Nafiz Ahmed

INVESTIGATING CUSTOMER BEHAVIOUR AND SATISFACTION
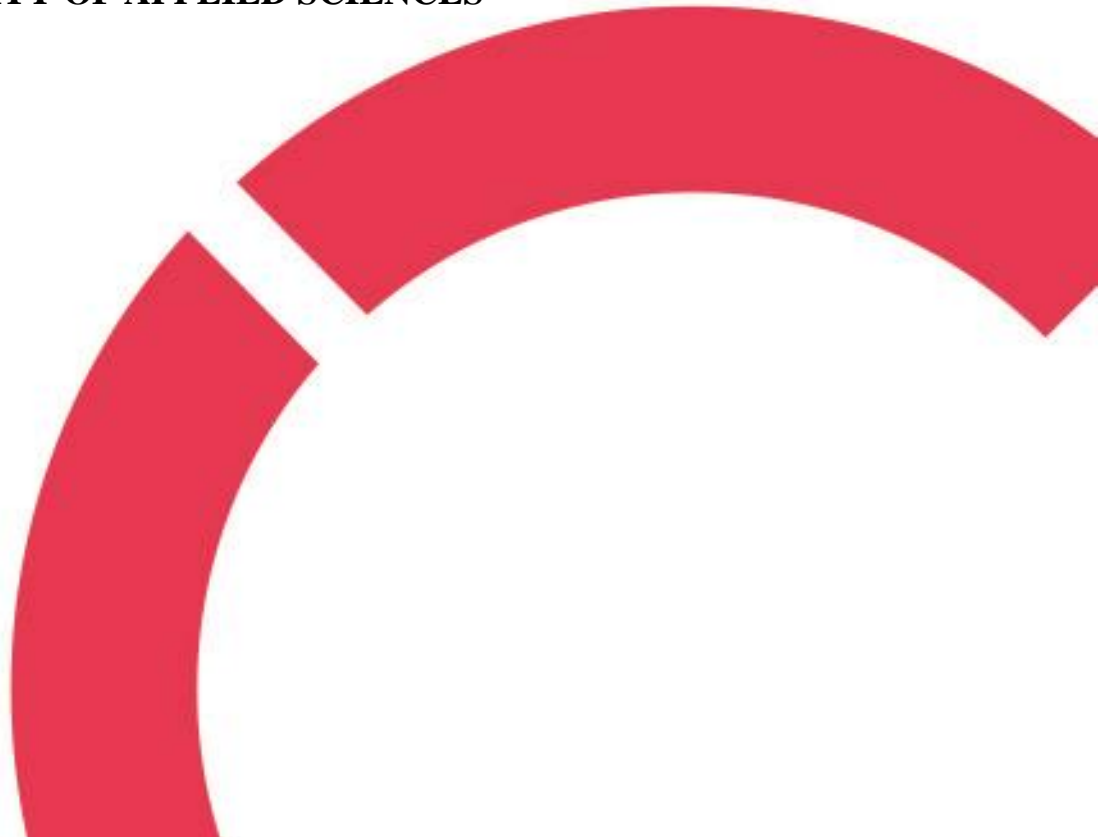
A Small Business Perspective on Mixmart

ABSTRACT

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Name of thesis INVESTIGATING CUSTOMER BEHAVIOUR AND SATISFACTION. A Small Business Perspective on Mixmart		
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The thesis explored consumer behaviour and satisfaction. Also, the reciprocity between consumer satisfaction and loyalty was discussed in the thesis. The research study was done relying on the perspectives of Mixmart which is a small grocery store. Different concepts were found in consumer behaviour and satisfaction.

The author focused on three theoretical aspects to get a better understanding of consumer behaviour. They consist of consumer behaviour and the facts influencing it, such as the correlation between consumer satisfaction and customer loyalty. To manage the gained consumer base, the author also got depth into customer relation management to endeavour the previous knowledge.

Also, different influences were discussed on different consumer satisfaction models, and mandatory consumer influences such as expectation, quality, loyalty, internal, and external consumer influencers. The procedure was then clarified. The five-stage consumer model has been used to expound on the full consumer purchasing process.

The commissioner of the thesis was Md. Riaz Hawladar, current C.E.O of Mixmart small business in Pietarsaari. He is also the founder of Ebazaar and Mixmart.

The thesis research part was completed using quantitative research methodology. Primary data was collected using a consumer satisfaction survey questionnaire set physically in Mixmart. Afterward, the data was used for analyzing and coming to a final outcome result and suggestion.

Keywords
consumer behaviour, consumer buying decision process, consumer influencers, habitual behaviour

CONCEPT DEFINITIONS

CRM

(Customer Relationship Management) that is a technology used to manage a company's relations with customers.

MRP

(Maximum Retail Price) is an obliged price by the government that cannot be exceeded by the retail sellers.

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1 INTRODUCTION

Customer satisfaction and loyalty are the major two factors that a company depends on to secure a long-time profitable business. Consumer satisfaction means a "Person's feelings of pleasure or disappointment towards any type of product or service the person outcomes with comparing to his expectations before getting it" which gives him a full satisfaction or disappointment if the level is not reached. (Kotler & Keller 2006.) Consumer satisfaction simply controls consumer loyalty, over time. As consumer loyalty can be seen as a dependable term where a consumer is satisfied with the service or product they are getting from an individual or company the customer will be loyal to that company and again will go back for the service or product to the same place. So, consumer satisfaction and loyalty are the two clear statistics measuring companies' success (Han, Quan & Al-Ansi 2022, 46). Consumer satisfaction and loyalty are two results of consumer behaviour and the consumer-buyer decision-making process. Human behaviour is influenced by a multitude of factors, including genetics, environment, culture, upbringing, and individual experiences. It is also shaped by various internal and external stimuli, such as attitudes, personality, and social norms and expectations influenced by several other internal and external factors which similarly work for people purchasing behaviour.

The aim of the thesis is to study and get more understanding of the factors that contribute to customer behaviour and satisfaction. The empirical study focuses on a grocery store Mixmart, operating in Pietarsaari, Finland. The main aim is to find out the opportunities for the shop, and to provide a comprehensive overview of the current state of research in the customer satisfaction and loyalty field. Mixmart is a newly started grocery store business established in Pietarsaari city centre opposite Prisma which sells different countries' traditional and authentic foods also daily necessity products of people. At last, the thesis provides insights and recommendations for Mixmart to create a deep-rooted relationship with their consumer. The goal is to increase customer retention through loyalty.

The theoretical part of the thesis starts with consumer behaviour and aspects influencing the result of consumer satisfaction and loyalty. To complete the research parts there will be used a quantitative survey using a distinctive set of questions. Also, references such as blogs, articles, journals, publications, internet resources and Google Scholar resources will be used to get more in-depth understanding. Also, books

such as "Brand Loyalty in Bangladesh" published in 2021 by Uzir, Hamid, Latif, and Jerrin, "Sustainable Consumer Behaviour and the Environment" published in 2021 by Heesup Han, "Marketing Management" published in 2012 by Philip Kotler and Kevin Lane Miller, "Delivering Fantastic Experience" in 2020 by Daniel Lafreniere and "How to Measure Customer Satisfaction" published in2017 by Nigle Hill and Rob Macdougall. Also, different models and figures are used to explore the behavioral factors.

The commissioner of the thesis is Md. Riaz Hawladar who is the CEO and co-founder and current Chairman of the Board of Mixmart Pietarsaari. Mixmart was rebranded from E-Bazaar. E-Bazaar was established in 2014 from being an e-commerce grocery in Espoo to an offline retail grocery store in Pietarsaari. But the official government registered name of the company is Synergy Scandic Oy. Md. Riaz Hawladar was also the CEO and founder of E-Bazaar. He rebranded it into Mixmart to expand the business and established Mixmart in the year of 2022. Mixmart is a perfect example of a small mix grocery store in a small city as a competitor of big organizations such as Prisma, K-citymarket and Lidl. Mixmart is exactly located in Koulukatu 7, Pietarsaari just in front of the city's biggest markets. Mixmart is a limited liability company. (Finder 2023.)

Mixmart is a grocery store that sells Bangladeshi, Indian, Pakistani, Iraqi, Nepalese, Vietnamese, Ukrainian, African also European grocery foods, oil, different types of sauces, fresh and frozen vegetables, fish, meat, poultry, rice, gari, wheat, beans, shrimp, juices, snacks, spices, beverages, ginger beer, pickles, Asian noodles, and seasoning salts. It also sells various daily necessity product of Africans and Asians such as Vaseline, cosmetics and other daily usage like frozen snacks like Porota, Somosha, Singara, and other snacks like chips. It also, sells occasional traditional things required for the occasion. Almost every working day these products are imported for the store from different other countries in pallets using ship transportation. (Mixmart 2023)

Based on the information currently accessible on the company's financial statements, E-Bazaar and Mixmart revenues have been consistently increasing over the years although there was a certain decline in 2018. Starting in 2016 its total revenue accounted to be 86 000 EUR and the next year it gradually increased to 118 000 EUR in 2017. It had a slight decrease and accounted to be 116 000 EUR in 2018. After that, within the close year 2019 the revenue had a dramatic increase that touch the tipping point with a hold being 193 000 EUR. So, the total report started in 2016 with 86 000 EUR representing gradually

37.2% increase in revenue in 2017, then having a decline of revenue of 1.7% less than in 2018. Last with a great increase of 66.7% in the year 2019. (Asiakastieto 2022.)

Furthermore, in 2020, it increased to EUR 324 000 with a phenomenal growth rate of 77.2% Mixmart will gain its maximum revenue and profit of EUR 430 000 in 2021 that will be 25.7% more compared to the year 2020. Mixmart has shown fluctuation throughout the years with business profit and losses. It was able to turn a profit EUR 10 000 in 2018, that equals to 10% of the total revenue of Mixmart. This is justified and valid data provided by Suomen Asiakastieto, also the business posted its ever-highest profit of EUR 24 000 in 2019, despite the loss of 12% in the previous year 2018. The statistical data found shows a result for the business making a profit of EUR 9,000 in year 2020 and EUR 18, 318 in 2021. Finally, operating profits were 2.6% of revenues in 2020 and 4.2% of revenues in 2021 because of recent years. In 2022 its revenues are 16.8% compared to the year 2021 (Asiakastieto 2023.)

2 CONSUMER BEHAVIOURS AND THE FACTS INFLUENCING CONSUMER DECISION

Understanding consumer behaviour and knowing the influences behind the decisions help organization to develop their product and service quality to increase revenue in business. Consumer behaviour are actions that a person does depending on a certain moment and the surrounding environmental field. This can be different in all states of life. The behavioural activity can also be identified during the buying process, where the individuals have a different work pattern during the entire buying circle until it is done relatively but it can be categorized on different aspects of people's life. Also, the different aspects work as initial and background influences for making a final choice. Customer expectations are also a part of the influence towards their choice and purchasing behaviour. However, consumer behaviour and influences are not certain. Temporal behaviour change is also compulsory for making an accurate choice during the purchasing. (Luo 2019, 3-4.)

2.1 Buyer Decision Making Process

Consumer behaviour has been a significant and vital part of every retail or other business model. Selling any product or service has been never possible until it matches customer expectations. Also, consumer behaviour was proven to be one of the most complex things to have a certain definition that can be told to be genuine while considering all sectors. There have been a lot of theories and research to date but due to customer demands and asking how they behave there have been always changes outlooked during time. When going for a purchase a consumer has the freedom to choose between different products by comparing the value, size, quality, looks, rationality, assumption, and reasonable using their money to buy. Their behaviour helps them to select which one is the best accordingly to the need of the money they are using to buy the product if the salesperson assumes, and different promises are felling genuine before completing the act of purchase. While they are in the middle of a market zone they compare and evaluate products and services nowadays even using mobile phones to search for the best potential opportunity among multiple stores. (Tsardoulias, Kintsakis, Panayiotou, Thallas, Reppou, G.K & Ituburu 2017.)

Due to all these changes and inconvenient behavioural conditions, it becomes hard to reach a single definition of customer behaviour. Even if, all the definitions are different from each other, they share a common ground and range which makes them almost similar (LaMarco 2018). There are different variations within the customer expectations that create a sense of difference while making the definitions as well. Also, the people's age gap plays a vital role in the divergence. If we go through the old time and modern time customer behaviour, we can be a little clearer.

In old times, there were fewer shops and grocery stores also fewer resources available to choose from. Although there weren't many well-known stores and marketplaces nearby, people had to think more carefully about which store they wanted to use to obtain their essentials. This made shopping a routine daily task.. Comparing to the modern time where are thousands of retail stores, online platforms also various marketing campaign going on for the same product of different brands with several offers for all stores it becomes tough to choose and fix their thought to get the relevant one accordingly to need. So, at present consumers make decisions relying on several factors about what they buy, want, need or act in regard to product service or shop (Solomon 2017). Whereas, in previous older times as the year 2006 they were more used to selecting, securing, use, and disposal of products and experiences to satisfy their need (Kotler & Keller 2006). These different age group people have different sorts of mindsets approaching their time range they have a set of functional knowledge behaviour.

Most successful companies and other business entrepreneurs who have settled down with the most consumer market percentage have cracked the code of understanding customer behaviour for the type of product or service they are offering. Thus, the main challenge faced by all marketers is how to influence consumer purchase behaviour in their favour to purchase their products and services. Also, the needed thing to be done is to shed light on the psychology of the customer's feelings, and arguments and make them select among the company's existing alternatives. (Stankevich 2017.) The organizations are successful in wholly understanding the consumer's psychological factors to manipulate them to improve marketing strategies to new camping. Also, getting into consumers' minds gives them an innovative experience. As customers keep on asking for new unique products because of the consumers changing behaviour. Also, successful companies can track the changes with time and bland with those.

When company marketing experts make marketing strategies, plans, and promotions their foremost dependable aspect is consumer behaviour they have to survey and inspect the recent time behaviour to find out their interests and desires to make a perfect camping project to get their focus on the products. Also, there are numerous models of consumer behaviour that has been introduced till now. Some of the most used models are the AIDA model, Howard-Sheth model, Engle-Blackwell-Miniard, and the Five-Stage model. Although most of the customer behaviour models are older and there is a lack of the latest models. A few of them are still being used as they are still comprehensively similar with current consumer market.

There is one behaviour of humans called consumption that is most closely related to consumer behaviour so most of the time gets mixed up with each other. Also, this term misleads consumer behaviour. The first one is micro behaviour or an individual choice of satisfying own needs at a certain period, referred to this the other one is a macro or mass behaviour of a group to consume a unit of thing for a long time. (Gupta & Singh 2020, 45.) Consumer behaviour focuses on two things one is making the decision of alternatives and buying or at last paying.

There are five stages of consumer buyer behaviour or consumer decision-making process made by Engle-Blackwell & Kollat in 1968 (FIGURE 1). The model has been later analysed by others and still this five-process model is known as the most valid and persuasive customer behaviour marketing model (Wallace 2023). Brief discussion on the five stages can be done through to understand the phases a customer goes to reach the final payment of the product and ensuring the post purchasing decision.
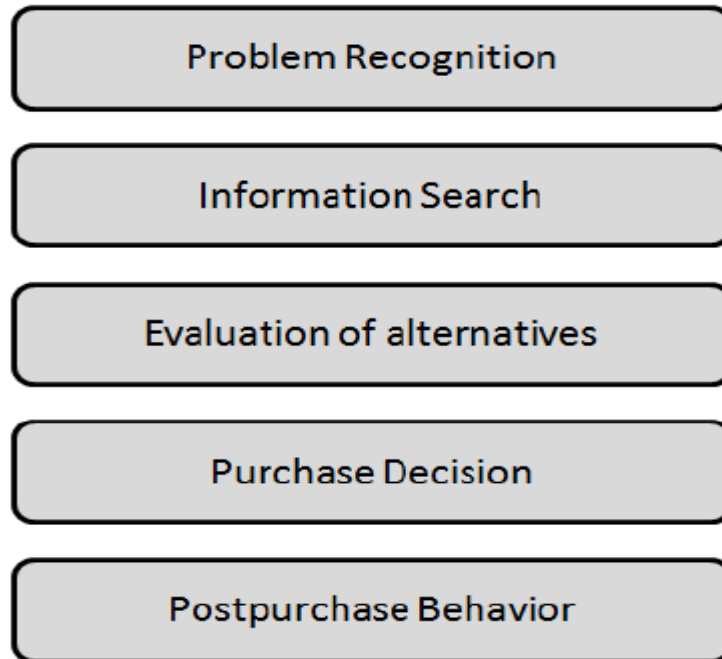
FIGURE 1. The five-stage model in consumer behaviour (Kotler & Keller 2012)

Recognition in normal terms means identifying the current problems for any situation to become aware of the need. But customer problem recognition refers to. Identifying the discrepancy between customers' necessities that is used by marketers to make the consumer understand how their product or service can satisfy their necessities. Overall, they go through a W5 What, Where, When, why, and Who to anticipate the needs but not go through a lot of research they are provided guidance by the marketers in advance. (Lafrenière 2020, chapter 3.)

Information search is the consumer behaviour stage where the initial mind, starts a temptation to search for information about the product which will satisfy their need. That occurs in two distinct levels one internal and the other external. On the internal level, the customer uses his own knowledge and experiences but, on the external level, they extend to seek help from experts, marketers, websites, and other advertisements and store displays to advertisements. The level of searching for information depends on the attachment of the product to the customer. But if there are too many choices or information in the market then consumer behaviour gets diverted and becomes harder for them to choose. (Simms 2020.)

This is where it becomes important for the companies to be more efficient with consumer search behaviour and provide less but accurate.

