



CUSTOMER SATISFACTION AND CUSTOMER LOYALTY WITH PERSPECTIVE OF DEVEL-  
OPING A COMPANY

Case Company: OLIVE BAY INTERNATIONAL KY FINLAND

Johnson Olubukola Juliana

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Author: Johnson Olubukola Juliana - DIB0SN

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#### ABSTRACT

This bachelor thesis research work has been conducted in measuring customers' satisfaction level of goods (products) and services provided at Olive Bay International Ky. The aim of the thesis author is to evaluate Olive Bay International Ky products and services and to raise an efficient sales improvement from customer satisfaction and customers' loyalty and to increase the visibility of Olive Bay International Ky in terms of their products and services rendering in the premises of Kokkola – Finland, as well as increasing its clientele and perfectly satisfy customers' needs by providing quality goods and services.

The theoretical framework is based on literature analysis of the target market, their decision making process, role and behavior of the customers, factors that influence consumers, internal and external customer satisfactions, customer loyalty and general competition means of customer relationship marketing strategy. The empirical study was conducted with a quantitative method of research and was analyzed with use of SPSS application; the research work was obtained from a paper-based questionnaire with a sample size of 112 responds. The questionnaire consisted several questions of multiple choice, scale and category as well as open questions and comments.

The CEO of the olive bay international ky- Mr Samuel Isong was interviewed in order to draw up comparisons and differences between customers' opinion and those of the company. Olive Bay International Ky got a positive and valuable feedback on how satisfied their current customers were as well as putting into consideration the negative critic and seldom graded for further development. In addition the outcome of this research work has given the writer of this thesis an excellent experience in conducting customer satisfaction research and survey from the scratch to the final results analysis and executing an academic work of study that has been learnt.

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Keywords= Customer, Service, Customer Satisfaction, Quantitative research.

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# 1 INTRODUCTION

This bachelor's thesis explained and analyzed a research carried out on customers' satisfaction and customer loyalty. The aim was to find out how to improve the business in order to satisfy customers and to gain their loyalty. The topic is chosen as a result of temporary work experience that the author had at Olive Bay International Ky Kokkola. The author of this thesis worked as a sales attendant at Olive Bay International Ky and during the work process, several points about the company business and services were observed and its importance to find out where the chain stands from the customers point of view.

Establishing a commercially viable and profitable work (business) could be extremely tasking demanding. Attracting customers with qualities is another great hurdle in setting up a business organization. The primary expectation of the customer is to get the best value of what is being offered and to be cared for in the best way by the business enterprise, so business organizations have to do their best possible, to make the customers feel pleased and get the best value for their money. By doing this the business organizations will experience a huge growth in their customers' patronage and loyalty and the number of their customers will increase because their existing customers are introducing the business organizations to other people.

Using a holistic management approach to align the business aspects of a company with adequate provision of the needs of the customers really promote the effectiveness and efficiency of the company capabilities. Rendering quality goods and satisfying customers are very essential to business organizations; competition between companies of same field of business grows all the time.

## 1.1 Aims and significance of the thesis

The thesis emphasized on how a business enterprise could embark on a progressive and successful customer satisfaction process in offering quality products, services and efficient customer relationships in order to gain customers loyalty and retention. The aim of this research is to find out how Olive bay International Ky Kokkola can improve the quality of goods, customer service and general atmosphere of the company.

This thesis could be used as a reference to some other business enterprise that wants to know and discover ways of interacting with customers and satisfying them involving the means of building well planned business strategies and foundation of building business tools usage and management. This thesis used Olive Bay International Ky as a case study, setting out the efficient areas of the company in terms of quality products and customer satisfaction in order to serve as a good example for other companies. In addition, this thesis study looked at loop holes of the company by carrying out a research and surveys. As a result of this, customers' points of view and areas that need improvement were discovered. The efficient business aspects of the company will be noted and recommendations towards products and customer satisfaction improvements will be offered to the company. This thesis would serve solutions to company and other industry could benefit from it.

## **1.2 Research problems and questions**

The research problem is that Olive bay company does not know how their customers evaluate the products and services provided, as since no customer satisfaction survey has been carried out before.

The problem the author of the research work encountered was that the case company had no previous research work concerning customer satisfaction survey and they had no idea of what and how the customers feel about their products and services. This resulted in having many tasks assigned to the research work by the company.

## **1.3 Thesis structure**

This thesis structurally consists of three sections- introduction part, theoretical part and empirical part. In the introduction part, the reader is led to the aims and significance of this thesis, the research problems and information about the company (Olive Bay international ky) that is used as a case study and is discussed in chapter one and chapter two of the thesis.

The theoretical study section is based on theory of customer, consumer (customer) behavior, service, customer service, service quality, customer value, customer satisfaction and gaining their



loyalty. The theoretical study is explained further in chapter three, four and five of the research work report.

The third part of the thesis is the empirical study section and is based on a customer satisfaction survey and interviews using a qualitative method of research including the design of the research and an evaluation of the answers gotten during interviews made with the customers of Olive bay. The empirical study is explained in chapter six, seven, eight and nine of the research work report; however, they will be a summary at the end of every chapter

## **1.4 Research Methodology**

Research is a systematic study that is conducted in order to discover or obtain evidence which may indicate positive solutions to a difficulty. Research structurally consists of three elements: first is question or hypothesis, secondly; data and thirdly; analysis and interpretation of data.

