner*?

       Once a week or more often
       Once every other week
       Once a month
       Once every other month
       Twice a year or less often

8. For which reasons do you visit the website of *My French Corner*? (several answers possible)

       To study the catalogue
       To find information about events organised by *My French Corner*
       To read articles and interviews
       To view recipes
       To order products
       To ask questions and send my requests

9. What do you think about information supplied by *My French Corner?*

	Uninteresting	Interesting	Very interesting	No opinion
Recipes				
Articles				
Interviews				
Facebook page				
Press release				
Newsletters				

10. What is your image of *My French Corner* as a company? *My French Corner* is…

	Disagree	Agree	Strongly agree	No opinion
Discreet				
Neat				
High quality				
Reliable				
Relaxed, laid back				

Comments

Text

11. Did you already place an order on *My French Corner* since its launch in last March?

- If yes, how many?

    1-2
    3-4
    5-6
    7-8
    > 8

Please go directly to the question 12.

- If no, why not? (several answers possible)

    I missed the orders
    I have no credit cards
    I just discovered the shop
    No product meets my requirements
    I don't know the products and I don't know how to cook them
    I never order food products online
    I want to receive the products within 2 days maximum
    The prices don't match my household budget
    The delivery costs are too high
    Others reasons

If you haven´t order yet on *My French Corner,* please submit your answers by clicking on "Save".

12. How much money do you spend on an average order from *My French Corner*?

       20-40€
       40-60€
       60-80€
       80-100€
       > 100€

13. What are the reasons that you buy products from *My French Corner*? (several answers possible)

       Curiosity
       Pleasure
       Weakness for good food
       To find new tastes
       To find again a taste discovered in France
       To cook typical French dishes
       To find again a taste of childhood
       Desire to vary my food
       Others reasons

Your opinion on the products and services offered by *My French Corner*

14. On average how satisfied you are with the products of *My French Corner*?

	Not at all satisfied	Not very satisfied	Satisfied	Very satisfied	Completely satisfied	No opinion
Variety and choice of products						
Packaging of products (size and appearance)						
Taste						
Quantity (portion) of products						
Use-by date						
Conservation						
Respect of health norms						
Clear and legible nutritional						

information						
Price						

- If you received your order by Matkahuolto how satisfied have you been with the:

	Not at all satisfied	Not very satisfied	Satisfied	Very satis-fied	Completely satisfied	No opinion
General con-dition of the package that you received						
Freshness of products						
Packaging of products						

Comments

Text

15. On average how satisfied you are with the services offered by *My French Cor-ner*?

	Not at all satisfied	Not very sa-tisfied	Satisfied	Very satis-fied	Completely satisfied	No opinion
Frequency of one order per month						
Delivery time after ordering online						
Navigation on the websi-te						
Organization of products within differ-ent shops						
Online pay-ment						

If you received your order by Matkahuolto how satisfied have you been with the:

	Not at all satisfied	Not very satisfied	Satisfied	Very satisfied	Completely satisfied	No opinion
Automatic messages received by email, by text message						
Open hours of relay points						
Door-to-door delivery						
The behaviour of reception staff of Matkahuolto, Siwa, Valintatalo						

Comments

Text

16. What do you think about the Customer Service of *My French Corner*?

	Meets my expectations	Doesn't meet my expectations	No opinion
Easiness to contact it			
Means of reply (email, phone, text message)			
Time to the receive the reply			
Degree of professionalism in the reply			
Personalized reply			
Nature and value of a possible compensation			

General opinion

17. On average how satisfied you are with the products and services of *My French Corner*?

Not at all satisfied	Not very sa-tisfied	Satisfied	Very satis-fied	Completely satisfied	No opi-nion

18. Considering your experience with *My French Corner*, would you recommend its products and services to yours friends or colleagues?

Definitely not	Perhaps	Definitely yes	No opinion

- If yes,

        Have you already done it?
        Do you plan to do it in the near future?