Evaluations of alternatives is defined as, **i**f there are ten to twenty equivalent products with few atypical features or traits available in the market do the same job few with more efficiency and few maybe less all could be of different brands or similar. Then these products are alternatives to each other. That a customer must evaluate depending on the surrounding situations which one is the best choice for him accordingly to the value he is providing it could be service or product. So, an alternative is used to evaluate a product's intrinsic characteristics to evaluate the best one to save money and fulfilling the objectives required (Denis 2018, 9). This is how the final product is finalized on the estimates of assessing the right worth. With this the temptations for a moment end until the payment.

Purchase decision occurs, after the final selection of the products by considering all aspects, the consumer prepares himself to add the product in his shopping car or to the final cash counter. Still ¾ of the product is abandoned from shopping carts in online digital shopping carts. (Wallance 2023.) Which is not so similar but still much in retail stores. This displeasing of decision can happen because of inconvenient experiences while shopping or not enough guidance. This could also happen from the frustrating circle of moving and not finding the right behaviour expected from retail store sale persons. This final stage to hold up the behaviour to pay is crucial and hard to hold on to.

Post-purchase behaviour is the decisions that the consumer makes after purchasing the product depending on the experience and product quality they got. This depends on customer satisfaction. The three things' consumers do during the experience are recommending the product to others, evaluating the product, and retention rate. At last, increasing the consumer retention rate pays off with a compound effect that makes the company mature and increases revenue and profit. (Coleman 2018, 50-56.) So, post-purchase behaviour has a similar impact on the company as previous behaviour.

2.2 Factors Influencing Consumer Behaviour

Consumer behaviour is the actions that make decisions made by individuals in the process of buying like selecting, purchasing, and using goods. There are several factors that influence consumer behaviour called regulating internal factors such as demographics, attitudes, beliefs, and lifestyle, and external regulating factors such as social, cultural, economic, and technological factors (Kotler & Armstrong 2017, 167). These factors are changeable and different for every person, making every customer's thinking and choices different. Consumer buyer behaviour are significantly influenced by internal and external factors that have been proven in a research journal of Manali Khaniwale where the major ones are cultural, social, personal, and psychological (FIGURE 2). (Khaniwale 2015, 278-286.) Also, the influencing factors have a distinction on environments. These internal and external influences have completely different environments.
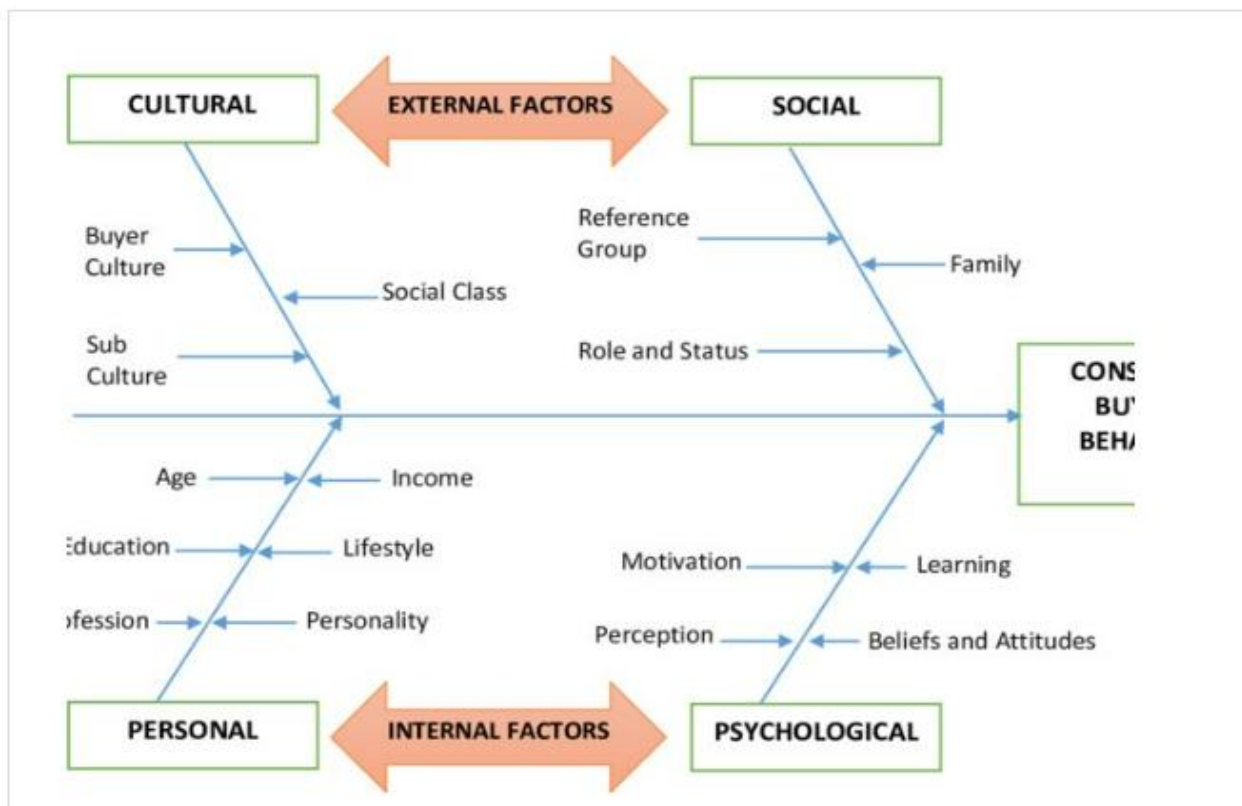

FIGURE 2. Internal and external factors affecting consumer buying behaviour (Mahmood 2017)

2.2.1 Internal Factors Influencing Consumer Behaviour

There are some few internal fixed demographics that effect consumer behaviour. Those are personality, lifestyle, occupation, economic situation, and age. In the following paragraphs a brief overview is given.

Different gender impacts consumer behaviour that is an important determine while purchasing something, as men and women consider different values, attitudes and purchasing behaviour (Solomon 2017, 251). Also, different research says that men and women prefer different product details such as packaging attribute, colour, and functionality that influences perception and buying decisions. Also, women are often seen to evaluate more before buying a simple product with alternatives.

Psychological and personality on influencing consumer behaviour increasingly pay attention to the personality. Where psychology regards the discipline in people to understand something and explain their thoughts and decisions which also has a deep impact on consumer buying process. (Deaux & Snyder 2018, 2-28.) If people's personality is less complicated, they would make easier decisions to buy something with our thinking in complex way to search for the right product. Whereas a person with a quite complex mindset would go through many detailing also it would be tough for the salesperson to convince him or her.

Age and economic situation on influencing consumer behaviour is closely related to life cycle influencing customer buying behaviour (Slaba 2020, 10). With age differences people's choice gets a variation of choice prices and needs. Where young people are more likely to choose on branded things without thinking about value appreciation. On the other hand, the most price-sensitive group is the oldest group aged 64+ proved by AVONA analysis. So, marketers must keep close contact while marketing and producing products for different age groups as it is a key element influencing consumer behaviour.

Occupation and lifestyle on influencing consumer behaviour tends to influence consumer purchasing behaviour as different occupation people buy product or services appropriate to their occupation. For example a lawyer and a retail store owner preferred choice of clothing would be different. (Clootrack 2023.) Also, few marketers while marketing target a specific group of occupational personnel to only produce products and services for them and make a marketing strategy plan identifying those target groups only (Kotler & Armstrong 2017, 167). Also, lifestyle is set up by the occupation mostly is he in as the occupation makes him select in what typical society he will live in and what typical lifestyle he would

choose. That also influences consumer behaviour if a person lives a reckless life, he will consider any product or service that he finds in the front door. On the other hand, if a person's lifestyle is more stable and healthier, they would choose products or services that have health benefit and do not provide any typical bad side effects or harms to them. For this they would also be wise to pay more.

Belief on influencing consumer behaviour is the combination of different ethnicism, environment, and sustainability orientation outcomes (Chakraborty, Siddiqui, Siddiqui & Alatawi 2022). If the products are accordingly to the consumer beliefs and do not provide any unethical effect against his or her belief, then the end consumer buyer behaviour can be a positive association as hypothesized. As beliefs come from every society and culture own ethics and belief that influences buying behaviour selecting the necessity. It is important for marketers to understand the region's people's beliefs to produce and provide service correspondent to them. On the other hand, in other regions, the belief can be different and there is a big consumer market for the product is available as they don't believe it to be any problem. Muslims in Muslim-majority regions believe on many terms where relative to their beliefs they don't consume products relative known to be haram or prohibited by their religion to consume. So, it is immensely predominant to understand and respect people's beliefs that influence consumer behaviour.

2.2.2 External Influences on Consumer Behaviour

External influences are not individualistic behaviour of a consumer it is more common or group consumer behaviour where a specific group has a particular taste and preferences depending on the group (Shethna 2020). Group external influences such as social class, recommendation, technological, traditional, and cultural factors. However, these traits and influences are quite vulnerable and certainly change at every present moment with time.

Social class on influencing consumer behaviour refers to a group of people with similar demographic traits like income, liability, inheritance, education and at last occupation. This group of people has similar consumer beliefs and characteristics that significantly influence buyer behaviour and decisions. In short, groups of people sharing the same geographic location can be called a social class; where which makes those people living in that geographical land purchase norms and behaviour similar to each other to

maintain the social classes. (Lok Time 2019, 292). This social class also works as a reference as one member of the family buys one product they refer to the other family members and neighbours living in the same social class to buy the same thing which influences the buyer's verdict while purchasing to avoid long time evaluating pressure. As lower-class social people will focus more on price-sensitive issues while higher social-class people would more on look more upon luxury and efficiency with quality over quantity. It is the situation where people neglect the price range.

Cultural and traditions on influencing consumer behaviour are quite close to social class as social class stands based on culture and traditions. But culture and tradition cannot be divided into smaller groups like a small geographical land. Because culture and traditions are almost the same for the entire region or a country with a few small varieties with different polar sides. Sometimes, cultures obviously influence buying behaviour. It's obvious how culture influences buying behaviour that makes them choose preferences, as in every culture and tradition people have different types of clothing consumption and food consumption. (Toppan 2023.) So, marketers have to differentiate all the different culture people before producing products in a multi-cultural environment to gain more attention. Also, in every culture and tradition people have divergent backgrounds, and they don't choose any other cultural preferences while buying. In every cultural context, consumers tend to purchase things that benefit wider to their family and social groups that follow their traditions and cultures.

Recommendation on influencing consumer behaviour occur when a consumer reflects on his experience of buying a product rather it was advantageous or disadvantageous for him. This is simply someone providing information of a product to a consumer before purchasing as an advisor. All this normative influences a person's thoughts and decisions this can also be called a derived power of someone's conceptions. (Noel 2017, 52-53.) For marketers, it is a post-purchase behaviour known as green marketing. Where people get normally recommend use get a particular product from a particular retail store where they previously had been and had a spectacular experience that satisfy their expectations. So, this is a kind of marketing where the marketers do not need to use the money to influence consumers that is why it is green marketing.

The market environment on influencing consumer behaviour is the factors and forces that affects big companies to build long term relationship with target customers (Kotler, Kartajaya, & Setiawan 2016, 94).

This includes all the previous factors represented also with those there are other factors like political, technical, competitive, and technical. This environmental influencing on consumers completely depends on how the marketer represent the market situation through different market strategies, using traditional and modern terms. Using social media as modern and previous banner and other methods such as gorilla marketing. So, there are several environmental markets like free market and government restricted markets. Which can be by analysing two continents market. Like in Asian countries such as India, Bangladesh in retail customer stores the product retail value are fixed by the government called MRP which is sold in the entire country at the same price depending on the manufacturing and applied by retailers. But in the European continent as in Finland, it is a free market where the companies have pushed way MRP to do business with ease such as IKEA where they set prices as they want. (Dawar 2020.) These environmental markets also influence market consumer behaviour. As in set market price, the consumers will take the same product with MRP from any retail store without having an evaluation, but in Finland, the consumer has a different behaviour as they can get the product in the different price range they will compare before buying to satisfy their need in a reasonable price. That explains how changes in the market environment might cause consumers to behave differently.

Technology on influencing consumer behaviour and e-commerce industry is growing fast due to last COVID-19 effect. Also, marketers are trying to engage their customers online. By the research of Rangaswamy, Nawaz & Changzhuang (2022) it is seen that in online platforms consumers are more active. Such approaches include online education, online brand engagement, and information system engagement (Jayawardena 2022). Also, people are getting used to receiving products at their doorstep rather than traditional shopping. This technological side effects consumer behaviour. The current study of Changzhuang, Nawaz & Changzhuang of the impact of digital technology on changing consumer behaviour also shows that consumers are motivated if they are engaged online (Rangaswamy, Nawaz & Changzhuang 2022). So, technologies are changing people's behaviour regarding consumption and purchase over the days. People are relying on online because they get more sufficient opportunities to evaluate more products sitting at home in an abbreviated time. It justifies that technologies are creating tremendous changes in consumer behaviour.

2.3 Universal or Habitual Consumer Buyer Behaviour

Habitual consumer behaviour is where they continuously buy a same product of an already known brand without having much involvement during that process (MBA Skool Team 2021).

FIGURE 3. Process of getting into habitual buying (MBA Skool Team 2021)

The process of a consumer getting into habitual buying has two previous steps (FIGURE 3). Primarily the companies must pursue the consumer loyalty by pleasing their expectations. This convince the consumer to buy the same product second time after this if they are satisfied again. Then they go to buy the product or service next time without any evaluation trusting on the product. This purchasing of repeated times creates it into a habit of the consumer. That creates the circle of habitual buying for the consumer. That can also be seen in the firms buying something with the same value proposition as next to the same manufacturer or company without rigid inspection. (Prior 2021, 62.) As this is liable for reducing active and conscious thinking.

The common characteristics of habitual buying are five characteristics that can be found during the process of habitual buying "Frequent purchases, Low involvement, Brand loyalty, limited decision-making, and low perceived risk". In frequent purchasing the consumer buys the thing often on a regular basis after certain periods or days.

Low involvement consumer with habitual buying does not get involved in the process of gather data on the products or comparing the products with other brand same products to find out beneficial and drawbacks. Secondly, brand loyalty is the core behind a consumer being habitual to buying the same thing over and over. He trusts the brand in such a comprehensive way that the consumer does not take a second guess on trying another brand. Limited decision-making consumer has a circular process of buying with a limited decision-making process as their concepts are previously anchored. But low perceived risk consumers who disclose the habitual buying do not feel insecure while purchasing with the associated similar purchase getting into a risk liability as they formerly know that product is hitherto up to mark.

The importance of habitual buying behaviour for marketers and companies is outrageous. Habits make consumer-efficient decision-making for necessity. Relying on the habit for purchase and decisions companies gain profit as they ger retention consumers with green marketing. Also, the companies that have more retention or habitual consumers can rely on the steady growth of the company with revenue. Selecting the same supplier out of habitual consumer behaviour enhances companies' business relationships with the target market. (Prior 2021, 62-63.) Also, the company's net capital and corporation profits grow to an unpredictable prominent level. The products that found most habitual buying are the people's everyday grocery shopping that is everyday necessity. That is why the theory is so viral because research has been done on a Pietarsaari grocery store that sells a variety of items.

3 CORRELATIONS BETWEEN CUSTOMER SATISFACTION AND LOYALTY

The success of an organization is determined on the percentage of the consumers satisfaction over the organization service and provided products. If a company consumer taking their services will not be satisfied by them, they will decline to take the same service from them that will be resultant on losing consumers. The companies that will be able to understand and acknowledge their customers interest in order they are fully satisfied and stay fully pleasant on the company that will remain top in the market. (Sharma, Gupta, Gera, Sati & Sharma 2021.) Satisfaction is gained when expectation is reached. As, the companies reach the final level of consumer satisfaction then start the next step of acquiring consumer loyalty. Consumer loyalty is the only thing that the company hunts for. Also, customer satisfaction and loyalty are the only things that make companies increase customer acquisition also decreasing the cost of customer acquisition cost. Customer acquisition is acquiring new customers and convincing them to purchase company products and also measuring how much value the consumers bring to the business. (Galetto 2015.) The consumer acquisition process time is a life cycle of the customer for the business that creates value at the end of this life circle. This time during the life circle different efforts that are done by the company to become recognized in front of other competitors to get value generates a cost continuously. When the breaking point of customer acquisition comes back as a profit for the investment this is the stage where the company gains more sales and customer profitability (Silvestri, Michela & Barbara 2019, 28).

3.1 Customer Satisfaction Model

To understand consumer satisfaction, we should have a clear vision of the meaning of satisfaction. So, satisfaction is when we have a desire for any activity in life. Also, that activity goes as planned, and we are happy with the result or found what we desired (Hill & Brierley 2017, 9). On the opposite to that, if the requirements are not met, we are not satisfied so we become unsatisfied. Now if this normal term of satisfaction is concerted to buying and selling it becomes when someone has a need that develops the sense of requirements for the specific product. Company of any random sector has similar last aim to raise profit by selling the service or product they are offering to become a successful company. Accordingly, if

they want the viewers or people to become the customers from zero to the final consumer, they need to earn their trust which creates customer retention that happens to go through customer satisfaction. Every different field has their different target consumers that must use different strategies of marketing and tricks to get customer involvement.