Research methodology demonstrates the means with which information and data needed to foster the research progress of this thesis writing is gathered and attained. Proper and systematic in collecting, analyzing, disseminating and utilizing information in order to improve the company.

The research methodology for this work piece is based on a quantitative analysis method of research. Quantitative method of research is chosen for this piece of work because the researcher (thesis author) aim is to categorize, count and paradigms statistical models in order to be able to explain what is observed. The research can be carried out during spring 2013 and data for the research work was obtained from a paper-based questionnaire and the results analyzed with the use of SPSS application.

### **1.4.1 Qualitative Research**

Qualitative method of research analyses the behavioral patterns and feelings of the respondents and can be conducted in form of survey, observation, interviews or by making experiments. Qualitative data are collected in form of words, interviews, objects or pictures.

Donald Campbell argued that “qualitative research method is more time consuming and less able to be comprehensive and that the researcher tends to become more subjectively immersed to the subject matter, he also stated that all research ultimately has a qualitative grounding.

#### **1.4.2 Quantitative Research**

Quantitative method of research is a method that examines; discover the behavioral and developmental pattern, attitudes, feelings, opinions and experiences of the customers. Quantitative method of research involves different statistical analyses.

The research methodology for this work piece is based on a quantitative analysis method of research. Quantitative method of research is chosen for this piece of work because the researcher (thesis author) aim is to categorize, count and paradigms statistical models in order to be able to explain what is observed.

Qualitative method is more efficient and preferably for this thesis work in order to get precise measurement and analyses of target concepts or groups. All vital aspects of thesis study work are carefully designed in form of questionnaires before the collection of data. In quantitative method, researcher remains objectively separated from the topic matter, seeking precise measurement and analyses of target concepts or groups.

#### **1.5 Summary of chapter 1**

To give a simple and clear summary of what has been discussed above; chapter one of this thesis report introduced the thesis topic of customer satisfaction and loyalty in order to improve the business satisfy the customers and gaining their loyalty. The aims are to find out the quality level of products and services rendered by the company to the customers and customers' point of views about all the business activities of the company. The structurally part of the thesis are the introduction part, theoretical part and empirical part, and the research methodology used for this thesis is quantitative method.

## **2 CASE COMPANY- OLIVE BAY INTERNATIONAL KY**

Olive Bay International Ky was founded in 2010 by Mr Samuel Isong, the company is located at the western part of Finland- Kokkola and is one of the leading Grocery store in the city of Kokkola. Olive bay International Ky offers and deals with varieties of African, Asia and Europe groceries, Cosmetics and general Merchandize in Europe. They are also into Money Transfer from and to any part of the world at a very attractive rates and lowest fees either through instant pick up from any of their designated banks or direct bank deposits within 24 working hours. The company and its business activities was founded in 2010 as a result of the need to meet the demands of different set of people and cultures both Finnish and non-Finnish consumers of oriental food items, health and beauty products, household cleaning products and much more. Olive Bay International Ky give the assurance of quality products and services at all times to their customers.

According to the information gotten from the Founder of the company during interviews, establishing such a grocery store has been a successful decision for him in the city of kokkola Finland, such kind of store has never been founded and lot of people residing in the city of kokkola was so pleased to have a store where they can get foods of their own choice and tradition making them to feel the home taste most especially the foreigners who are living in the city.

Olive Bay International Ky is categorizing as a private limited liability company and it is run by the CEO of the company –Mr Samuel Isong with 4 staff members and i was the only trainee they has during this work training period and he considered having a small business enterprise to be more flexible and easy to manage. (Mr. Samuel Isong, Feb, 2013- interview)

The idea behind having such a business according to the founder of the company is to import good quality products from Africa, Asian and southern part of Europe with cheaper prices and sell them to customers with an affordable prices so as to keep the price and quality of the goods in perfect balance. In addition to his reasons; there are lot of shops where people can get things needed like foods stuffs but Olive Bay International Ky narrowly extend their goods by offering different kind of foods different and many cultures which cannot be found in other stores in the city of Kokkola and that has really encourages the company in starting up theirs.

According to the Founder of the company, having branches in other cities of Finland will be a great privilege for the company and it will be a chance to reach new customers across the country. The company ensure that goods(products) and services offered to customer are of great and quality standard, they uses an effective customer relationship to deal with their customers through their employees attending to them with smiles and patience when help is needed. And this has led to a huge increase in customers' patronage in every day of the company's business life.

Main Products: African Foods, Asians foods, European foods, Beauty care products, household cleaning equipment.