- If not, could you please tell us the reason for that?

Text

19. Do you have any comments or suggestions to make to *My French Corner*?

Text

M*y French Corner* thank you for your participation and hope to see you soon on www.myfrenchcorner.com.

For further questions or comments concerning this survey, feel free to contact the Team of My French Corner to the following address: questionnaire@myfrenchcorner.com

This survey was designed and carried out by Cyrielle Martin, student at the Satakunta University of Applied Sciences in Rauma, as part of her final Bachelor thesis titled « Customer Satisfaction Survey for My French Corner ».

QUESTIONNAIRE IN FRENCH

Enquête de satisfaction pour My French Corner

Tout juste un an après le lancement de l'épicerie française en ligne *My French Corner*, l'Equipe souhaiterait connaître votre avis et votre degré de satisfaction sur l'ensemble des produits et des services que vous recevez afin de renforcer la qualité de sa prestation.

Comment y participez ? C'est tout simple ! Il vous suffit de répondre à ce questionnaire en ligne. Cela ne vous prendra que quelques minutes.

Les questionnaires et les résultats ainsi que l'identité de chaque personne interrogée resteront confidentiels.

Pour créer des statistiques exactes et complètes, merci de répondre à toutes les questions de la partie « Informations générales ». N´oubliez pas de cliquer sur "Save" à la fin du questionnaire pour soumettre vos réponses.

Les réponses seront traiter à partir du 15 mai 2011. Merci de bien vouloir soumettre vos réponses avant cette date.

<u>Informations générales</u>

1. Vous êtes:

Une femme
Un homme

2. Votre âge:

Moins de 21 ans
Entre 21 et 30 ans

Entre 31 et 40 ans
Entre 41 et 50 ans
Entre 51 et 60 ans
Plus de 60 ans

3. Votre nationalité:

Finlandaise
Française
Suédoise
Estonienne
Russe
Autres

4. Votre lieu de résidence :

Ahvenanmaa (Maarianhamina)
Etelä-Karjala (Lappeenranta)
Etelä-Pohjanmaa (Seinäjoki)
Etelä-Savo (Mikkeli)
Kainuu (Kajaani)
Kanta-Häme (Hämeenlinna)
Keski-Pohjanmaa (Kokkola)
Keski-Suomi (Jyväskylä)
Kymenlaakso (Kouvola)
Lappi (Rovaniemi)
Pirkanmaa (Tampere)
Pohjanmaa (Vaasa)
Pohjois-Karjala (Joensuu)
Pohjois-Pohjanmaa (Oulu)
Pohjois-Savo (Kuopio)
Päijät-Häme (Lahti)
Satakunta (Pori)
Uusimaa (Helsinki)
Varsinais-Suomi (Turku)

5. Combien de personnes constituent votre foyer ?

1
2
3
4
5
> 5

Informations sur vous et *My French Corner*

6. Comment avez-vous connu *My French Corner* ?

       Par la newsletter
       Grâce à un moteur de recherche
       Sur un blog
       Par un ami, de la famille
       Sur un marché, un salon
       Dans la presse, un magazine
       Autres

7. A quelle fréquence visitez-vous le site Internet de *My French Corner*?

       Une fois par semaine
       Tous les quinze jours
       Tous les mois
       Une fois par trimestre
       Deux fois par an

8. Pour quelles raisons visitez-vous le site Internet de *My French Corner*? (plusieurs réponses possibles)

       Consulter le catalogue
       Trouver des informations sur les évènements organisés par *My French Corner*
       Lire les articles
       Consulter les recettes
       Commander
       Poser des questions

9. Que pensez-vous des informations fournies par *My French Corner ?*

	Sans intérêt	Intéressant	Très inté-ressant	Sans avis
Les recettes				
Les articles				
Les inter-views				
La page face-book				
Les commu-niqués de presse				
La newsletter				

10. Pour vous, *My French Corner* à l'image d'une entreprise.

	Pas d´accord	Moyennement d´accord	D´accord	Sans avis
Discrète				
Soignée				
Qualitative				
Sérieuse				
Conviviale				

Commentaires :

Texte

11. Avez-vous déjà passé commande sur *My French Corner* depuis son lancement en mars dernier ?

- Si oui, combien ?