But all these marketing and tricks for customer satisfaction go through the following few simple steps that can also be explained through the consumer satisfaction model.
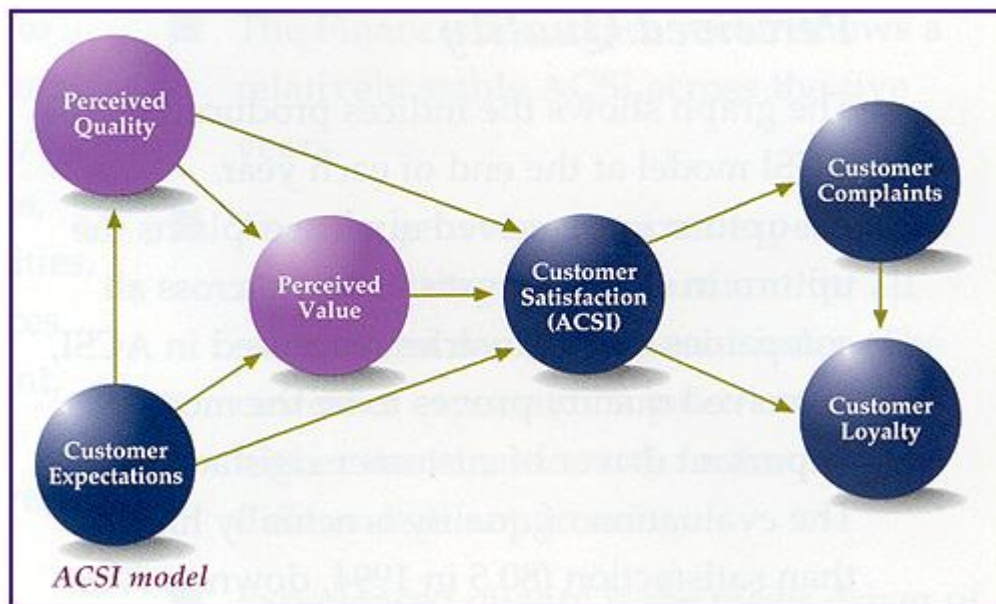
FIGURE 4. Customer satisfaction (Angelova & Zekiri 2011)

Above is the ACSI (American Customer Satisfaction Index) model created by University of Michignas's Ross School of Business based on consumer interviews as input to multi equation economic model (FIGURE 4). That is also a cause and effective model for consumer satisfaction that on the left side shows the requirements for customer satisfaction in the middle shows the aim which is customer satisfaction and on the right-hand side shows the post outcomes as feedback like loyalty or complaints (Angelova & Zekiri 2011). It is also the best mix breed model for measuring consumers′ satisfaction (Angelova & Zekiri 2011).

Perceived quality is the first step for the marketers, where they try to reach the required quality. Perceived quality is consumer post purchase behaviour where the consumer uses his pre consumption experiences to evaluate his satisfactory level.

Perceived expectations is the second step for the marketers to find out the expectations of the consumer in different aspects. Consumer expectation is the consumer previous forecasting before buying and evaluating the product with different advertisements and companies promises of the quality and work efficiency corresponding to the commitments (Angelova & Zekiri 2011.)

Perceived value is the third step where the marketers as well as the manufactures set a logical or fair price for the product or service. This is the value for a product where the consumer compares the value of the product if it is reasonable or not that mostly has a deep impact on the first purchase for satisfaction but has less effect on repeated purchases. Consumer satisfaction is the outcome of the previous three steps of the model where customer satisfaction is accomplished on behalf of the previous steps' performance score.

Consumer complaints and loyalty is the post-consumer purchase level where the above organization and marketers get feedback. If the consumers are satisfied, they give their loyalty as a reward. On the other hand, if they are unsatisfied, they complain through feedback about where they find faults that need to be fixed.

3.1.2 Approach to Increase Satisfaction in Grocery Store

When it comes to maintaining and increasing consumer satisfaction in retail grocery store this depends on several unstable elements. To be more precise for grocery store it depends on where the product were sources from, how helpful the staff was, and how fresh were the groceries these consumer expectations keep on changing with time and the grocery store must adapt. (Benbria 2020.) Consumer satisfaction can be considered as an evaluating process of response based predominantly on the actual total experience of the product service. There are also several level of fulfilment that refers to emotional response towards a product performance. (Abu- Alhaija, Shanak & Abu Allan 2020, 30-31.) So, leveraging consumer

satisfaction in retail store can be done by leveraging the consumer data. By analyzing the data, it is possible to know which products are most popular and what the customer is asking for in the retail store. That leveraging product availability is possible, so the consumers don't have to go back home not finding the products. (Calisir & Durucu 2022, 18.)

Listening to customers is important to get continuous feedback from them. For example, what are they looking for and what are their requirements. Then asking them if it is possible to help them while shopping in the grocery shop. (Benbria 2020.) This is done to gather their requirements and collect data to increase consumer satisfaction by providing a better customer service and product availability. Then also targeting more customer acquisition by asking them about other people they know searching for something that we can deliver. This also helps understand the ongoing present trend by knowing consumer guess and their changing perception. This is a meaningful way to keep on with the time by listening to customer efficiency and identifying trends' impact on the functions across the business. After that responding promptly on consumer requests like demonstrating them that we are respecting their values and asking (Benbria 2020). Also, keeping sustainability on the product brand's quality and service.

Accordingly, Harvard professor Gerald Zaltman says that 95% of the customer's purchasing decisions are taken in the subconscious mind (Mahoney 2003). The subconscious mind is where the emotional decision-making process works. This is why consumers are not that much interested in being truthful on purchasing thoughts and real feelings. So, the best way to make them remember the purchasing product brand and store they must be mesmerized by the great approach of the company and staffs while selling the product. (Chierotti 2018.) This memory of purchasing should a soft connection with the person to get a consumer retention over gaining the satisfaction.

Sometimes, customers do not know what they are really looking for or which product will be the best on preference to their usage that time they should be given guidance on products usage. Even if someone is taking an expired or unusable product that person should be hindered and explain in a manner way to earn their trust that will satisfy them for the company. For, a new and small retail grocery business it is important to identify and remember customers and their special occasion based on their culture and greet them accordingly (Mixmart 2023).

Other major factors that will bring consumer satisfaction is by proving better service that includes training indirect purchases like children, self-checkout option, minimizing the waiting time for check-out, providing better service every time, living up to establish service quality, and more consumer convenience. Last hiring professional staff who knows the job otherwise a bad impression can unsatisfied more than one consumer at the same time. As trained personas feel like they are working for the customer by selves rather than making the consumers feel like they are serving them only because they are paid. Creating a CRM software for the customers to build up a relation with them and keeping them updated about the grocery's arrivals. Manager taking notes if they are sharing something and sometimes getting into short conversations (Powerreviews 2019.)

Looking at the unobserved sites that are mostly neglected indirectly gains consumer satisfaction. It is cleaning highly visible parts of the stores like the showcases, shelves, fridges, and other glass displays. This cleanliness impresses the customers and makes them feel safe to buy the products. Meticulously the staff cleaning the floors as it affects the shopper's health. Finally, the lowest prioritized thing is proper cleaning of the doors, to oversee bathroom, and grocery carts. The customer finding this thing properly clean can attract their sense of delight towards the store. (Ice Robotics 2021.)

It is better to know when customer is not happy as they are not going to express the dissatisfaction. The best way on this is to approach and engage by oneself and rectifying the situation to end with a good impression. In most times the frontliners recover the situation so, trained employees should be kept as shopkeepers to the front line. (Bailey 2019, 28-30.)

It is important to increase consumer satisfaction and continuously find out new ways as for small grocery stores consumer retention key factor to survive and grow in a competitive market. Customer satisfaction is a process by the seller to minimize consumer from abandoning their brand and shop and going to their competitors. Consumer satisfaction stars from the beginning of customer interact to the final process of buying. Also, talking about the customer satisfaction increasing "consumer lifetime value" what refers to a company to grow a vising of generating a profit out of that consumer for the rest of his life. That helps the business to have a long-term future vison of expanding the business. (Kar, Sinha & Gupta 2018, 7-8; Tidey 2018.)

3.2 Consumer Loyalty

Consumer loyalty can be considered an asset for any company that acquires a lifetime value for the business. Consumer loyalty means repeatedly purchasing the same products from the company because they have an emotional attachment to the brand. These consumers are less tempted to change the brand or store rather they would pay extra money sometimes to stay loyal to the brand and bear higher purchasing costs. At present, it has become much more complicated to hold on to the loyal consumer, because of the innovation of technologies that have been adopted by the consumers. So, consumers use these technological platforms to do research and communicate with the brands they are loyal to sometimes to compare them with others that go similar for stores. In modern times grocery stores have their own CRM and other media platforms to keep on track of the consumer changing expectations and keep them committed to emotional attachment. Consumer engagement and expectations are controlled by loyalty which creates a willingness for staying longer in the stores and extend the shopping time. Consumer loyalty is also increased and balanced by different dimensions of employees which are intellectual design, pragmatic, and emotional attachment. (Guillen & Rubio 2019, 9.)

The comprehensive model of basic relationships through the research shows that loyalty is a chain part of quality-satisfaction-loyalty accordingly to Barne-Manero and Gomez-Campillo (Guillen & Rubio 2019, 10).

Now, consumers have changed today's customers are more impatient, the customers now want everything early and don't want to wait. Consumers are better informed, they search for information and have previous knowledge using internet. Consumers are more demanding. They ask for better quality on a lower price. After purchases consumers sharing their experiences and history with familiarize persons. More horizontal to complain consumers are more straight forward while complaining to the store owners. (Draffy 2019, 3.)
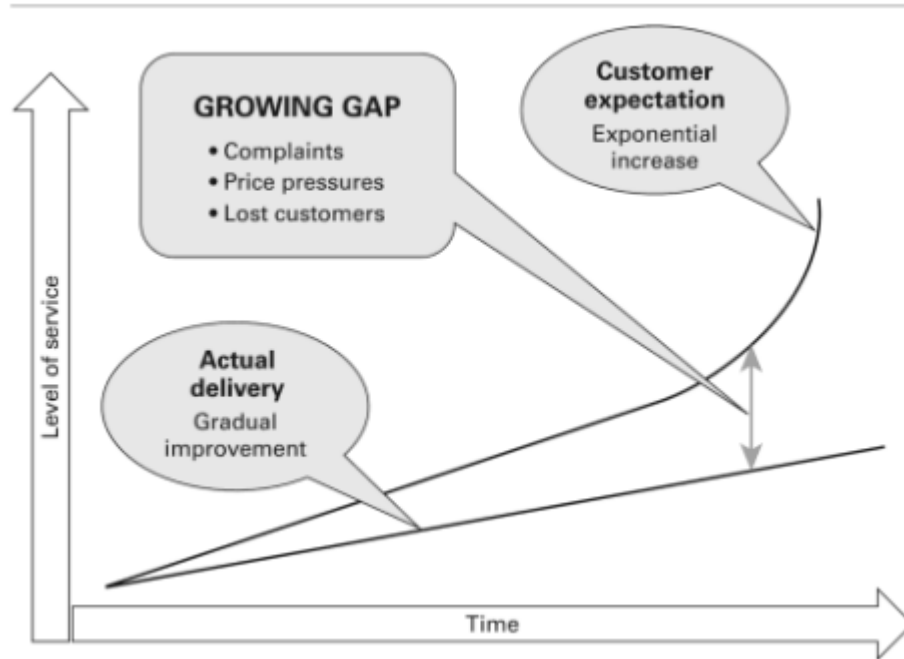
FIGURE 5. The growing expectation-delivery gap (Draffy 2019, 3)

This customer gap model is used to on front identify the problems on the customer and find out the expectation they must compare it with the genuine delivery provided by the store or business (FIGURE 5). Where with time expectations will grow and if the actual delivery is not provided equally than there will be a gap created between all that which will decrease the customer loyalty. Here the gap is companies, price pressure and lost customers. If the level of service is gradually increasing with the customer expectation than the gap will be shrinking might disappeared that is when customer loyalty is created.

The golden followed rules to conserve customer loyalty are:
1. The customer is always right. Even if the consumer is wrong about something the way to make them understand should be polite.
2. Treating customer as if it is you. While collaborating with the customers employees should put them in their situation.
3. Keeping the first impression perfect. It is a worthy goal still possible and there should be reminder to keep on continuous improvement.
4. Indicating the weaknesses and using the strengths to fix them. Here the errors irritating the customer are found and fixed that are lowering consumer loyalty.

5. Training people a better service is always the priority that is only possible by the professionals with the overall situation.

The impact of customer loyalty can be linked with bank account where the account is contained with goodwill that is an emotion and relational asset. Loyalty brings debit to the account that balances the credit and profitability. (Draffy 2019, 3-7.)

Behavioural loyalty reflects the repeat purchase behaviour of the consumer that creates consumer retention and consumer retention is the easiest form to consumer acquisition. Finally, consumer acquisition means profitability and growth of a company that is the most prioritized sector for grocery retail stores to keep on a steady sustainable business. (Abu- Alhaija, Shanak & Abu Allan 2020, 29.)

Although, by doing regular research and other initiatives, consumer loyalty has been evolving constantly over the past decade. New competitors are challenging the old business owners in every sector. As expectations change, technologies change the new ones arrive with the new initiatives to influence consumer loyalty. The business owners and store owners must dissolve with this new era of research and practice of reimagining consumer loyalty vision. (Keeling, Cox, & Ruyter 2022, 257.)

The influences working behind consumer loyalty are customer satisfaction, price fairness, and customer expectation.
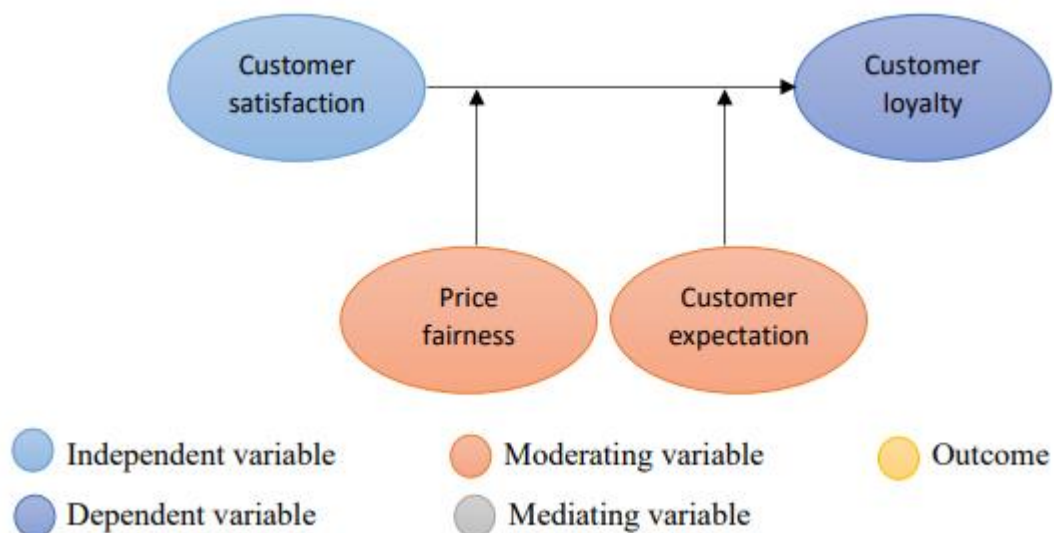
FIGURE 6. Influencing consumer loyalty (Sharma, Gupta, Gera, Sati & Sharma 2021)

At early age customer satisfaction is the main term that drives the consumer to become loyal to the company but the more the customer ages with consumer they start to become satisfied. The requirement of price fairness increases to move forward for customer loyalty. But regardless of age, customers have different expectations, and if those expectations are met, they will return for more purchases. That involves them in the project of becoming loyal customer. Here, customer satisfaction is independent variable that is different for every consumer. But price fairness and expectations are regulated by customer expectation: (FIGURE 6). (Sharma et al. 2021.)

3.3 Reciprocity of Customer Loyalty with Satisfaction

Reciprocity theory means the different human behaviour and actions among other people. There are two types of existing reciprocity one is emotional and the other one is materialistic or financial. Emotional reciprocity is when someone does something good or bad accordingly for someone and he gets an emotional sensation based on that giving appreciation or depreciation in return. The expression is expressed using words like thank you or good meeting you. Another reciprocity cannot be expressed using only words from mouth. Materialistic reciprocity includes human action where someone sees another person stuck in some kind of problem and approaches him and helps him by doing some kind of physical activity. That can be an example of buying something to repairing broken things. Reciprocity is essential for business. Also, the customer and seller relationship are the first thing that comes upon while selling a product. The reciprocity model is functional for marketing. The better, long term and strong relationship the sellers have with the customer is positive for both sides. If the sellers give good service to the consumer the consumer will give back trust in return. (Zulkifli & Yazid 2020.) The longer the consumer stay satisfied the longer they will come back for the product and service. This comes back for the service than produces profitability. (Zhang, Zhang & Zhang 2019.) Achieving consumer satisfaction and loyalty is not easy anymore as people have become more complicated and sophisticated (Rita, Oliveira & Farisa 2019). A cheerful employee can build up reciprocity with emotional and materialistic connection with consumers, so consumer satisfaction is depending on the company employees working in the company.

The satisfaction of the consumer depends on the employees which then prompts the retention of consumers that later cast loyal consumers. So, it is a stepwise formulation.

Reciprocity is a term of the relationship between things. Reciprocity of satisfaction and loyalty is the relation between these two definitions. The interconnection between reciprocity that is being discussed over here is based on consumer satisfaction and loyalty. Reciprocity of consumer firstly happens from marketing. Also, relationship marketing gives higher opportunities to reach to a loyalty higher from consumer regular purchases. (Kapooria 2017, 4-5.) This relationship marketing provides low-cost marketing higher purchase and profitability for the company to prosper for growth. Referring to Steve Jobs "every consumer relationship life cycle is unique for all particularly industry business". Key consumer sovereignty of high satisfaction brings high consumer retention and loyalty. This is the reason behind leveraging satisfaction and loyalty, but it is not alone enough some other factors connected to this reciprocity circle also vary the behaviour of consumers. Customer satisfaction acknowledges the retention and loyalty that a highly satisfied consumer stays loyal for a long using the more materialistic things like money to return the support he got to the company not diverted to other competitors. (Kapooria 2017, 9-33.)