The founder of the Olive Bay International Ky (Mr Samuel isong) explained further the reasons he decided to establish his business idea in Finland was that many of graduates find difficulties in getting a job that match their academic field of study most especially foreigners who have had their Bachelor degree or Master's degree program in Finland and abroad still find their selves in an unemployment conditions and they could not help their financial responsibilities in no other means than to involve themselves in hood jobs such as cleaning services, Dish-washing, newspapers and magazine delivery, hotel maintenance and others. (Mr Samuel Isong, 03.2013-interview)

The thesis author practical work experience with the company had shown and proved that the company attribute a perfect selling skills strategy by providing the information of the product to the workers and customers, make comparisons, acknowledge the view point of the customer perceptions and they do not slick fast talk confidence and trick devotion to force unwanted products on their customers. (Johnson Olubukola Juliana)

## **2.1 More about the company**

Goods (Products) and Sources

Grocery comprise of different kind of foods from different cultures,

Customers

Customers can be classified into two parts- The intermediate customer who buy products from the suppliers or manufacturers then re-sell it to the final users and the final users or the consum-

ers. Olive bay International Ky deals directly with only the final users of their goods, there is no intermediate seller between them and their customers. The company is been patronized by a lot of people every day in the city of kokkola through their years of business operation. Major customers are foreigners from Africa, Asian and some part of Europe.

#### Quality

The company ensures the their goods and services offered to customers are of great and quality standard, as a result of this, broken and expired goods(products) is moved out of the shelves in order to avoid complaints from customers and to maintain customers loyalty

The use of "FIFO" system (First-In-First-Out) of stocking goods and distribution makes the company business share the same ideology with big stores such as LIDL, Prisma stores and others.

The First-In-First-Out system is way of arranging goods or products in order and according to how the goods are ordered and stocked and how they are arranged on shelves for customers consumption, where by the products will early date of expiry are put on shelf to be consumed before the one with later dates.

#### Price

Olive Bay International Ky gets its goods in bulk from several countries and sells to their customers at a very reasonable and affordable price; they offer home delivery, bonuses and discount on some products based on the nature of the product with range of 10 to 20% as a benefits to their customers. It is not in the company business practice to grant credit facilities to customers however; they sometimes do give to some customers whom they have long term relationship with and whom they found credit worthy.

#### Product differentiation

Differences between products offering were taste, size, texture, appearance, brand, and package but as business organization become more adept at communicating with their customers, several other links can be observed in perception of the products or services.

#### Staff strength

The Company basically has 5 workers; the CEO and 4 employees working together in carry out their day-to-day business activities. (The company sometimes does have a working student who

comes as a trainee for an academic purpose which I was one of them; I was actually the only trainee during my period of work). The company also gives room to students who are searching for internship for few months and to students who would like to acquire reputable knowledge and experience in the business life. The company does not usually offer salaries to such students due to the company financial status.

#### Environment and operation

Olive Bay is located at 13 Rantakatu, p.o box 67100 Kokkola-Finland. Kokkola is at the western part of Finland having about 35,000 inhabitants. The company strictly follows the rules and regulations of environment agencies in Finland by ensuring that its business activities is essential to the inhabitants by selling healthy products and quality services. The operating days and hours of the company is Mondays to Saturdays from 10.am to 6.pm.

One of the company future plans is to render supports to some community events such as festivals, sports.

#### Information and introduction of new products

Olive Bay International Ky reaches their customers about their products, services and newly introduce products through the local newspapers of the city i.e. Kokkola lehti to announce discounts, bonuses and products advertisement. The company show case new products in places where customers can easily notice them and gives room for free taste of edible foods that newly arrived to the market because they observed that adopting new products may be quite difficult to customers so as a result they try as much as possible to build the customers confidence on the taste of the new products and how to get them prepared.

#### Business Relationship

They provide effective customer relationship by giving positive help and answers to issues that may arise during business transactions.

#### Competitive advantage

Olive Bay International Ky outstand other food store in city of Kokkola- Finland by differentiating the product they provide with superior customer value and by managing groceries from different cultures which other store in the city does not portraits. Subsequently; Olive Bay International Ky promote their products and service making their customers see them better and as the best in the business environment.

### Strategic Goals and future plans

The strategic goals of Olive Bay International ky are very distinct and realistic, their goals shows that the company and its business activities has a clear picture of its aims and how they wants their customers to see them in rendering quality products and suitable services. To maintain a balance between demand and supply by taking care of needed products resources and availability of urgent needs of the customers and to greatly develop the business activities in order to respond to future needs. (Mr Samuel Isong, 03.2013- interview).

## **2.2 Summary of chapter 2**

Olive Bay international Ky founded in 2012 in the city of kokkola-Finland by Mr Samuel Isong, is a leading grocery store offering varieties of African, Asia and Europe Foods, Cosmetics, money transfer operation and general merchandize in Europe. The company strategically deals with its entire feature in terms of offering quality products and services at reasonable and affordable prices, differentiating it product with a friendly and effective customer service relationship in order to positively out stand competitors. The company informs and reaches their customers through the local newspapers of the city (Kokkola lehti) about the products and services, show case newly introduce product at places where customers can easily see them. The company has a distinct way showing goals and clear picture of who they really are in business.

## THEORETICAL FRAMEWORK

### 3 CUSTOMER

The consumer of a product or a client or patron is known as a customer. They are the recipient of goods and services derived from a business person or an organization, they are considered as the purchaser of products or services which a company or business enterprise offered or rendered. Customers are considered as the key in business because they greatly have the ability of choosing a particular product or services of their choice and suppliers.