    1-2
    3-4
    5-6
    7-8
    > 8

Merci de bien vouloir vous rendre directement à la question 12.

- Si non, pour quelles raisons? (plusieurs réponses possibles)

    Je manque le cycle de commandes
    Je n'ai pas de cartes bancaires
    Je viens de prendre connaissance de la boutique
    Aucun produit ne correspond à mes attentes
    Je ne connais pas et je ne sais pas comment cuisiner les produits français
    Je ne commande jamais de délices alimentaires sur Internet
    Je souhaite recevoir les produits dans les 48h maximum
    Les prix des produits ne rentrent pas dans mon budget « alimentation »
    Les prix de livraison sont trop élevés
    Autres

Si vous n´avez pas encore commandé chez My French Corner, merci de soumettre vos réponses dès maintenant en cliquant sur le bouton "Save".

12. Quel budget moyen par commande dépensez-vous sur *My French Corner* ?

<20€
20-40€
40-60€
60-80€
80-100€
> 100€

13. Vous achetez sur *My French Corner* par: (plusieurs réponses possibles)

Curiosité
Plaisir
Gourmandise
Recherche de nouvelles saveurs
Pour retrouver un goût connu lors d'un voyage en France
Pour cuisiner des plats typiquement français
Pour retrouver goût de mon enfance
Envie de diversifier mon alimentation
Autres

<u>Votre avis sur les produits et services proposés par *My French Corner* :</u>

14. Etes-vous satisfait des produits de *My French Corner* ?

	Insatisfait(e)	Moyennement satisfait(e)	Satis-fait(e)	Très satis-fait(e)	Extrêmement satisfait(e)	Sans avis
Diversité et choix des pro-duits						
Packaging du produit (look, taille …)						
Goût du produit						
Quantité (por-tion) du produit						
Date limite de consommation						
Conservation du produit						
Respect des normes sanitai-res						
Informations						

	Insatisfait(e)	Moyenne-ment satis-fait(e)	Satisfait(e)	Très satis-fait(e)	Extrêmement satisfait(e)	Sans avis
nutritionnelles claires et lisi-bles						
Prix du produit						

- Vous recevez votre colis par Matkahuolto :

	Insatisfait(e)	Moyenne-ment satis-fait(e)	Satisfait(e)	Très satis-fait(e)	Extrêmement satisfait(e)	Sans avis
Etat du colis						
Fraîcheur des produits						
Emballage des produits						

Commentaires

Texte

15. Etes-vous satisfait des services proposés par *My French Corner* ?

	Insatisfait(e)	Moyennement satisfait(e)	Satisfait(e)	Très satis-fait(e)	Extrêmement satisfait(e)	Sans avis
La fréquence d'une com-mande grou-pée par mois						
Le délai de réception du colis une fois commandé sur Internet						
La navigation sur le site In-ternet						
L'organisation des produits au sein des boutiques						
Le paiement sur le site In-ternet						

- Vous recevez votre colis par Matkahuolto :

	Insatisfait(e)	Moyennement satisfait(e)	Satisfait(e)	Très satis-fait(e)	Extrêmement satisfait(e)	Sans avis
Les messages que vous re-cevez en au-tomatique par mail, par SMS						
Heures d'ouverture des points relais						
Le service à domicile						
L'accueil du personnel Matkahuolto, Siwa, Valin-tatalo						

Commentaires :

Texte

16. Que pensez-vous du service consommateur de *My French Corner* ?

	Cela répond à mes attentes	Cela ne répond pas à mes atten-tes	Sans avis
La facilité pour le contacter			
Le support utilisé pour la réponse (mail, tél, sms…)			
Le temps mis pour recevoir la réponse			
Le sérieux de la ré-ponse			
La personnalisation de la réponse			
La nature et la va-leur du dédomma-gement			