Consumer loyalty and satisfaction relationship is closely initiative inseparable and lined (Abu- Alhaija et al. 2020). That is like Mixmart being a grocery store where the consumers have a face-to-face connection while selling and buying. (Finder 2023.) So, in Mixmart the consumer has the most direct reciprocity with the employees in both emotional and materialistic ways. As consumer loyalty cannot be bought without the help of satisfaction it is a line that creates an inner connection.

The conceptual reciprocity model of customer satisfaction providing positive effect on consumer loyalty can be depicted like this.
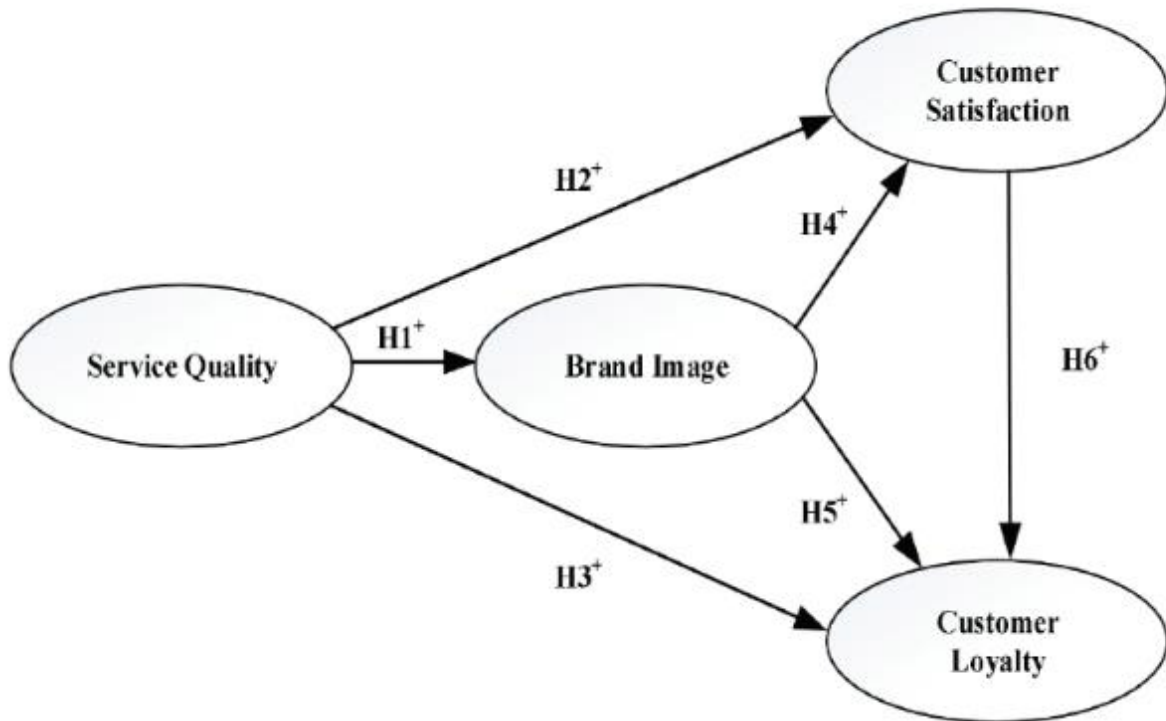
FIGURE 7. Conceptual model (Mai & Cuong 2021)

Studies confirm the relation between consumer satisfaction and loyalty. Consumer satisfaction was always a reliable variable that pointed to the consumer loyalty usual as the upper model (FIGURE 7) (Mai & Cuong 2018). Here all the consumer experience gained out of service quality and brand image affects the satisfaction and that combines all to flowing automatically as the positivity of customer loyalty.

All this proclaims the reciprocity between customer satisfaction and loyalty that is connected and cannot be separated or isolated while thinking about one. Also, marketers have realized that to gain loyal consumer base they have to first find out about the influences and services that will satisfy the consumer and fulfil their expectations and needs. That will make marketing easier to attract them towards the company products.

4 CUSTOMER RELATIONSHIP MANAGEMENT

Any business's goal is not to maximize profits. The primary objective is to create a product that enhances the lives of others; earning money is a natural outcome (Specchia 2022, 50-60). Personalizing customer relationship with the company has been justified to be important to stay ahead in the competitive business era. customer relationship management is commonly abbreviated CRM. Understanding customers in the marketplace and going beyond to satisfy their expectations is the core of customer relationship management, which will aid in organizational success. CRM is also seen as a business concept that enables companies to fully understand their customers' demands and expectations through their histories and preferences, which may be used as the key to assist companies with long-term planning. (Dintsis 2020, 14; Boulton 2019.)

4.1 Concept of CRM

Customer relationship management (CRM) describes the values, procedures, and standards that a firm adheres to when working with its clients. Analytical CRM, also known as analytical customer relationship management, is concerned with collecting, storing, extracting, integrating, processing, interpreting, distributing, using, and reporting customer-related data to increase both customer and company value. CRM depends on consumer data and this data are used by company sales, representative, and marketers to evaluate consumers and build up a deep connection with them. (Hargrave 2022; Buttler & Maklan 2019.) There are three other types of CRM. One is strategic CRM emphasizes the development of a customer-centric business culture dedicated to acquiring and retaining customers by creating and delivering value better than competitors. The culture is reflected in management styles, the design of the company's knowledge structures, and the myths and stories that are created inside the firm. Another one is operational CRM in operation automates buyer internal operations. CRM software applications automate and integrate marketing, selling, and service operations. The last CRM is a new type that was proposed in 2015 for public flow in social media. In this module the consumers' data are collected from different social media platforms Mostly this one is used for technological firms to avoid later regard. (Buttler &

Maklan 2015, 4-12.) CRM is defined as "the process of carefully managing detailed information about individual customers and all customer "touch points" in order to maximize loyalty. CRM can assist businesses in improving customer satisfaction, increasing customer retention, and driving earnings growth. It necessitates a customer-centric approach as well as a commitment to continuous improvement and innovation. CRM is a customer-centric process that entails managing comprehensive client data to optimize devotion and foster company expansion. (Kotler & Keller 2012, 425.) At present there are lot of companies only working on creating CRM software for different small organization to multinational companies to manage its CRM. Most of the companies are using a CRM software to make customer relationship management process smooth and easier also efficient.

4.2 Elements of CRM and the Component Importance

There are several unique customer relation management elements that are essential to run an organization towards success. They are shortly described below.

Salesforce automation is the base element of CRM this one is to collect data of consumer to automatically forecast consumer next actions that indicates increasing in sales, other expectations, keeping track to other possible traits. Then human resource management ensures the correct usage of skill sets of individuals accordingly to their job profiles. Not wasting intellectual level of performance.

Lead management is usually for industrial, marketing firm and customer centric business lines where the fluency is measured and forecasted. To keep on a track on maximum sales lead to distribute the product in a proper way. That includes customer service includes collecting consumer data and patterns of work than distributing those data to the required departments. All the departments can progress on track using the consumer base data.

Marketing is one of the most essential CRM elements. That is done by the marketers to target a consumer group in the market out of the general public. Marketing involves crafting and implementing strategies to sell products. This is done suing a market study and several observations. All this goes through workflow

automation or planned formation. Several process than run simultaneously without many observations and complications. Those effects efficiently as cost cutting requirement in the companies.

Business reporting CRM is involved in all the departments of the organization slae, marketing, distributing, analytics, finance, consumer management and human resource. So, the customer care reports presented and given to the executives are more precise. That indicates the companies accurate as well as precise place through the reports. Another part of CRM is analysis. That is the part where all the data are analysed to represent in a format of pie chart, histogram, charts, graphs, figures, visual representation, and graphical content of the present and as well as of the past. To understand the changes in the trends. This helps understand consumer relations and trends also to go deep into calculating the progress in the business. (Kumar & Murthy 2021 62-65.)

Four consumer components that are satisfaction, loyalty, profitability, and customer retention. Customer relationship management is effective as those four components are a part of it, because it enables the firm to see its customer base evidently and pinpoint how to boost consumer loyalty, profitability, and satisfaction. CRM software can be used to monitor customer details such as purchases, referrals, interests, demographics, and so on. (CRM Simplified 2022.)

5 RESEARCH METHODOLOGY

The proper definition of research is searching and gathering data on a specific topic with meticulosity. In scientific way research is conducted to find out problems and benefit of other people. (Thomas 2021, 6-7.) To do this the researcher needs a coherent and strong design on how the on the research is going to flow (Ireland, Webb & Coombs 2019). The design is an approximately well-done strategic plan that determines and schedules every task is a specific time schedule. However, to run excellent research it is mandatory to know about the topic and most of the things depend on the topic how competently everything is happening.

Research methods means the techniques and methods used to get an outcome result in a structured way. The research method consist precise procedures of how the research will start its implementation and be completed. This method embraces techniques, data collection methods, sampling data, evaluation, statistical techniques of analysis, displaying data, organizing, validation, reliability and at last results. On the other hand, research methodology term differs from research methods. Where research methodology mainly uses the skill and knowledge of the researchers where the researcher has the acknowledge the peculiar logic behind the research method has been chosen for the main topic. There are lot of different research methods, so the researcher must know which of the method is relevant and how to use it. Comprehensively depending on the background of the topic's theoretical knowledge. (Thomas 2021, 28-29.)

This thesis studies customer behaviour and satisfaction that is related with Mixmart which is a newly established mix grocery store of Pietarsaari, Finland. So, the thesis will incorporate a primary research process to collect the data from consumers using a quantitative research method as its main research methodology.

A survey will be done using a questionnaire set that has been developed to collect data from the consumer that will help to recognize the consumer behaviour of while shopping for groceries and in Mixmart, so that later on they can find out even better alternatives to approach their target market customers. That includes pleasure in service and quality, retain and attract customers. The sampling method will be used is called random data collection implementation from the consumers in Pietarsaari for the survey questionnaire

process. It will do based on a semi-structured voluntary survey questionnaire and using google forms and manually using the question set in Mixmart from consumers with the help of the commissioner, that is how data will be collected. From the target consumer base to understand their perspective toward grocery shopping behaviour and satisfaction. That will also be a perspective of Mixmart and its expectations. After receiving the data, it will be noted down in a coordinated way to be collected. The collected primary data of responses from the consumers later will be used to analyse and present in textual and bar, graph, and different graphical and visual ways. The question survey was performed using Google Forms and real life one day survey was later collected in Google Docs and Google Sheets and Excel.

5.1 Alternative research methods

Research is a systematic study of materials and resources to reach an end conclusion. The central process is to collect data and that matching it with similar patterns to find out the main ideas and similarities or dissimilarities. The most common and well-known ways to complete research are qualitative and quantitative research. Quantitative research consists of ways like using surveys, writing questions, responses and option, scales. Whereas qualitative research consists of interviews, asking good questions, analysing data, ensuring data and summarizing.

But there are other possible ways of collecting data or samples. That are experiments, textual analysis and archiving data to collect several sample data models. Where experiments can be commonly used in natural sciences where rather than interview or survey. Researcher uses two group of people with similar demographics or characteristics, but the outcome changes can be measured by the level of information provided or usage of other influences to find out meaningful differences while observation. Textual research is when we want to find out some questions answers or collect data it is possible to be done by studying similar textual contents written or published by others. By studying a few it is possible to come out with the best possible answers. Other, interviews can be used as research materials. s, it has become easier to find out tons of similar textual papers. The great reason for searching text, it is available and dependable as they are previously authorized by many other supremacy publications. Another, approaching way is archiving other people's previously done similar surveys data that is freely available

to the public on the internet. With the questions and model used for the survey. This archiving data module goes to secondary data rather than own primary data collection that can sometimes be less validated. There are several electronic sites providing all these analysis results with accurate results that can be used for own research (Holm 2021).

5.2 Qualitative and Quantitative Research Method

The classification of research design is based on the nature of how the data has been collected. Quantitative research data is mostly based on creating a numerical data set from interviews. This is done to correlate the relationship between independent and dependent variable. This can be done suing both semi-structured and unstructured way. This requires a good knowledge over statistics. Quantitative research required a large samples and interviews for primary data collection however this can be contracted using a semi-structured way that gives more precise and high-quality insights on data. Quantitative research involves collecting non-numerical data that includes a sense of understanding the main concepts of the topics, opinions, expressions, and emotions. These methods use a selective less sample for data mostly using interviews and observations of target place. This is mostly used to go more deeply in sight to explore the problems and find out workable solutions let along alternatives if possible. This is used in the fields of humanities, social science, health, education, and science. These two are almost opposite one to another in term of practical usage. (Thomas 2021, 60-172.)

Quantitative research demands higher quality questions that will improvise people to give the genuine answer rather than prompting respondents to give a socially desirable answer to avoid unethical responses. Quantitative research methods have two typical crucial questions close-ended and open-ended. The majority of quantitative research is done using the close-ended questions as close-ended questions gives the respondent to choose between a limited number of pre-demined answers so that later on those responses can be counted which is not possible in open-ended questions ae everyone will come up with a different perspective answer for the same question. Another commonly used question answer pattern in quantitative research method is "Likert" scale that provides the respondent with a satisfaction measurable scale to choose from on the evaluating statement on a certain question. After the survey the first thing

needed to be done in quantitative research is data collection and code the survey for data analysis. (Holm 2021.)

5.3 Validity and Reliability of the Research

The validity of the research simply means the repetition of responses every time the research has been carried out either using the same persons or changing into other random group of sample people as volunteer. As, people are stubborn to not express their real expression outside while answering. This hinders the validity of the research. How true people are while giving the answers and sticking to those later on the more valid the research data are. So, it is the retention of beliefs, although beliefs can evolve than it will conduct less validity. The validity and invalidity are mostly argument that has an effect of choosing the right premises. (Thomas 2021, 97-130.) A researcher may go across many other data and research of other to collect data. But, as a piece of new knowledge becomes available to all researcher needs to be able to ascertain the data they used as reliable. As those are accessed from a trustworthy source. Also, those have gone through an identified evaluation of literature methods. That can ensure the data is noteworthy high-profile and genuine. This enhanced method of information gathering lays the foundation for trustworthy research. (Thomas 2021, 269-271.)

6 RESEARCH RESULTS AND ANALYSIS

After the implementation plan of the quantitative research survey, it was successfully conducted during the month of March 2023. Total 23 questions were added in the survey questionnaires that included multiple choices, checklist, and dichotomous response options available to explore consumer behaviour and satisfaction. To gain deep insight over the influences and factors simulating the decisions. There was a physical one-day survey conducted directly with Mixmart consumer base by going to the store physically with questionnaires. So, the participants were Mixmart consumers. It also done with full potential because of the help of the commissioner. Also, while conducting the survey the respondents age, ethnicity and nationality were considered by the author.

6.1 Presentation of the Primary Data and Results

Overall, at the end real life survey there were total 36 respondents collected and conserved. All survey respondents were collected in real life using paper module from Mixmart consumer base. Now, the results are represented below in the same order as the questionnaires are organized in the survey.
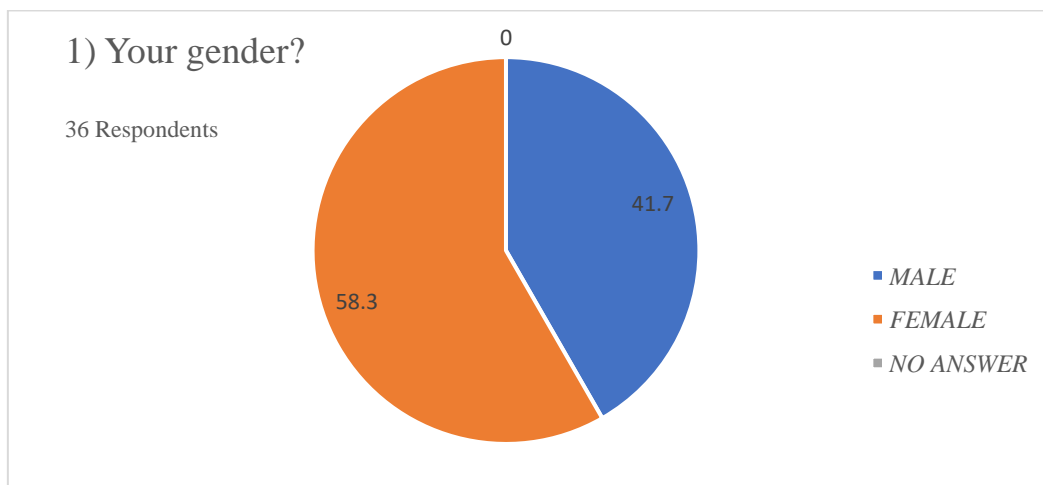

FIGURE 8. Gender division.