Customers are seen as every business's sources of revenue, a business enterprises can never make profits from any entity except from their present customers and the one they intend to have in future. Building a good customer relationship in delivering requested product at the right time always create a bond of business value for the customers, creating suitable relationship with them for a particular product which customer has so much interest on.

According to Blackwell and Miniard- Consumer can be describing in five roles:

Initiator- who begins the process of considering buying the product and trying to gather more information about the product in order to ease buying decision.

Influencer is one who attempts to impose and persuading others to purchase the product.

Decider- has the financial authority and capability in making the ultimate choice regarding which and what product to purchase.

Buyer- conducts the business deal and effects delivery and lastly the final user of the product who is the actual consumer. (Blackwell and Miniard-1994)

The reality and progression of a products, services and the general activities of a business can never be attain without customers who are in need of consuming such product or who are in need of getting such services. Business organizations need to take customers as a vital and important body and as a strong pillar that hold them in business. Many companies or business enterprise failed due to the fact that they have less or no perfect and vital business strategy to maintain a good customer service relationship in their business aspects.



Business organization that is ready to have a long last stay in business need to set out goals on how best in meeting and satisfying the needs of customers, treating them in a good business manner and showing how very essential customers are to the business make the customers feel appreciated and would always want to stick to you.

Chinunda, Emmanuel Danstan (2011-p134)- "Practical insights on Customer service" claimed that the lifeblood of any business is the customer and service rendered to them are the fundamental approach to the principles of service quality covering all characteristics of the business processes in order to meet the expectations of the customers.

### **3.1 Consumer behaviour**

Consumer behavior can be demarcated as the "all-inclusive consumption processes" that influence the customer to purchase a product. It is influence through information processing, beliefs and attitudes, lifestyle, motivations and life cycle. They can be several consumers who interact to influence or assume a role in making decision of buying a particular product. Marketing dictionary defined the subject "Customer behavior" as the key and decision fabricator in the market location of products and services (<http://www.marketingpower.com>).

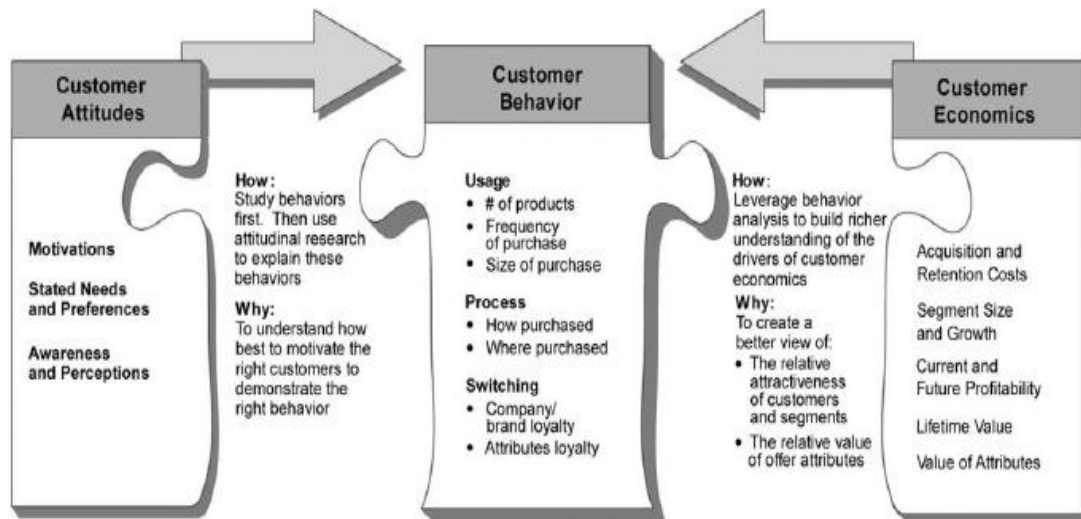
According to Randall Robert- 03.2006 p22- 3-D customer insight approach was explained as integration of data on customers attitudes, behaviors and economics, in order to attain these insight; company need to develop an habit of appreciating their customer behavior, using it to gain a better knowledge of customer economics and linking customer attitudes to behaviors for better understanding of how they can entice them and make them have change of mind that is positive to the business.

Dennis, Ray, Halborg &Caroline, 1998-p61 argued that "the subject of consumer behavior has technologically advanced to an extent that is now seen as predictable reading. Consumer behavior is seen as the activities people commence when consuming and disposing a product or service. The study of why people purchase the products they do, for what use and how they make decision before buying. (Abraham &Yoel, 2000-p29)

Those explanations mentioned above have shared relatively same knowledge of consumer behavior. However consumer behavior is classified as an ongoing process and not merely the situations at the stage when customer bestowal money in order to receive goods or service rendered.

Customers behavior are often hard to figure out, their values and preferences are different and complex in ways that they themselves might find it hard to explain, some customers are fond of saying one thing but appear in another way that is contradictory in struggling to articulate the product or service that suit their need, they can come up with different behavior which might frustrate the business in a market than in another. (Randall, Robert- creating value with customers. 03.2006, p 21)

Figure 1: The “3-D customer insight”



Randall Robert- creating value with customers- 03.2006, p 22 vol 34)

### 3.2 Factors that Influenced Customer Behaviour

Three factors that influence customer in making decision of choice products or services is discussed in this chapter; the first is the **individual customer**, then the **environmental influences** and lastly the **marketing strategy**.