Avis général :

17. Quel est votre degré de satisfaction générale concernant les produits et services de *My French Corner*?

Insatisfait(e)	Moyennement satisfait(e)	Satisfait(e)	Très satis-fait(e)	Extrêmement satisfait(e)	Sans avis

18. Aux vues de votre expérience avec *My French Corner*, recommanderiez-vous ses produits à vos amis/vos collègues?

Certainement non	Peut être	Certainement oui	Sans avis

- Si oui,

      L'avez-vous déjà fait ?

      Le ferez-vous dans un futur proche ?

- Si non, pourquoi?

Texte

19. Avez-vous des commentaires ou des suggestions à faire parvenir à *My French Corner*?

Texte

M*y French Corner* vous remercie pour votre participation et vous dit à très bientôt sur son site www.myfrenchcorner.com

Pour toute question ou commentaire concernant cette enquête, n'hésitez pas à contacter l'Equipe de *My French Corner* à l'adresse suivante : questionnaire@myfrenchcorner.com

Cette enquête a été conçue et réalisée par Cyrielle Martin, élève à la Satakunta University of Applied Sciences à Rauma, dans le cadre de sa thèse intitulée « Customer Satisfaction Survey for My French Corner ».

QUESTIONNAIRE IN FINNISH

Asiakastyytyväisyyskysely: My French Corner

Vuosi ranskalaisen My French Corner -herkkukaupan avaamisesta haluaisimme kuulla ajatuksistasi ja tyytyväisyyden tasostasi koskien tuotteitamme ja palveluitamme.

Tällä kyselytutkimuksella pyrimme parantamaan tarjontaamme entisestään. Helpon kyselyn täyttämiseen kuluu vain muutama minuutti.

Kaikki vastaukset käsitellään luottamuksellisesti. Jotta saisimme mahdollisimman tarkan kuvan laatutasostamme, toivomme sinun vastaavan kaikkiin kysymyksiin mahdollisimman totuudenmukaisesti.

Toivomme voivamme käsitellä saadut vastaukset 15.5. alkaen. Täytäthän vastauslomakkeesi ennen sitä.

Perustiedot

1. Olen

      Nainen
      Mies

2. Ikäni

      Alle 21 vuotta
      21-30 vuotta
      31-40 vuotta
      41-50 vuotta
      51-60 vuotta
      Yli 60 vuotta

3. Kansallisuuteni

     suomalainen
     ranskalainen
     ruotsalainen
     virolainen
     venäläinen
     muu

4. Asuinpaikkani

     Ahvenanmaa (Maarianhamina)
     Etelä-Karjala (Lappeenranta)
     Etelä-Pohjanmaa (Seinäjoki)
     Etelä-Savo (Mikkeli)
     Kainuu (Kajaani)
     Kanta-Häme (Hämeenlinna)
     Keski-Pohjanmaa (Kokkola)
     Keski-Suomi (Jyväskylä)
     Kymenlaakso (Kouvola)
     Lappi (Rovaniemi)
     Pirkanmaa (Tampere)
     Pohjanmaa (Vaasa)
     Pohjois-Karjala (Joensuu)
     Pohjois-Pohjanmaa (Oulu)
     Pohjois-Savo (Kuopio)
     Päijät-Häme (Lahti)
     Satakunta (Pori)
     Uusimaa (Helsinki)
     Varsinais-Suomi (Turku)

5. Taloudessani on

     1 henkilö
     2 henkilöä
     3 henkilöä
     4 henkilöä
     5 henkilöä
     Yli 5 henkilöä

Suhteesi *My French Corner*:iin

6. Kuinkakuulit ensimmäisen kerran *My French Corner*:sta?

     Uutiskirjeen kautta

Verkon hakupalvelun kautta
Blogista
Ystävän / perheenjäsenen kautta
Torilla / messuilla
Sanoma- tai aikakauslehdestä
Muutoin