The first question (FIGURE 8) in the survey questionnaire was on the gender of the respondents. Out of 36 respondents 41.7% were male and 58.3% were female. That is depicted in the pie chart accordingly to most

of the respondents were female and the number out of 36 respondents it was 21 the rest was male respondents holding a few 15.
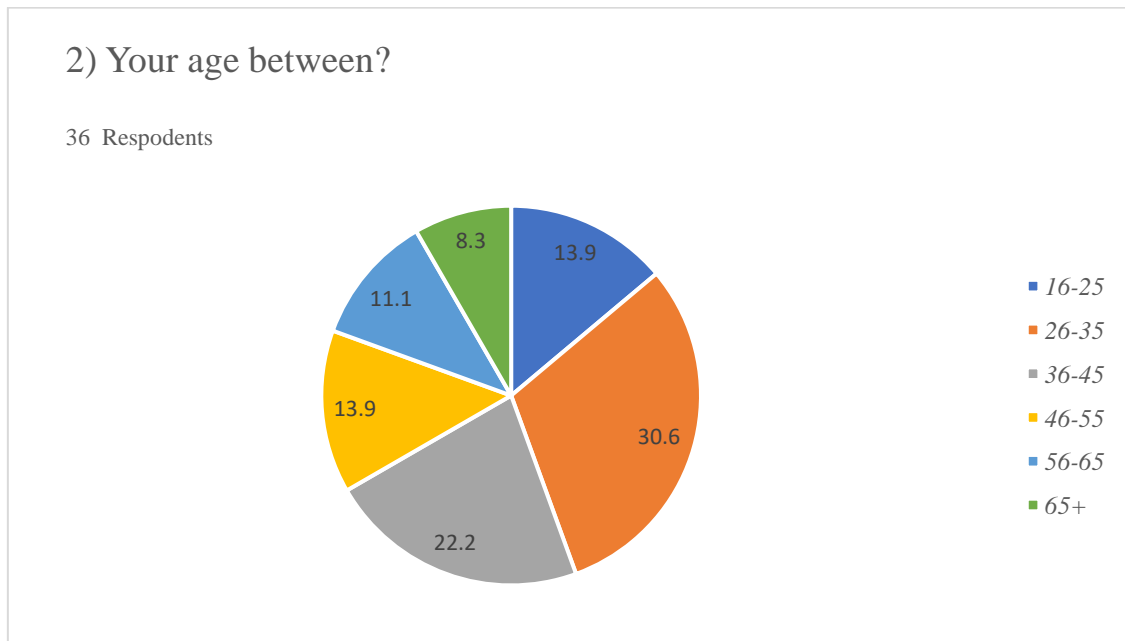

FIGURE 9. Age division.

Figure 9 illustrates the second question of the survey questionnaire is on grouping of the 36 different age people who participated in the survey. The question answers were divided into six age groups with a span of ten years that starts from sixteen year to sixty-five year plus. 30.6% a large part of respondents is between the middle age of 26-35 years old. On the other hand, the minority percentage of respondents are sixty-five years plus it is 8.3%. Correspondently, 16-25-, 36-45, 46-55 and 56–65 years old respondents' percentages are 13.9, 22.2, and 13.9%. Maximum number of respondents were between the age span between 26-35 years old that is 11 persons. Other ones are 5, 8, 5, 4, and 3 respondents accordingly to the age group of 16-25, 36-45, 46-55, 56-65, and 65 plus.
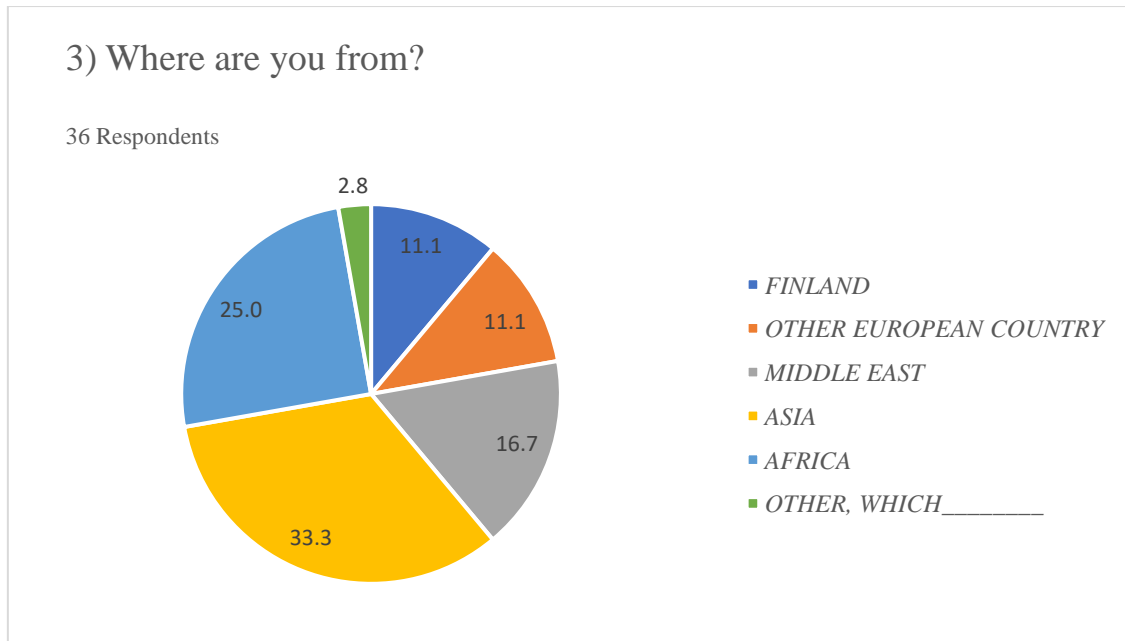
FIGURE 10. Respondents' origin.

The third question (FIGURE 10) was on people origin the ratio of different origin in percentage is depicted in figure 10 the pie chart. The question answers are divided into Finland, other European country, Middle East, Asia, Africa, and other. Where majority response came from Asian countries like India, Bangladesh, Pakistan, Nepal, and Vietnam that is 33.3% or 12 peoples. The second largest respondents are from Finland consisting of 25% of 9 respondents. A single response was from other country of 2.8%. Surprisingly, there are four respondents from other EU countries and African countries that is similar make a total of eight responses summing up to 22.2% in total or 11.1% for each. Finally, 6 respondents were from Middle East countries like Iran, Iraq, and Syria that is 16.7%.
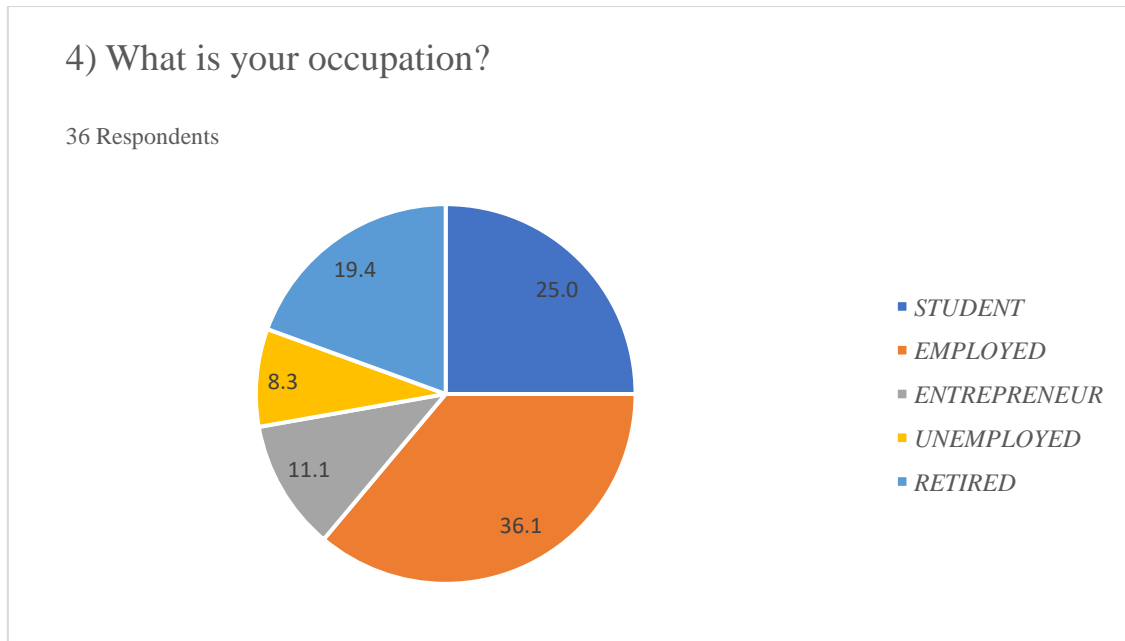
FIGURE 11. Respondents' occupation.

Question four (FIGURE 11) of the survey of their occupations results are visible in figure 11. The participants had five choices in answers to choose from which are student, employed, unemployed, retired, and entrepreneur. The majority of the respondents, 13 persons are employed which is 36.1% respectively. The second largest group, representing 25% of all respondents and 9 in number are students, most of them having part-time job. The retired people's share 19.4% of the respondents that is respectively 7 peoples. Entrepreneurs occupied 11.1% of the respondents that is 4 people in number. The lowest respondent share is 8.3% or 3 unemployed people.

5) What is your marital status?
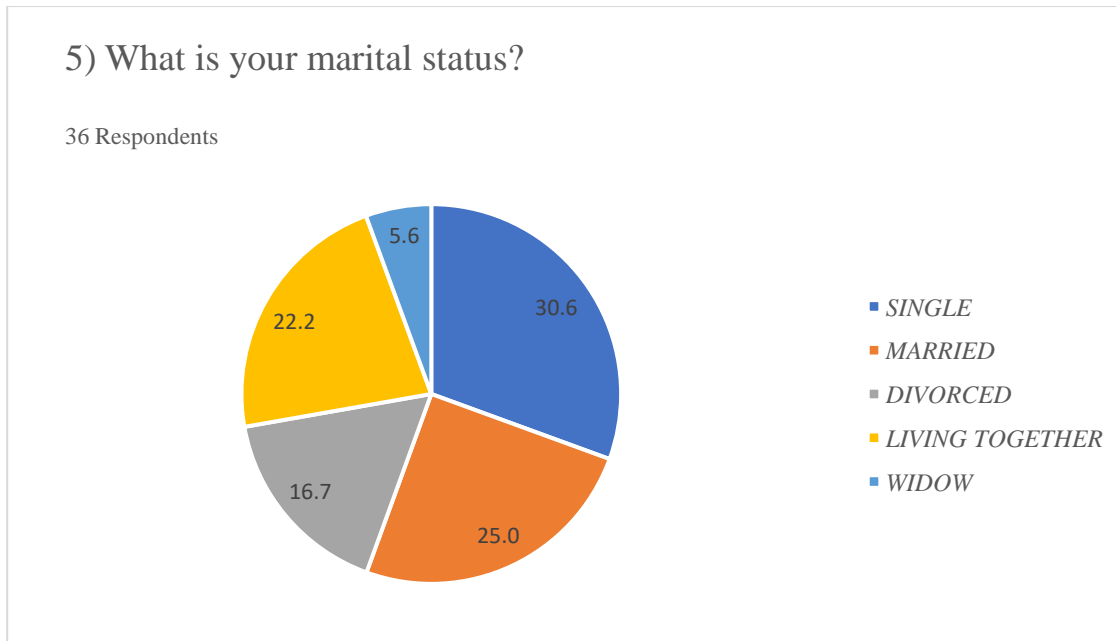
36 Respondents

FIGURE 12. Civil status.

The fifth question (FIGURE 12) of the survey was on the person's civil status where it had five simple choices to choose from married, single, widow, living together, and divorced. The result is evident in figure 12, where majority of the respondent are single with 30.6% or 11 persons. On the other hand, only 2 respondents are widow that is 5.6% respectively. 9 respondents are married that is 25%. 22.2% persons answered living with partners that is 8 persons. 6 respondents are divorced that stands for 16.7 %.

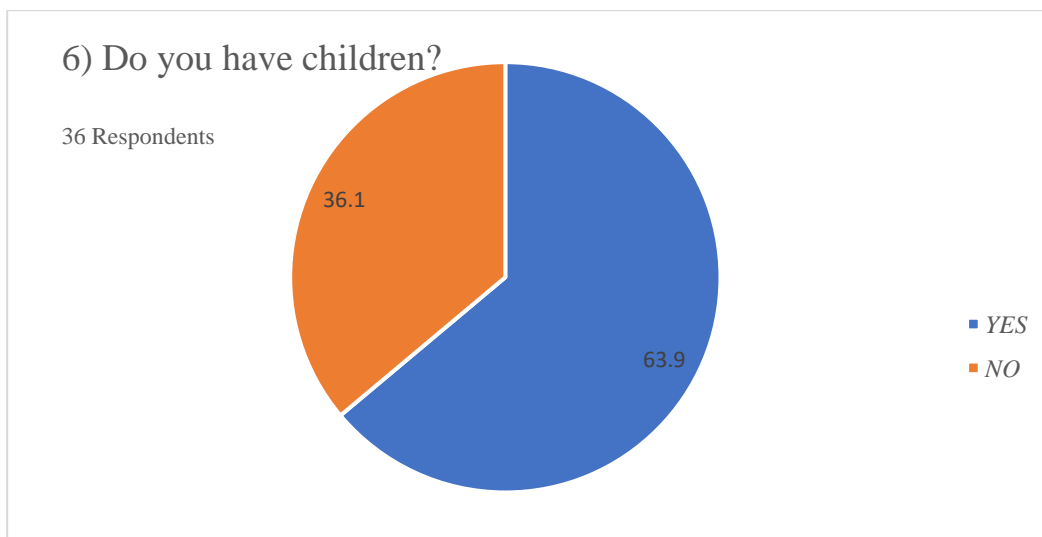## 6) Do you have children?

36 Respondents

FIGURE 13. Information on children.

The sixth question (FIGURE 13) was a close-end question on either they have children or not. In return as response to the question most people have children that is 63.9% or 23 respondents. In return 13 respondents as not having children that is 36.1%. The question's outcome is shown in figure 13 pie-chart.
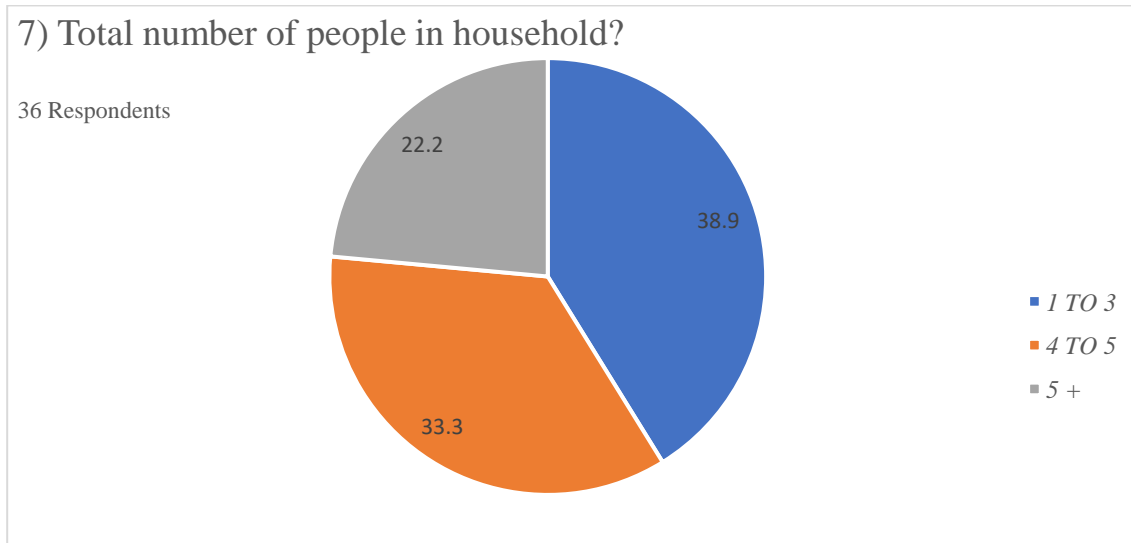

FIGURE 14. Total number of people in household.

This question (FIGURE 14) in the questionnaire identifies the number of people living in the house. There were three ranges to choose from first one is 1 to 3 people, second one 4 to 5 people and last one is more than five people. Firstly, 38.9% respondent of having 14 people in their family. Secondly, 33.3% people respondent as consisting of 12 people in their family. Finally, only eight respondents have more than five people in their house that is 22.2% respondent out of 36 respondents respectively. All the answers are correctly shown in figure 14 pie-chart.

8) Where do you live?

36 Respondents

Legend:
- PIETARSAARI/JAKOBSTAD
- LUOTO/LARSMO
- PEDERSORE
- KRUUNPYY/KRONOBY
- UUSIKAARLEPYY/NYKARLEBY
- OTHER, WHICH _____

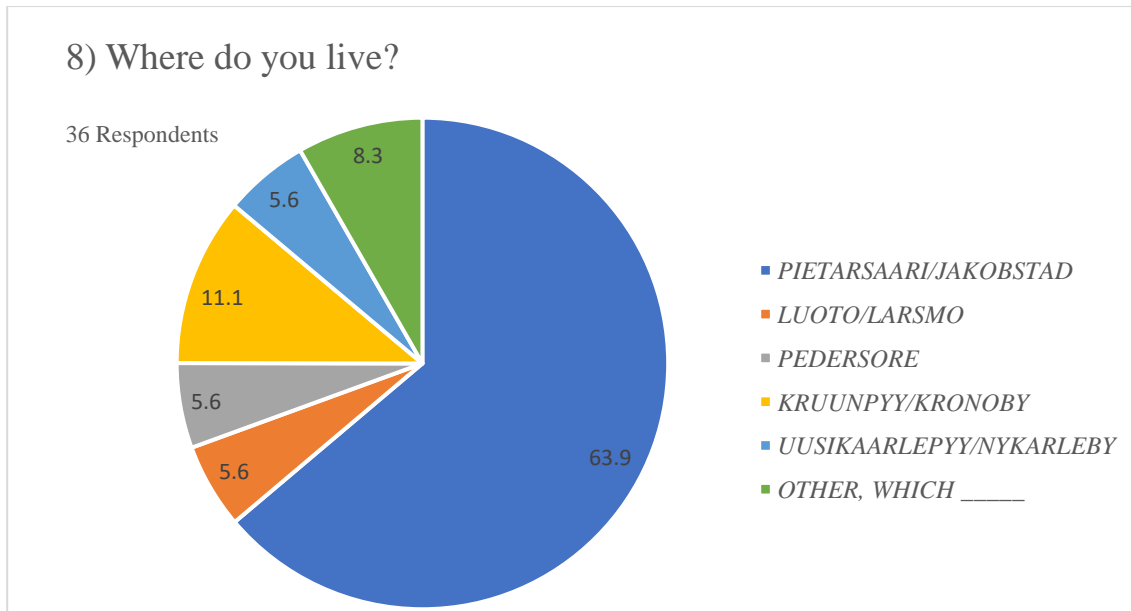Values shown: 8.3, 5.6, 11.1, 5.6, 5.6, 63.9

FIGURE 15. Residence in Finland

Question number eight (FIGURE 15) was about the residence of people in Finland. Six places were given to choose from. Majority percentage respondents are from Pietarsaari that is approximately 63.9% of the respondents or 23 out of 36 respondents. Then a few people are from other places. With a similar 5.6% or 2 respondents are from the region of Luoto, Pedersore, and Uusikaarlepyy. Only 4 people were from Kruunupyy that sums up of 11.1% of the respondents. Finally, 8.3% respondents were from other regions like Kokkola etc.