Individual Customer is influence by the awareness, impulse and values, attitude towards substitutes, demographical situation of the customer, personality, standard of living, routine and collaborating communication.

Environmental influences is indicates the cultural value, peer of the realm groups, social sector and determinants of the situations.

Marketing strategy specifies the method the marketer uses for the products or service and controllability of the market in passing out information to reach and influence the customer.

Acquiring dynamic facts and suggestions about the products quality from the customers in order to evaluates the marketing opportunities rather than developing the marketing strategies.

### **3.3 Customer value**

Customer value is seen as an all-encompassing terms to provide functional and emotional benefits to the customers, it is the benefit gotten by a customer from a product or service in comparison with its cost of purchase. It is indicate the difference between what customer derived from a product or service and the customer has given in getting the product or service.

Customer value aids companies or business enterprise to open their inner mind and creative power in order to achieve excellent results in their business activities. it grants the company a clear picture of how their products or services meets the expectations of their customers in comparison to what competitors offer.

According to Armstrong Kotler, Marketing introduction, 2005, p16-carrying out marketing techniques to attracts and retains customers can be a difficult task to a business organization because customers usually face a bewildering array in selecting goods and services from different companies. Company that offers highest perceived value (the customers' evaluation of benefits derived from products and costs of marketing offer) from the customers' point of view is the one that get their attraction and retains.

Customer value and value of customers in business have different interpretation and should not be confused- customer value refers to what customer get in a product or services while value of customers in business is the stand that keep the company in running a business.

The primary aim of an enterprise or a business organization is to make a clear attempt in creating customer value in order to suit, attract and retain their customers and to deliver quality and superior valuables in their field of business to their customers.

Companies that put in effective and possibly effort to implement a marketing strategy concept of offering qualified goods and services that meets and exceeds the expectations of customer needs better than other competitors will definitely have the more customers.(Jobber David, principles and practice of marketing-1995, p11).

For a business organization to stay competitively it must clearly and efficiently define the value of its product and service to the customer and even showing it offers more valuable than ever before and then more than what other competitors can offer. Creating values with the customer by understanding the 3D-customer sight known as customer attitude, customer behavior and customer economics

### **3.4 Summary of chapter 3**

Customers are seen as the life blood of a business, having them as the priority of any company could distinctly show the stand of the business in their particular market. The customer behavior is explained as the all-inclusive consumption processes influencing the customers in buying a product or service (Randall, Robert). Customer value is all-embracing expressions of business service to deliver functional and emotional welfares and benefits to the customers.

## **4 CUSTOMER SATISFACTION**

It is usually seen that customer satisfactions tend to be a positive concept to the company. However, it should be considered that some services rendered by the company do not always bring satisfaction to all customers. People are classified into different sector according to their perspective of reasoning and depending on situation and factors causing these feelings (Iehmus& Korkala 1997). Customer satisfaction is an important issue that does affect the survival of a business organization but still many businesses does not have clue about the need and the thoughts of their customer.

When a product or service rendered by a business organization exceeds the expectations of the customer, the customer is usually satisfied. A customer will be satisfied when his or her needs, real or perceived are met or exceeded.

Customer satisfaction can be defined as measuring the stage of the company total performs in relation to the requirements and expectations of the customers; customer satisfaction is a vital tool to indicate the company's future profits and business growth. It enhances in satisfying the wants of the customers at required time and help in growing the company business activities.

Customer satisfaction research is a vital key way of staying in business, it effectively straighten out the expectations of the customers when transacting business with the company and clearly reviews the areas in which the customers are not pleased with. It show rooms for clear customer-based vision that will greatly enable the company and its staff in maintain and managing the business to have a clear knowledge and understanding about how business processes are of great value to their customers.

### **4.1 Customer loyalty**

Loyalty is a concept that shows the tendency of consumers in buying a particular product brand with a higher level of consistency. There is certainty that every loyal customer will potentially help the business in doing a word of mouth advertisement.

It is increasingly convincing that having and maintaining loyal customers greatly affects a business organization's bottom line more than any advertisements method or marketing programs.

Customer loyalty describe the attitudes of repeat customers of the company who return to purchase again and would even persuade others to patronize the company, customers who are sat-

atisfied with the products and services rendered by the company and would do the company a great duty of offering favorable and positive word of mouth publicity regarding the products and services of the company.

An excellent customer service and customer relationship of the company is a key element in gaining customer loyalty. Customers turn to be loyal to a business organization when they get quality products and are satisfied with it despite offers from competitors.

Turned-off customers produce devastating ripple effects that quickly drag companies into a morass of mediocrity while organizations that creatively apply a constant flow of small customer-centered innovations see consistent and persistent strengthening of their customer base. (Franklin Lakes, NJ, USA-2002).

Building customer loyalty really require several factors from the company, one of the major factor to maintain a thriving business is a steady customer base which many business organization neglect this loyal customer and make pursuit of new customers. Factors that attract new customers are significantly more than that of maintaining a business relationship with the existing customers.