7. Kuinka usein käyt *My French Corner*:n verkkosivuilla?

Kerran viikossa tai useammin
Joka toinen viikko
Kerran kuukaudessa
Kerran kahdessa kuukaudessa
Kaksi kertaa vuodessa

8. Miksi käyt *My French Corner*:n verkkosivuiilla?

Käyn tutkimassa tuotevalikoimaa
Haen tietoja *My French Corner*:n järjestämistä tapahtumista
Luen juttuja ja haastatteluita
Käyn tutkimassa reseptejä
Tilaan tuotteita
Kysyn kysymyksiä ja lähetän toiveita

9. Mitä mieltä olet *My French Corner*:n tiedotuksesta*?*

	Eivät kiin- nosta	Mielenkiintoista	Erittäin mielen- kiintoista	Ei mielipi- dettä
Reseptit				
Artikkelit				
Haastattelut				
Facebook-sivut				
Lehdistötiedotteet				
Uutiskirjeet				

10. Millainen mielikuva sinulla on *My French Corner*:sta yrityksenä?

	Eri mieltä	Samaa mieltä	Täysin samaa mieltä	Ei mielipidettä
Hillitty, tahdikas				
Huoliteltu				
Laadukas				
Vakavasti otettava				
Leppoisa				

11. Oletko jo tilannut tuotteita *My French Corner*:n sivuilta?

- Jos OLET tilannut, niin kuinka usein?

      1-2 kertaa
      3-4 kertaa
      4-5 kertaa
      6-8 kertaa
      Yli 8 kertaa

Siirrythän suoraan kysymykseen numero 12.

- Jos ET OLE tilannut, niin miksi et? (Voit valita useamman vaihtoehdon)

      Tilaussyklit menevät jotenkin aina ohi
      Minulla ei ole pankkikorttia
      Tutustuin tähän kauppaan vasta viime aikoina
      Yksikään tuote ei vastaa odotuksiani
      En tunne tuotteita enkä tiedä kuinka niitä käyttäisin
      En koskaan osta ruokatarvikkeita verkkokaupasta
      Tilaan vain jos saan tuotteet kotiini vähintään 48 tunnin päästä tilaamisesta
      Tuotteiden hinnat ovat ruokabudjettiini nähden liian korkeat
      Toimituskulut ovat liian korkeat
      Muut syyt

Kommentteja

Jos ET OLE vielä tilannut tuotteita My French Cornerista, voit tallentaa vastauksesi kyselyn lopusta painamalla **Tallenna** -painiketta.

12. Mikä on *My French Corner*:n ostoskorisi koko keskimäärin?

      Alle 20€
      20-40€
      40-60€
      60-80€
      80-100€
      Yli 100€

13. Mikä saa sinut tilaamaan tuotteita *My French Corner*:lta? (Voit valita useamman vaihtoehdon)

      Uteliaisuus
      Mielihyvä
      Herkuttelu
      Uusiin makuihin tutustuminen

        Ranskan matkan makujen uudelleenlöytäminen
        Tyypillisten ranskalaisten ruokien kokkaaminen
        Lapsuuden makujen uudelleenlöytäminen
        Vaihtelun luominen ruokavaliooni
        Muut syyt

Kommenteja

Mielipiteesi *My French Corner*:n tuotteista ja palveluista

14. Keskimäärin, kuinka tyytyväinen olet *My French Corner*:n TUOTTEISIIN?

	En ole lainkaan tyytyväinen	En ole juurikaan tyytyväinen	Olen tyytyväinen	Olen hyvin tyytyväinen	Olen erittäin tyytyväinen	Ei mielipidettä
Tuotteiden monipuolisuus ja valikoiman laajuus						
Tuotepakkausten ulkonäkö ja koko						
Tuotteiden maku						
Tuotteiden paino, määrä, koko (annoskoko)						
Tuotteiden käyttöaika						
Tuotteiden säilyvyys						
Hygieniasäädösten noudattaminen						
Ravinto- ja tuotetietojen selkeys ja luettavuus						
Tuotteiden hinta						