9) For how long you have lived in this region?

36 Respondents

Legend:
- I WAS BORN HERE
- LESS THAN 2 YEAR
- 2-5 YEAR
- 5 YEARS +
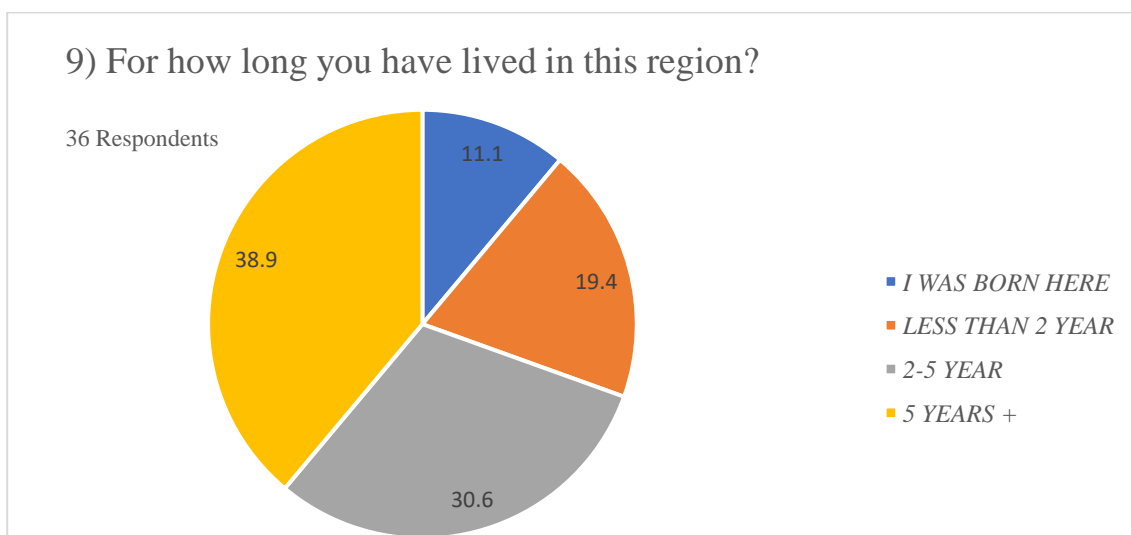
Values shown: 11.1, 19.4, 30.6, 38.9

FIGURE 16. For how long lived in the current residence.

The ninth question (FIGURE 16) on the survey was on residing year of the respondents in Finland particular region. There were four options to choose from representing years of living there that are who are born there, living less than 2 years, living in region for long more than 5 years that stands for 38.9% or 14 respondents. Close to that 11 persons live in Pietarsaari for 2 to 5 years. Then there are 7 respondents appropriately living there within a year that is 19.4%. Only 4 people that is the least number of respondents who were born there. The survey question outcome is represented in figure 16.
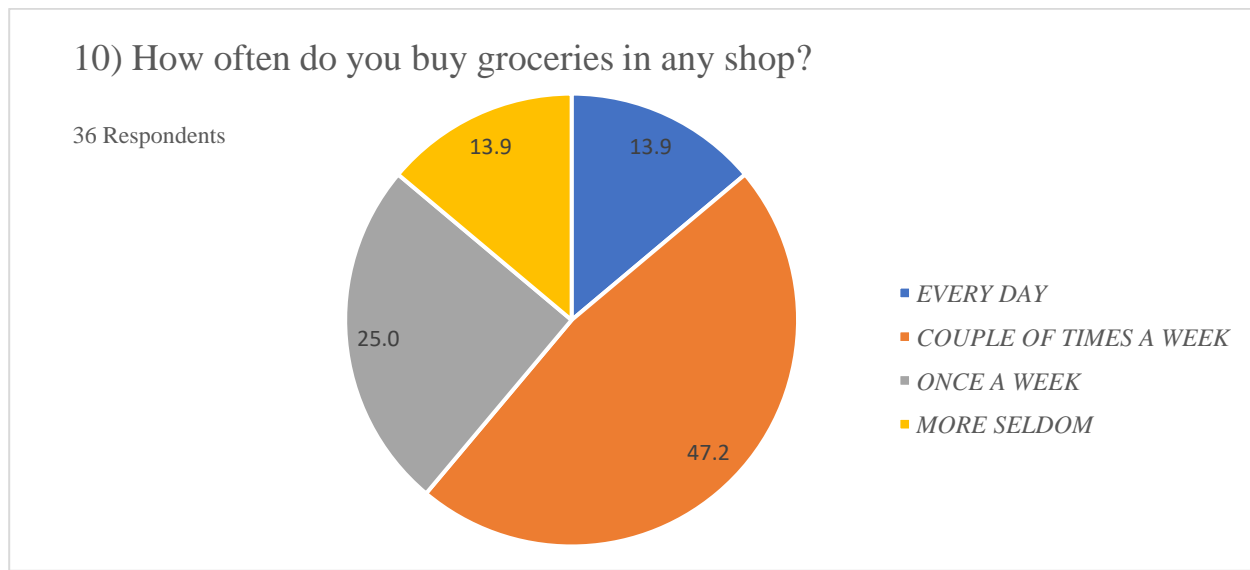

FIGURE 17. Frequency of grocery shopping.

The tenth question (FIGURE 17) was asking about their habitual rate of going to groceries in a week or month. The respondents had four choices to choose from. Figure 17 demonstrates the outcome that is quite certain that the most common and frequent rate of people visiting grocery store is couple of times a week which is 47.2% that is 17 respondents answers out of 36. Then there are 25% of the respondents who accordingly go for shopping once a week, in number it is 9 persons. Finally, there is a similar number of 5 people for both the respondents whose frequency of going for groceries every day and more seldom accordingly to the survey questionnaire answers outcomes, that is accordingly 13.9 and 13.9% of the participation share.

FIGURE 18. Information on choosing the alternative.

The questionnaire's eleventh question (FIGURE 18) was if people do not find a necessity product in their fixed grocery shops would they choose an alternative option. There were polar choices given yes or no to choose from. From the respondents' answers it was concluded that 77.8 % said yes and other left 22.2 % answered no. That is 28 respondents on searching for alternatives and 8 are not interested rather they would wait for their regular stores to restock those products.
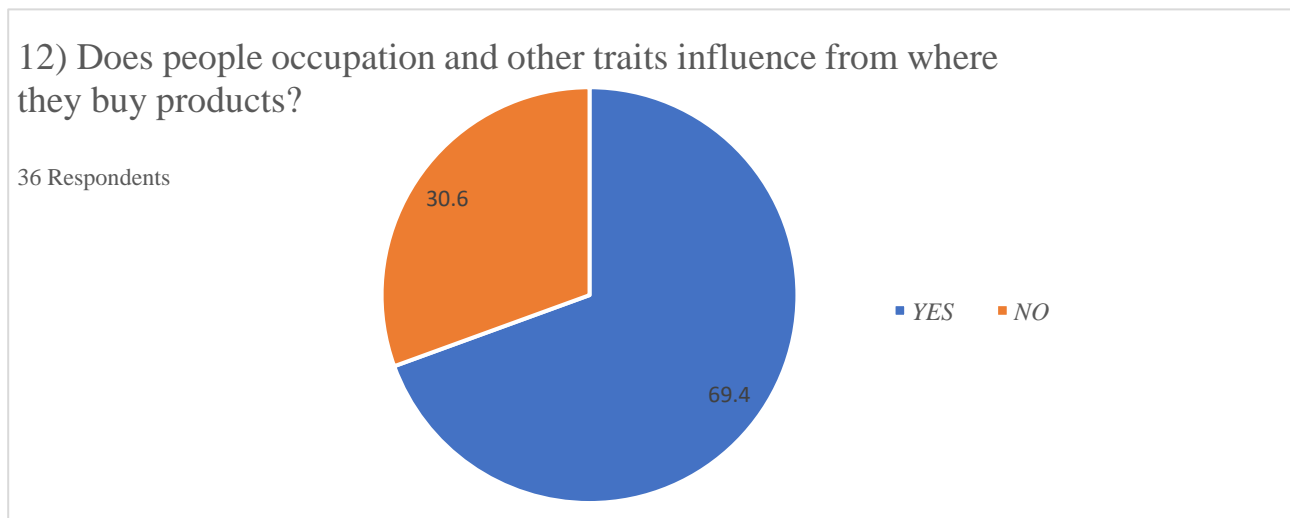

FIGURE 19. Personal traits influencing in where they buy products.

The twelfth question (FIGURE 19) of the questionnaire was on people occupation and other traits influences of where they buy products from. Two choices were provided yes or no as answers. 69.4% of the respondents said yes that was 25 respondents. Opposite to that with a minor 30.6% of respondents replied negatively that is 11 respondents. The results can be seen as depicted in the pie-chart figure 19.
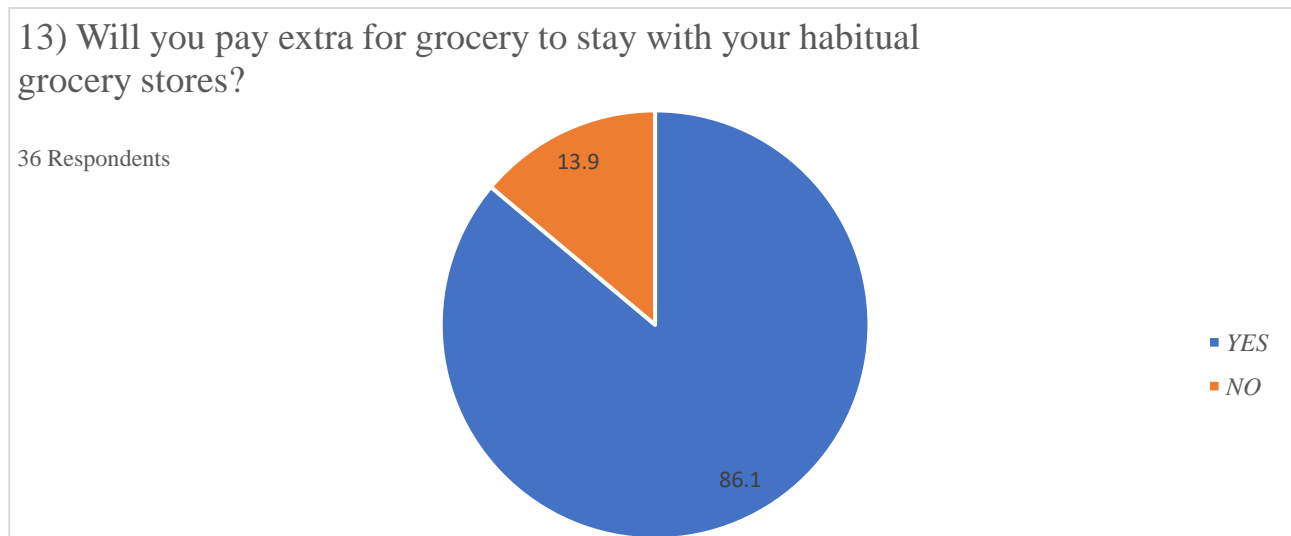
FIGURE 20. Information if people ever pay extra to stay with regular stores.

The thirteenth question (FIGURE 20) was of people agree on paying more to stay with their habitual shops. There were two choices either yes or no. Most of the respondents answered yes to it that is 31 people summing up to 86.1% of the respondents. Despite that fact only 5 persons during the survey come down in a favour of saying no which is 13.9%. The outcomes are visible in figure 20.

14) Do you recommend your favourite grocery stores to others, friends, family members, and colleagues?

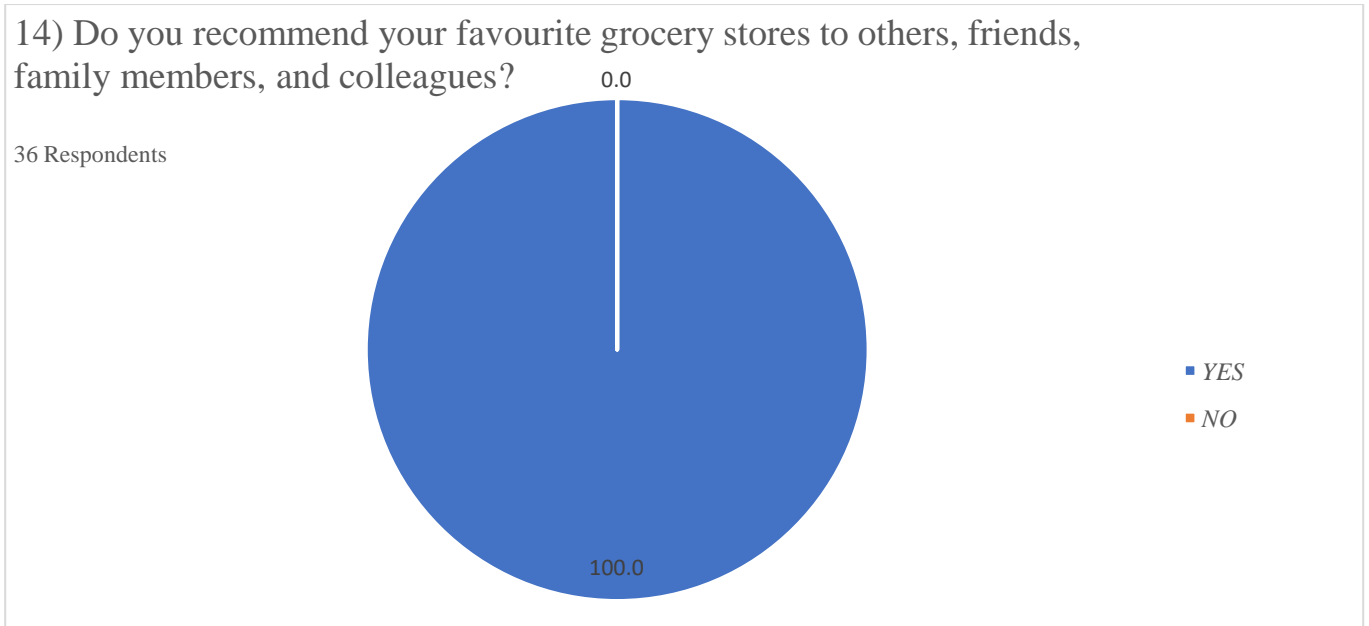36 Respondents

0.0

- YES
- NO

100.0

FIGURE 21. Data on people recommending their favourite stores to others.

Question fourteen (FIGURE 21) was of they would recommend their favourite places to others, friends, family members, and colleagues. They were given two choices yes or no to choose from. Astonishingly, all the respondents said yes that sums total percentage that is 100% 36 respondents. None of them said they do not want to recommend their favourites to someone else they know. The results outcome can be seen in figure 21.

15)Where did you get product information on groceries sold at Mixmart?

36 Respondents

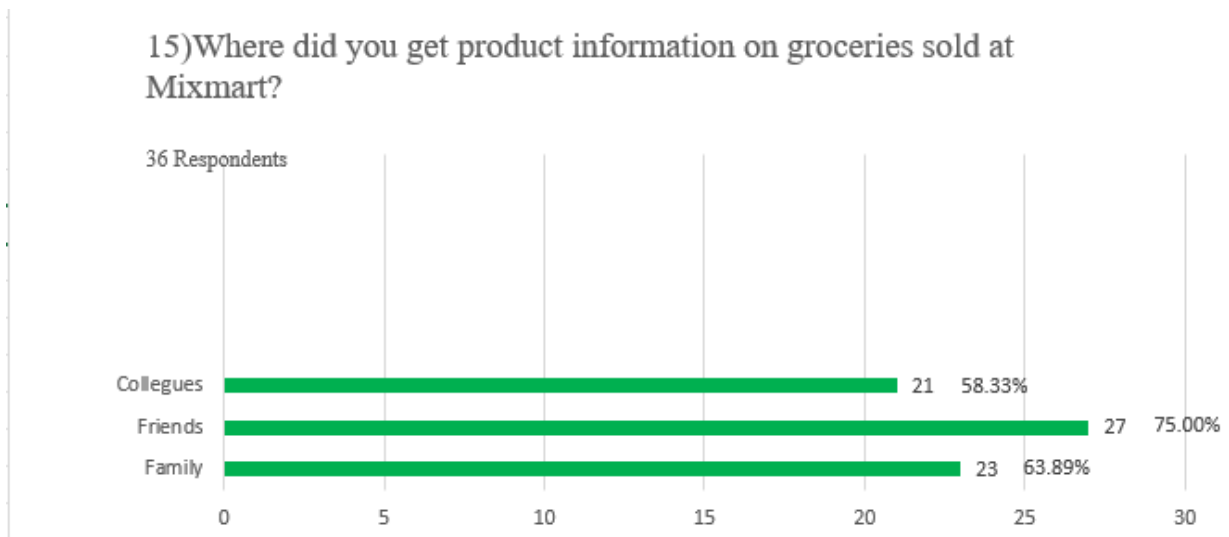|		
Collegues	21	58.33%
Friends	27	75.00%
Family	23	63.89%

FIGURE 22. Information about where people look for information before buying products from Mixmart.