Olive Bay International Ky can strategically take their loyalty products from an ordinary verses and portraits it to the promise of relevance and gratifying customers' experiences in the business.

#### **4.2 Unfulfilled customers**

What satisfy one person might bring no or less satisfaction to the other, in business there is always a customer who is not pleased with the business product or service, several factors can influence customer to be dissatisfied, business enterprise need to effectively solve the cause of dissatisfaction in order not to lose their customers to other competitors. Most customers are very curious and careful about what they want to purchase and the money they involve in buying the product with expectation of great value.

When a customer complains about a product or service rendered by the company, they can still consider doing business with the company if there is fast approach in resolving the issues to their satisfaction. The method and ways of acquiring customer is clearly known to many businesses

but the not the cost of losing one, the cost of acquiring a customer is six times more than what it cost in transacting business with an existing customer.

### **4.3 How to boost sales from existing customers**

Existing customers are what the companies have gained in their business field, they cost less to service and business recognition and they are very easier in dealing with because they are likely to have been familiar and known to the business and even apprehend the business requirements. Many business organizations think that the perfect and only method they could follow to enhance sales is by seeking new customers. But experts explained this strategy as an inadequate and as a scanty effort because it leaves out an obvious potential source of new sales. This is more stress-free to get an existing customer to purchase a product or service than to persuade a new customer to try purchasing the product or service. (The Nigerian punch newspaper, Jan.22.2013-vol 17 p8).

Companies who hunt for new customers at the expense of existing one are at risk of losing the entire business career; it is favorably for companies to first go to their existing customers for sales expansion than seeking new customers.

Once the company business activities has efficiently grown to the extent of make an establishment of trust and credibility; existing customers are more valuable, profitable and infinitely easier to convince in buying new product of the company than new customers. It is easier for an existing customer to promote the image and product of a company to other people than the company itself. Company need to outlays more efforts to acquire new customers.

### **4.4 Managing Customer Complaints**

Complaints are usually one of the factors that businesses cannot utterly rule out in their regular business activities, it is customary for customers to whine about some low quality of products or services. When these are stated, business should strategically implements possible efforts to correct the situation and create solutions thus; customers will remark the services of the business organization as quality and acceptable.

Customers typically know the idea in solving problems before making complains about a product or service satisfaction. Consequently; the business organization could perhaps request customers' opinions in solving such complaints; this will make the customers feel appreciated and honored as well as trusting the business more than the initial stage.

According to Scott Dru, 2000-p-88: Customer complaints can be solved amicably when business organizations obligate their well trained personnel to effectively do the following restitution and recovery procedures:

Say "**thank you**": Business organization should cultivate the manner of saying thank you to customers lodging the complaints that are legitimate or not. This make the customer to feel valued, better and encouraged to give complaints whenever there is a problem.

**Give the reasons:** Thanking the customers does not absolutely mean that the business is responsible for the fault; it instead shows how valuable the customers are to the business. Sometimes when customers who lodge complaints are at fault, the business organization can still humbly state their thank you and reason. For instance: "Thank you for informing us about the situation, this it will make us improve the quality products and services which we propose doing at all time"

**Urgent Reinstatement and Restitution:** The business personnel should listen carefully to the customers complains and should try to restate the complaint for better understanding to both parties. Additionally, the business organization should ensure the problem is solved and could give discounts in order to make the customers feel pleased.

**Apologize and Empathy:** Apologize for very complaint that are tendered by customers and take quick responsibility in solving the problem. Appreciate such complains because this will give the business organization opportunity to enhance the quality of their products and services.

**Follow up and prevent future mistakes:** After resolving the problems, the business organization could cross check the general activities of the company in order to locate where the problems arises and subject prevention without blaming any employee for such circumstances.



#### **4.5 Summary of chapter 4**

Positive concept and an important tool for the survival of a company image and business activities is the customer satisfaction sector, observing the customer according to the personality and sense of reasoning with suitable service and product satisfaction. The tendency of customers to purchase a particular product brand with a higher level of consistency is as a result of the satisfaction they achieve from the company and not the advertising method used by the company. Boosting sales from the existing customers is seen and considered as an easier way for the company because those customers are already familiar with the company and its business activities, they cost less service to the company and are easy to convince. Seeking new customer in order to enhance sales can be a scanty effort and so demanding.

## **5 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

Customer relationship management is defined as a classical means for handling company's interactions and exchanges with existing and prospect customers. It factorize use of technological skills to organize, automate and synchronize the sales and marketing segments of the company, customer service management as a result of having several notch of viewing customer data.

Knowledge management (KM) involves collection of strategies and performs that is used in an enterprise in order to categorize, symbolize, allocate and enable adoption of perceptions. (Wikipedia- 18.02.2013)

According to Newell (2000) - the momentous elements for success of Customer relationship management in long term is Knowledge management and that the actual significance of a business enterprise lies in the value and qualities they offer to their customers and what they get from the customers in return. How the company make practice of such knowledge in managing the customer relationship forces.

It is very essential for a company to oblige every customer in his or her ultimate way in order to construct a good and perfect business relationship with the customer.