- Jos saat tilauksesi Matkahuollon kautta, kuinka tyytyväinen olet ollut…

	En ole lainkaan tyytyväinen	En ole juurikaan tyytyväinen	Olen tyytyväinen	Olen hyvin tyytyväinen	Olen erittäin tyytyväinen	Ei mielipidettä
Saamasi paketin yleis-						

kuntoon						
Tuotteiden tuoreus						
Tuotteiden pakkaamiseen kuljetusta varten						

Kommentteja

15. Keskimäärin, kuinka tyytyväinen olet *My French Corner*:n PALVELUIHIN?

	En ole lain-kaan tyyty-väinen	En ole juu-rikaan tyy-tyväinen	Olen tyy-tyväinen	Olen hy-vin tyyty-väinen	Olen erittäin tyytyväinen	Ei mielip-idettä
Tilaussyklin pituuteen (noin kerran kuukaudessa)						
Tuotteiden odostusaikaan tilauksen tekemisestä laskien						
Verkkokaupas-sa liikkumisen helppouteen						
Tuotteiden järjestelyyn kussakin verkkokaupan putiikissa						
Verkkomak-samiseen						

- Jos saat tilauksesi Matkahuollon kautta, kuinka tyytyväinen olet ollut…

	En ole lain-kaan tyyty-väinen	En ole juu-rikaan tyy-tyväinen	Olen tyy-tyväinen	Olen hy-vin tyyty-väinen	Olen erittäin tyytyväinen	Ei mielip-idettä
Saamiisi automaattisiin tektiviesteihin ja sähköpostiviesteihin						
Noutopisteiden						

aukioloaikoihin					
Kotiinkuljetuk- siin					
Palveluhenkilö stön käytökseen (Matkahuolto, Siwa, Valintatalo)					

Kommentteja

16. Mitä mieltä olet *My French Corner*:n asiakaspalvelusta?

	Vastaa odotuk- siini	Ei vastaa odo- tuksiini	Ei mielipidettä
Yhteydenoton help- pous			
Käytetyn vastausmuodon sopivuus (s-posti, puhelin, sms...)			
Vastauksen saami- seen kulunut aika			
Vastauksen ammat- timaisuus			
Vastauksen henki- lökohtaisuus			
Mahdollisen korvaussumman tai korvaavan tuotteen arvo ja luonne			

Yleinen mielipide:

17. Keskimäärin, kuinka tyytyväinen olet *My French Corner*:n TUOTTEISIIN JA PALVELUIHIN?

18. *My French Corner*:sta saamiesi kokemusten perusteella, suosittelisitko yrityksen

En ole lainkaan tyytyväinen	En ole juu- rikaan tyy- tyväinen	Olen tyy- tyväinen	Olen hyvin tyytyväinen	Olen erit- täin tyyty- väinen	Ei mielip- idettä

tuotteita ystävillesi tai tuttavillesi?

En taatusti	Ehkä	Aivan varmasti	Ei mielip- idettä

- Jos suosittelisit,

        Joko olet niin tehnyt?

        Suunnitteletko tekeväsi niin lähitulevaisuudessa?

- Jos ET suosittelisi, kertoisitko miksi?

19. Haluaisitko lähettää vielä kommentteja tai ehdotuksia kyselyn laatijalle tai *My French Corner*:lle?

Lämmin kiitos osallistumisestasi *My French Corner* :n tyytyväisyyskyselyyn. Tavataan taas sivustollamme www.myfrenchcorner.com ja osoitteessa questionnaire@myfrenchcorner.com

Kyselytutkimuksen laati ja toteutti Satakunnan Ammattikorkeakoulun opiskelija Cyrielle Martin osana lopputyötään nimeltä « Customer Satisfaction Survey for My French Corner ».