Question number fifteen number question (FIGURE 22) on the survey was about where people query before buying products to gather information on that. It was a multiple-choice question, where the respondents had three multiple choices to choose from. This means they can choose either one or all three of them. The choices are Family, Friends, and Colleagues. The majority number of 27 respondents selected friends as choice that is 75% of total responses. Opposite to that the lowest one choice was colleagues that is 58.33% or 21 respondents. Family got selected by accordingly 23 respondents. That is correspondingly 63.89%. Family was the second largest choice picked by respondents. The outcomes of the questions answers are graphically represented in figure 22 graph bar.
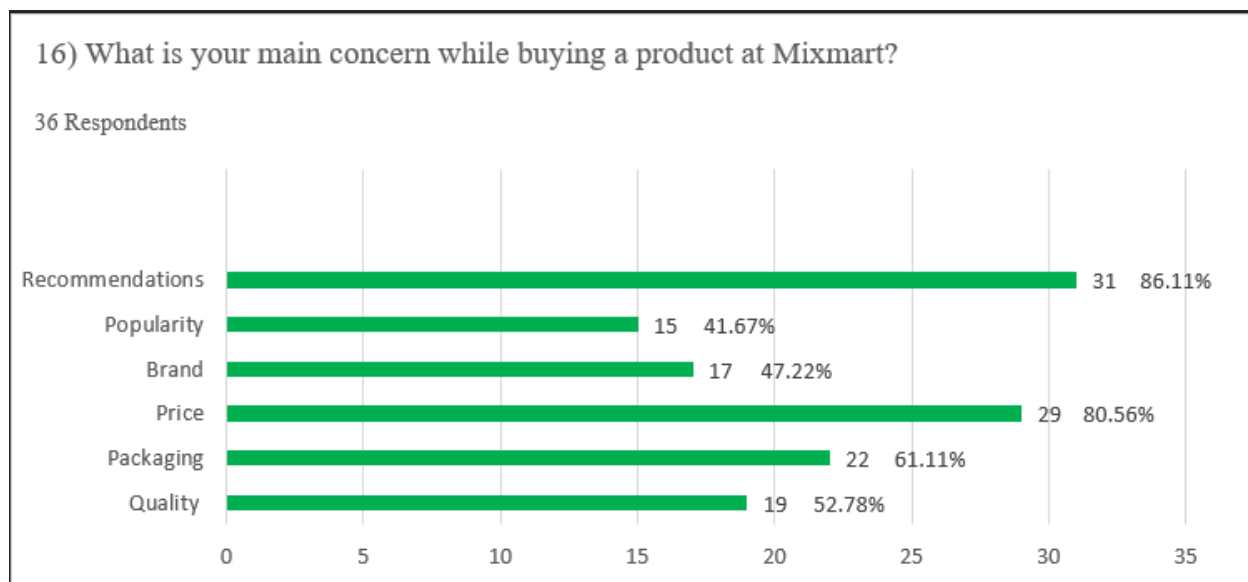

FIGURE 23. Information on the concerns that are important while choosing products.

Question sixteen (FIGURE 23) on the questionnaire was the concern while buying products that people look for in a product. There were six answer choices that the respondents must choose from, and it was a multiple-choice question. The options were recommendations, popularity, brand, price, packaging, and quality. Recommendation was selected by majority of the respondents that is 31 respondents and 86.11%. Secondly, the second highest preferred choice was price that was chosen by 29 respondents it equal to the sum of 80.56%. Then the lowest choice that people think of before buying accordingly to responses is popularity that was selected by 15 respondents that makes up 41.67%. The other preferences that respondents take in mind while buying products are Brand, Packaging, and quality that is chosen

accordingly 17, 22, and 19 participants that is consistently 47.67, 61.11, and 52.78%. All the respondent results are depicted in the bar graph in figure 23.

17) Is Mixmart at an appropriate location as a grocery store?
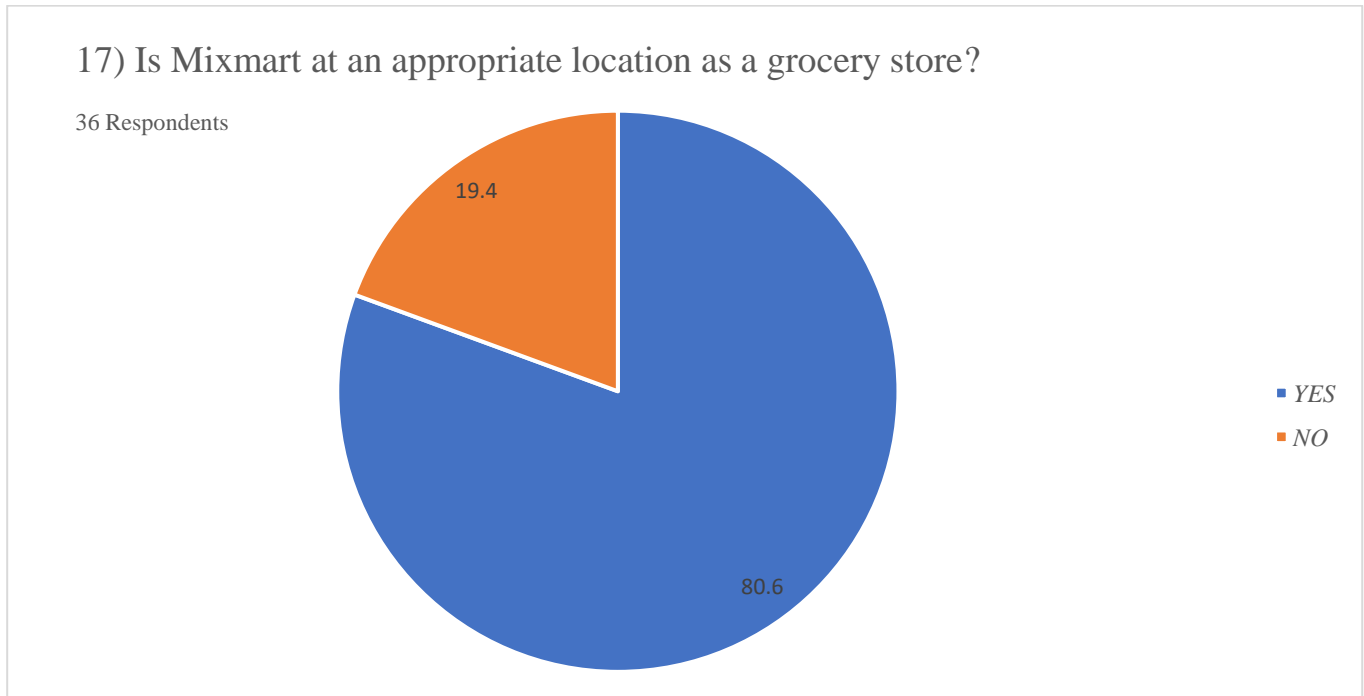
36 Respondents

FIGURE 24. Information on Mixmart being at an appropriate location.

The seventeenth question (FIGURE 24) in the survey was of Mixmart is at an appropriate location as a grocery store. There were two choices yes and not. Accordingly, to respondent statistics a number greater than half of the total comparably said yes that accounts for 80.6% respondents or 29 respondents. Opposite to that 19.4% or 7 persons disagree on the concern of being at the appropriate location by choosing no. It is correspondingly shown in figure 24 as results.

18) What do you do if you are dissatisfied with any product offered by Mixmart?

36 Respondents

- COMPLAIN TO THE STORE
- DO NOTHING
- CHANGE THE STORE INSTANTLY
- INFORM AND GIVE SUGGESTIONS TO THE STORE

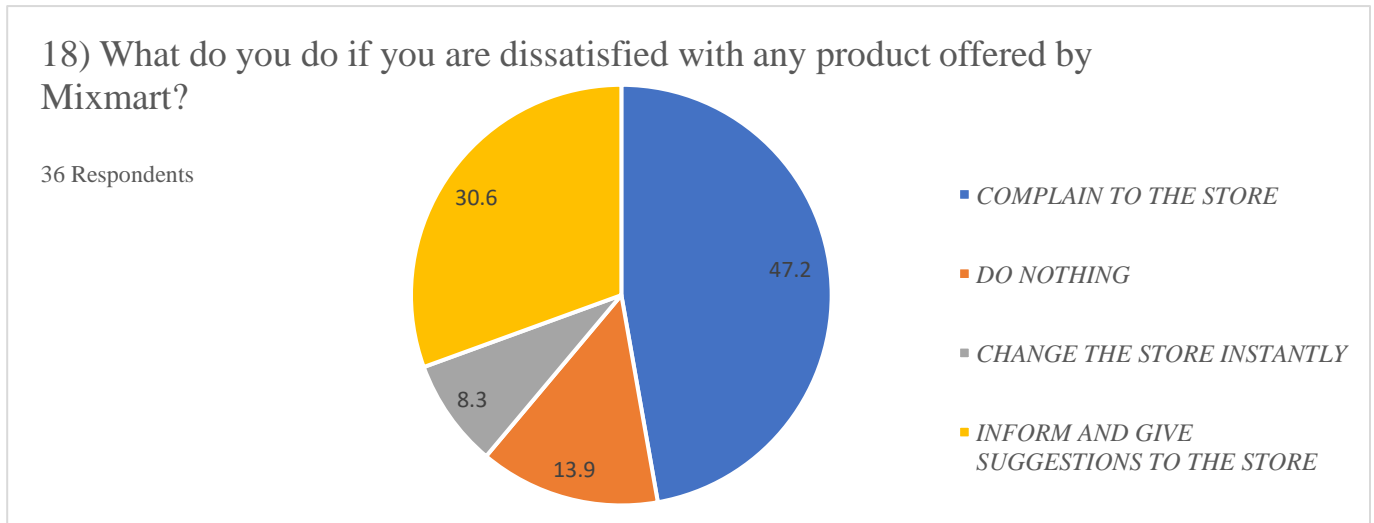FIGURE 25. Information on consumer while they are unsatisfied with a product or service.

Another disjunctive question (FIGURE 25) is added in the survey for the respondents on their behaviour what they do while unsatisfied with a product or service. The choices were complaining to the store, do nothing, change the store instantly, inform and give suggestions to the store. Where the most predominant response was given by 47.2% almost half of the respondents 17 out 36 respondents that is complaining to the store. On the other hand, most below chosen option was changing the store instantly given by 8.3% respondents or only 3 respondents. However, 30.6 and 13.9% of the respondents answered inform and give suggestions to the store and change the store instantly. That is correspondently 11 and 5 respondents. All the outcome for this result is depicted in figure 25.
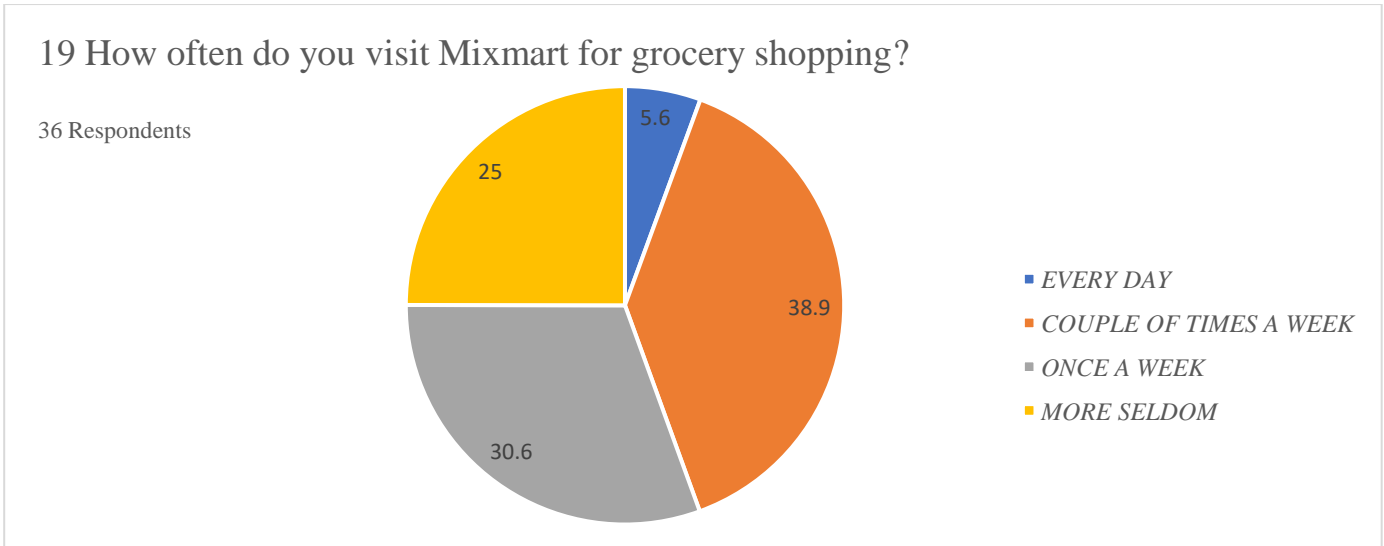
FIGURE 26. Information on how often people go for shopping in Mixmart.

Question nineteen (FIGURE 26) on the questionnaire was on how often people visit Mixmart a small grocery shop in Pietarsaari. There were four simple choices every day, couple of times a week, once a week and more seldom. Where out of all the respondents most frequent answer chosen was couple of times a week that is 38.9%. While, once a week is the second majority of respondents chosen answer that is 30.6%. But the lowest one is roughly 5.6% that is only 2 respondents. Last, only 25% respondents choose more seldom option. Figure 26 represents the outcome of the question.

FIGURE 27. Main influences for consumer to visit Mixmart.

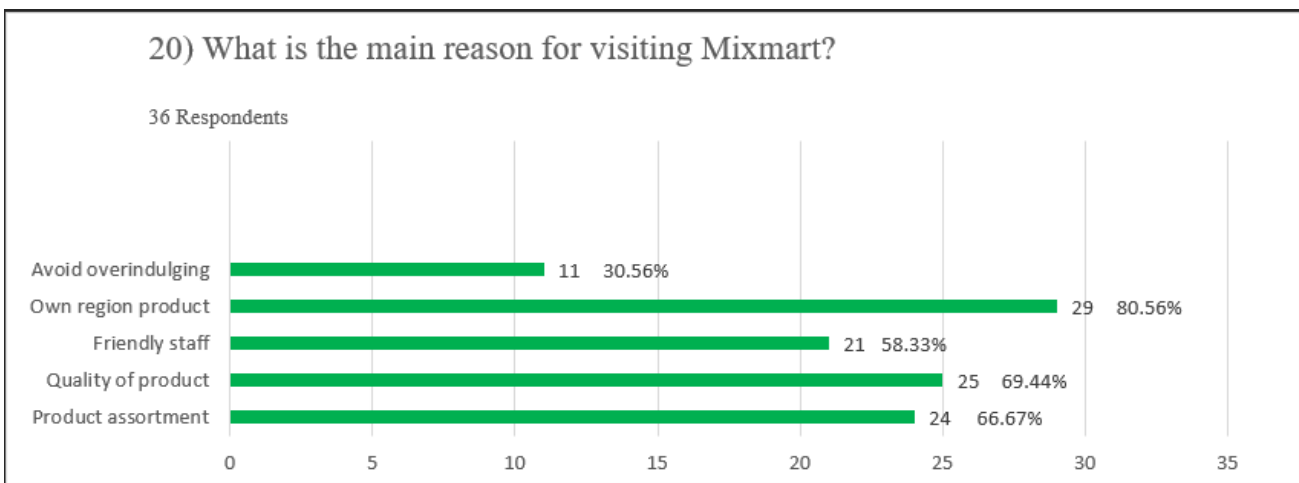Survey question number twenty (FIGURE 27) was a multiple-choice question with five answers to choose from. The question was to find out the main reason for visiting Mixmart. The answers in the question to choose from were products assortment, quality of product, friendly staff, own region product and avoid overindulging. Majority respondents chosen availability of own region product and Friendly staff the as their prior influence for visiting Mixmart that is accordingly 27 and 29 respondents or 75% and 80.56% of the total respondents answers. Also, product quality and product assortment got close to the highest respondent choice being closely similar with respondent percentage of being chosen by 69.44% and 66.67%. Finally, avoiding overindulging was at the bottom accordingly to the responses that is roughly 30.56%. The results are depicted on the bar graph figure 27.
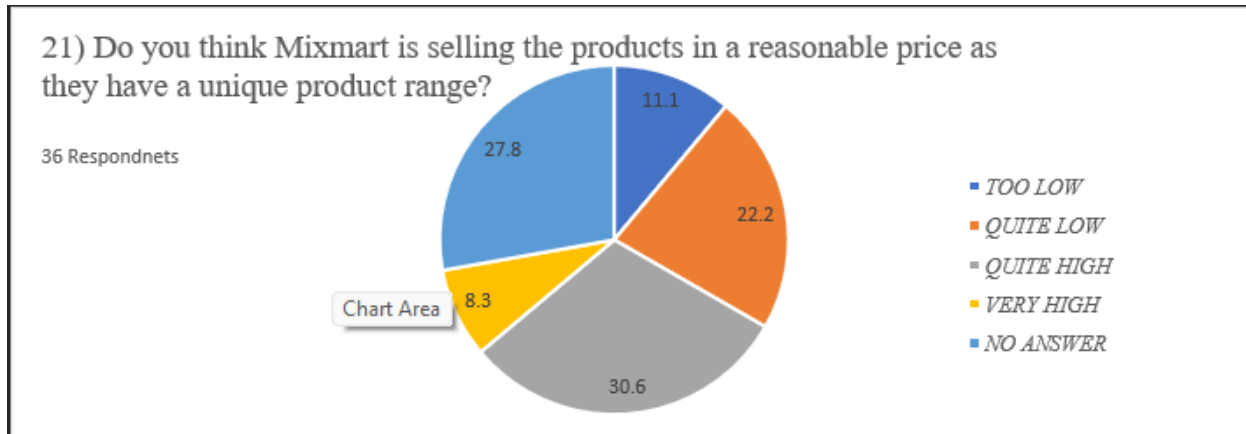
FIGURE 28. Information on Mixmart products price range if it is reasonable.