### **5.1 Customer service**

Customer service is the services provided by a company to its customers before, during and after the buying process and these performance must be better than other business competitors.

it is the series of business activities created in order to enhance the level of the company in satisfying the customers in having the feeling that such product or service has effectively meet the expectation of the customer.(Turban et al 2002-p11).

It is seen as the critical factor for the successfulness of a business, however; having better decisions that benefit both the business and the customer with an outstanding customer service management leads to retention, loyalty and customer repurchases. Quality service rendered by the company do motivates customers in telling others about the company (Gerson Richard, 02.1998-p118).

Customer service indicates all the series of endeavors designed and implemented by business organization in order to serve the needs of their customers beyond expectations, making them to have the feelings that such product or service has met their taste and expectation- Jamier .L. Scott (2002)

Service actions are employed to establish an image of the service and quality in order to prove the service providers (company) capability.

According to Kotler & Armstrong (2010, p-268-269), services can be differ in to four essential characteristics from material products; services are intangibility, variability, inseparability and perish ability.

Intangibility explains that the service rendered is not pictorial or material but does exist and reflects in the period when the customer purchase and gets service from the business personnel.

Variability of the service is the quality depends on the company personnel at the moment to business transaction between the customer and the company; that is; the person seen as the service provider and it thus diverse and varies each time since the service provider and receiver varies.

Inseparability shows the service provider as the actual product since the service and product can only be identified through the performances of the provider.

Perish ability indicates that the service that is rendered cannot be acquired when scheduled, its quality and measurements alternates. (Kotler & Armstrong 2010,p-269-270) Figure 2 describes how these four fundamentals are connected to service

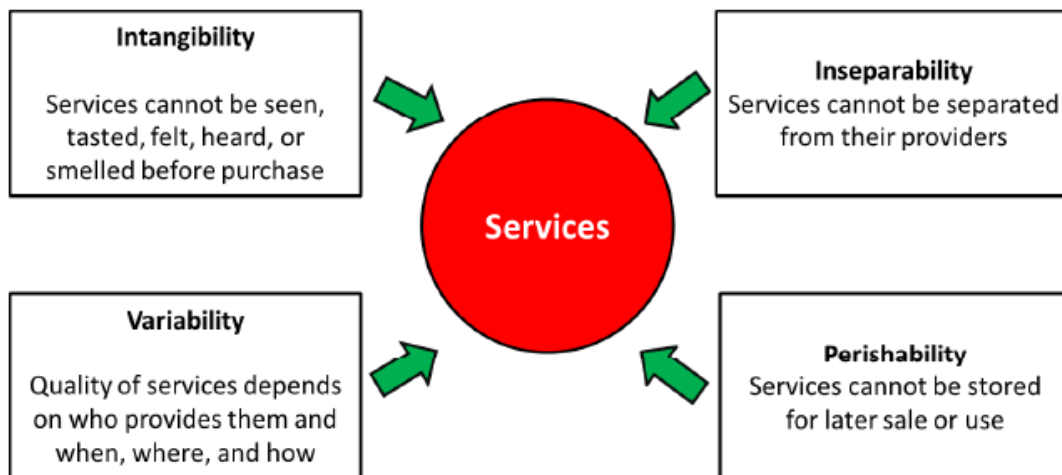


Figure 2: Four characteristics of the services (Kotler & Armstrong 2010, 269)

## 5.2 Developing a customer service system

A momentous slice of any business is a good customer service, making the customers happy enough to the extent of passing positive comments about the company along to other people who may want to give the product or service a trial.

According to Gerson, Richard F. Machosky -customer service can be measure with a seven step approach in a way of developing a successful customer service system in following a techniques and implementation of customer service and product quality improvement.

The seven step approaches are as follows:

### Total management Commitment

A company who is highly committed to its business management of customer service and product quality improvement programs. This commitment does have to begin from the CEO or the owner of the business in giving and communicating a clear vision statement and mission statement in relation to the service and product quality, of what the product and service quality system is, how is going to be implemented, expectations of the staff implementing it in use to satisfy and retain their customers.

Know your customers.

The company needs to know the customers (intimately) and understand them totally and even better than the way they know themselves in regards to your business and keeping in constant contact with them. The company need to know the changes that may arise in what customers want and expect now and in future. Knowing what motivates your customers in buying and changing suppliers, knowing things that must be done in order to satisfy, retain and get their loyalty even in situation where their needs changes.

Develop standards of service Quality Performance

Base on perception; customer service, product and service quality appear to be an intangible items. However they have attributed visible and tangible aspects that a company can measure. Service quality performance and satisfaction exist in the minds and behavior of customer and that is why a company needs to develop their standards and service management systems to meet their customer perceptions.

Trained, Experienced and compensate Good staff.

Hiring a well-trained and qualified people to render customer service and product quality performance will effectively result in customer satisfaction and retention. The company should hire and train them extensively in order to things right to satisfy customers and to provide superior customer service. Once they have been hired and trained, the company should need to compensate their worker so that they would feel appreciated, doing whatever it takes to satisfy the customers and see their self as the company initial eyes and ears to the customers

Reward service quality accomplishments

The company should emphasize in recognizing and reinforcing a suitable and superior service and product quality performances by providing psychological and incentives for their staff and customers .these will motivates them in doing better especially their customers- provide them with recognition and appreciating them as the pillar behinds your business growth. This will greatly motivate them to more loyal to the company and to refer more business to you.