Question number twenty-one (FIGURE 28) was on Mixmart if the shop is selling their products in a reasonable price as they export few unique ranges of products. The question has five choices that is a price range division from being too low to very high. Also, no answer choice was provided for the respondents. Approximately, one the respondents' answers were quite high that is 30.6% or 11 respondents. Despite, closely another one third respondents were not willing to give any answer for this question and chosen no answer that is 27.8% or 10 respondents. One third choose in between too low, quite low, and very high that is accordingly 11.1, 22.2 and 8.3% of the total respondent chosen option. These responses are reproduced in figure 28.

22) Do you visit Mixmart more frequently for getting recommended from others or the availability of your own country products?

36 Respondents
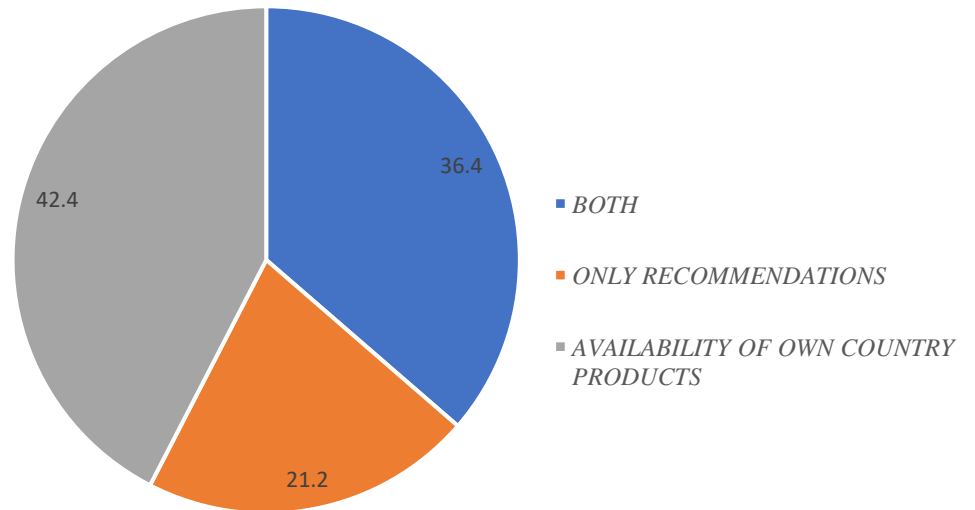
FIGURE 29. Information on the influences prior of buying products from Mixmart.

In the question twenty-two question (FIGURE 29), the participants were asked to choose the most significant reason prior buying products from Mixmart. Options included three choices both, only recommendations, and availability of own country products. Figure 29 shows the outcome of the response where availability of own country products at top with 42.4% and 15 respondents. Both options were chosen by 36.4% those accounts for 13 respondents out of 36 respondents. Last, 21.2% of the respondents considered only recommendations as the most significant factors that is equal to 8 respondents.

23) How satisfied are you with the overall products and service of Mixmart?

33 responses
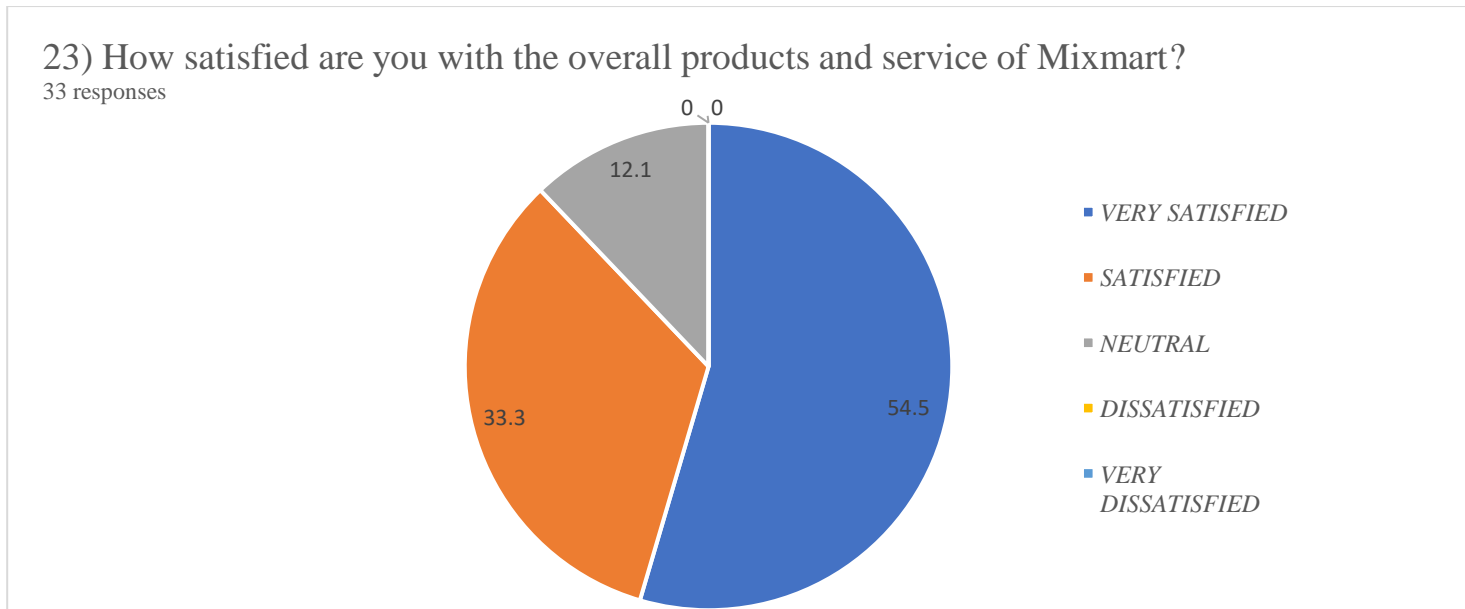
FIGURE 30. The satisfaction level of consumers on Mixmart product and service.

The last question (FIGURE 30) of the questionnaire was exploring the customer satisfaction over the products and services of Mixmart. The question answer included five levels of satisfaction that they could select from. That five stages included very satisfied, satisfied, neutral, dissatisfied, and very dissatisfied. The major portion approximately more than half of the respondents selected very satisfied with the products and services which is 54.5% or 19 respondents out of 36. Whereas 12 of the respondents were satisfied beholding 33.3% and at last, only five of them selected neutral that accounts for 12.1% of the responses. Hopefully, no one selected dissatisfied or very dissatisfied. The results are visualized in figure 30.

6.2 Findings and Suggestion

The research survey participant larger portion were the consumers of Mixmart as the thesis was also relying on Mixmart business perspective to find out about consumer behaviour and satisfaction.

The findings of the study will now be analyzed below based on the research's 23 questions responses. The first nine questions in the research were about respondents details. That shows, target audience can be recognised as occupying with different occupations most of them were students and job holders with total 61.1%. Then, most of them were in between middle-aged people ages between 26-35 other ones age range people are in small portion. Most of the participants are women. That indicates women are more active in grocery shopping. Although, most of them are non-European people they immigrants or are residents from different countries. As, only four were native Finnish and 4 other European countries. Other are from, Africa, South Asia, and Middle East. These people are mostly single but have children that outcomes as most of them having a household member of between 1-3 people. As, a few are divorced, some are in a living relationship or widows. But accordingly, to research most of them were married at some point of life ,which correlates and have a connection with most of them having children. But the numbers of families up to five members are really rare. Despite, the majority being non-EU citizens most of them are living in Pietarsaari and other regions for a long time more than five years. Only a few are living for less than one year. That indicates they know the place very well.

Questions nine to twelve were on exploring consumer habits. That reveals big chain grocery stores like Prisma, Lidl, and K-market own almost two third of the consumer share and one-third share is owned by other authentic shops. Also, consumers are habitual in visiting for the necessary groceries twice a week. Others, mostly once a week goes for grocery shiopping. Product availability is really serious as people's tendency shows that if they don't find their products, they won't be loyal to the store and start to search for alternatives. Consumers' choice for quality and quantity is an argument issue as it is equally divided among respondents where half want quality and others to prefer quantity.

Questions 10-14 were on analyzing the consumer's behaviour and influences that divert their thinking accordingly to the respondent's results from research. All organizations need to understand the influences that control consumers. Most consumers often go for groceries shopping couple of times a week. People agree on the fact that their age, age, occupation, social status, economic situation, and personal influences the status of where they buy products from. That is the thinking of two third consumers but still, others say it does not influence them. Then people want to stay with habitual shops where they travel regularly even if it's much more costly or far. Similarly, a recommendation from close persons works as a strong influence and genuine

stereotype for the consumer to choose their grocery shop and product. To gather product information people, rely on their friends and family members that is a common behaviour for consumers.

Organizations need to keep on track of what makes people unsatisfied with their products and service. As results explore the fact almost half of the consumers complain while unsatisfied with the service of the store. However, it is important to get the other half who have different behavior not to say anything or give the advice to resolve problems. This one need to be reconsidered. They feel more about this issue.

The next question from 15 to 23 were on Mixmart to clear other consumer behaviour based on the grocery shop consumer atmosphere. Almost everyone knows about the shop as they have been living in Pietarsaari and other close regions for a long time more than 5 years and they are also the consumer of Mixmart.

As, there are many immigrants it is normal for people to find around products that gives a sense of authenticity to them. That is shown to be the most valuable reason for a consumer to visit Mixmart and other traditional stores to find the cultural and traditional products that separatees form chain stores accordingly to the results. Still moved away from authenticity, people still prefer recommendations of others. Still, people don't change their previous point of view for authentic and small traditional grocery shops that this one's also, need to provide product availability and even if they have a unique range of various products they need to be under a reasonable price that is the reason why people buy from Mixmart that is the certainty found from the research results as 66.67% votes for product assortment as their buying reason in the survey.

Question 16 was on the key concerns for consumer while choosing the products which traits they focus on as it is foremost important for the companies. The outcomes point out people focus more on recommended , reasonable price of the products and how the packaging looks like. However, consumer have lower concern with popularity and brand. They are more into the manufacturing models, how the packaging also looks the information it has on it.

Finally, the final question was for Mixmart business factor to gather an idea on how satisfied the consumer with the products and service are they are providing. That gave a hopeful outcome where 54.4 almost half of the respondents express themselves to be very satisfied with the service and others are only satisfied. The are some who no want to express their thinking by saying neutral with the question. This was needed as

organizations need to keep track on how satisfied their consumers are with their services as that keeps the flow of improvement.

As for suggestions consumer behaviour and satisfaction aspects will keep on changing with time. However, a few key factors will be there that will modify with time. Hovering over people's gesture and thought over present time environments. All the business owners will have to rebrand their strategies to get along in the tough competition. Also, keep on understanding the two age range consumers the younger ones and older ones. If the entrepreneurs want to make a place for themselves in the market, they have no other way rather than to compile their available resources to satisfy the consumer by adopting their behavioural changes and providing services and products relying on their preferences.

However, it will never be unexpected as there will be the base pillars on which the consumers' behaviour will circulate depending on the suggestions given by the experts. Those are the expectation of the consumer and influences behind those with changing time. They will show the track for entrepreneurs to embrace the way for consumer loyalty. Everyone will be loyal to a particular company for their necessities.

7 CONCLUSIONS AND DISCUSSION

It is always crucial to understand the consumer base and to establish a business in the competitive market. So, the aim of the thesis was proper understanding in consumer behaviour and satisfaction. The required reciprocity with the target consumer is never possible without proper knowledge over consumer behaviour. That hinders prosperity of the business. As an outcome the business will go downstream into loss. All unsuccessful businesses had the similar problem not having connection with the buyers and could not gain the trust of the customers.

It was always a broader concept to go through all the process of understanding on going customer changing behaviours. But, by the help of researchers like Kotler and Miller also other great ones this concept has been synchronized into a circular step using major factors. That will remain the same with changing attitudes and concepts. So, in this thesis a quantitative approach was used to reach up to more people to analyse and come out with a most significant result knowing the things related to consumer behaviour, using the consumer life experiences and knowledges such as influences, satisfaction, expectations, quality, quantity, price, consumption, technology, marketing, and distribution. So, the only thing now must be done is to find out the changes in those factors with changing modern times and replace them with the old factors and put them back in the circle to gain the most optimum way to reach out to the target consumer base. Still there will be always a problem faced by everyone to get the genuine answers for everything from the consumers as in some questions they are unwilling to come out with their own thoughts and follow up to the leading answers going around traditionally.

Finally, bigger target market will be fond of low-cost higher quality service and product. All the companies will be competing on providing these traits and being less vulnerable than the opposite companies. Also, they must understand the products demands and make those that they want available for them. As consumers will be attracted to those companies who will get their wanted thing within their range and capacity to consume, all these modules and analysis will help a small business to grow and successfully establish in a new environment from the starting. Among the analysis and research, the dimensions of sales service demand and strategies were simplified to take over while understanding and getting them into real life usage while needed as all are considered from real responses of genuine consumer. After all, the least considered while consumer satisfaction and attraction that is the inventory of

the store that must keep in mind as loyal ss are always looking for availability of a larger product assortment.

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Mixmart grocery store wants to serve their customers in the very best way. With help of this survey, we collect more information on our consumers' behaviour and satisfaction. All the data collected will be managed confidentially, maintaining the privacy of our customers.

All the data are collected to complete an educational thesis of Centria University of Applied Sciences.

BACKGROUND

Approximate time for completing the survey: 8-15 minutes.

1) Your gender?
   ☐ Male
   ☐ Female
   ☐ No answer

2) Your age between?
   ☐ 18 - 25
   ☐ 26 - 35
   ☐ 36 - 45
   ☐ 46 – 55
   ☐ 56 - 65
   ☐ 65 +

3) Where are you from?
   ☐ Finland
   ☐ Other European country
   ☐ Middle Ease
   ☐ Asia

☐ Africa

☐ Other, which _____

4) What is your occupation?

☐ Student

☐ Employed

☐ Enterpreneur

☐ Unemployed

☐ Retired

5) What is your marital status?

☐ Single

☐ Married

☐ Divorced

☐ Living Together

☐ Widow

6) Do you have children?

☐ Yes

☐ No

7) Total number of people in household?

☐ 1 to 3

☐ 4 to 5

☐ 5 +

8) Where do you live?

☐ Pietarsaari/Jakobstad

☐Luoto/Larsmo

☐Pedersore

☐Kruunpyy/Kronoby

☐Uusikaarlepyy/Nykarleby

☐Other, which _____

9) For how long you have lived in this region?

☐ I was born here

☐ Less than 2 year

☐ 2-5 years

☐ 5 years +

SHOPPING HABITS IN GENERAL

10) How often do you buy groceries in any shop?

☐ Every day

☐ Couple of times a week

☐ Once a week

☐ More seldom

11) If you do not find the groceries in your regular shop, would you go to an alternative store?

☐ Yes

☐ No

12) Does people occupation and other traits influence from where they buy products?

☐ Yes

☐ No

13) Will you pay extra for grocery or travel more if the store is shifted distant to stay with your habitual grocery stores?

☐ Yes

☐ No

14) Do you recommend your favourite grocery stores to others, friends, family members, and colleagues?

☐ Yes

☐ No

SHOPPING AT MIXMART

15) Where did you get product information on groceries sold at Mixmart?

☐ Family

☐ Friends

☐ Colleagues

16) What is your main concern while buying a product at Mixmart?

☐ Quality

☐ Packaging

☐ Price

☐ Brand

☐ Popularity

☐ Recommendations

17) Is Mixmart at an appropriate location as a grocery store?

☐ Yes

☐ No

18) What do you do if you are dissatisfied with any product offered by Mixmart?

☐ Complain to the store

☐ Do nothing

☐ Change the store instantly

☐ Inform and give suggestions to the store

19) How often do you visit Mixmart for grocery shopping?

☐ Every day

☐ Couple of times a week

☐ Once a week

☐ More seldom

20) What is the main reason for visiting Mixmart?

☐ Product assortment

☐ Quality of product

☐ Friendly staff

☐ Own region product

☐ Avoid overindulging

21) Do you think Mixmart is selling the products in a reasonable price as they have a unique product range?

☐ Too low

☐ Quite Low

☐ Quite high

☐ Very high

☐ No answer

22) Do you visit Mixmart more frequently for getting recommended from others or the availability of your own country products?

☐ Both

☐ Only recommendations

☐ Availability of own country products

23) How satisfied are you with the overall products and service of Mixmart?

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very dissatisfied

Thank you for taking part in the survey!