Stay close and listen to your customers

Knowing your customers intimately is of great purpose in business but staying and keeping in touch with them is every way possible is of greater purpose. Staying close to them can be done in

several ways, conducting a relevant and continuous market research in learning about changes in customers' needs, taste and expectations. Having your company product valuable and close to where it is needed, sending cards, newsletters, published articles about your company and its business which can be of interest to them and to keep the name of the company in their mind for positive purpose.

Work toward Continuous improvement

Learning has no end and no knowledge is waste. After the company has succeeded in acquiring the mentioned in the above one to six step approach; the company still need to keep going with positive possibilities to continually work in order to maintain the name in the customers mind and outstand and overcome threat from the business competitors

### **5.3 Components of a good service**

A good customer service is supposed to contest and surpass the expectations of the customers and should be considered as the centre of activities and the reason that business processes and products are in existence. There several features that can entice customers to a particular brand or business enterprise; service package, service quality, service producing and service culture

Service Package

Service Package is the extensiveness cast of numerous services in business as a matter of creating product likeness to their customers. The package are created in order to satisfy the customers with the physical evidence of the product, it entails specialized series of core services in building the interest of the customers on a particular product or service. (en.wikipedia)

Service Quality

The image of a business organization is typically affected by their knowledge and experience in service qualities as a result of the method the business uses to implement the service quality. When customers make decisions about a product or service, they often do by compare they expectations about the product or service, the company image and the level quality they offer. Most customers are been carried away by the company image and the product image and value. The

customers' expectation, the business image and rendered services are connected to each other in quality collaboration and business relationship and the business endeavors.

#### Service Producing

The service producing of a business organization comprises the business environment, the contact personnel and controls of the business, the served customer and other customers. The individual service rendered to customers formulates how they personally evaluate the entire service process of the business enterprise. (lahtinen, isoviita 1994-p17-22)

Olive Bay International Ky can strategically upgrade the service producing by observing the business environment to be spotless and cozy, having professional contact personnel with the right and faultless attitude of dealing with customers, seeing their customers has recommender to people outside the business.

#### Service Culture

Culture is the wholeness of publically conducted manners, attitudes, arts patterns and other yields of human work in their particular environment. Culture reveals what is meant to be forbidden in a community. Service culture indicates the municipal atmosphere in reflecting the value and attitude of the people in such municipality. The customer orientation is a typical instance to consider in service culture, a business enterprise needs to be vigilant about the customers and how to relate with them

### **5.4 Summary of chapter 5**

Customer relationship management is a classical technique to supervise company's interactions of exchanges with existing and prospect customers. Developing customer service system emphasized on total management commitment of the business with well-trained personnel, identifying your customers with perfect attentiveness, providing standards of service quality performance and lastly, having district business zeal to word toward continuous enlargement. Components of good service are service package, service producing, and service culture and service quality.

## **6 CUSTOMER RESPONSE TO PRICE**

Customer response to price in a different ways depending on the personality of the customer, this chapter proceeds an intellectual viewpoints on how customer of a response to price of a commodity

Price is seen as the most powerful and distinct tool in marketing and is considered as the platform of business. However, Price increase in order to prove the quality level of the product or price reduction in order to satisfy customers are not always regarded as competent techniques of achieving a successful marketing strategy

### **6.1 Price**

Price is an indispensable tool that serves the customer and the business organization, people involve in business transaction or having an activities that needs money. Price is mostly conveyed in units of form of legal tender (currency), it is the magnitude of payment or benefit provided by one party to another in return for products or services. (<http://en.wikipedia.org.price>).

Price serves to inform the customer about the product or service. Customer pricing behavior is conceptually linked with the consumer perception about the price and the quality of the products offered and as well as the degree by which the customer is sensitive to changes of price (Henry 1992.646 and Chen Qun 2005).

### **6.2 Price Perceptions**

The pricing perception and pronouncement of a particular product or service may be determined and factorized by the marketers of such product or service where by relieving the stage of how thriving they can inform the clientele about price. Most marketers are more inspired in holding prices down and in response to competitive price punctures as they believe consumers recognize well, however qualify marketers are not to be apprehensive about the momentous of price variances relative to rivalry.

Robert (1997-p84) mentioned that customer have an satisfactory assortment of superior and lesser price limits; that is, when the price is beyond the supreme level limit, customer see such



product as an expensive and as of no good value for their money even when the products serves more than their want and expectation. When the price of the product is lesser and too low to their assumption, customer may suspicious of such product or service as an no or less quality and they may have want reject such product or service because they consider it as unqualified to the taste and standard.

According to Rao, Akshay and Bergen-1992, it was discussed that when customers are highly unacquainted about the certain price relative alterations, marketers may easily exploit such ignorance of the customer by making an increase in price of the product or service.

In addition, price perception is affected by socioeconomic factorial circumstances and by the notch of the product or service involved.

### **6.3 Price Sensitivity**

Customer sensitivities to changes in price is another vital feature that influence a business organization, products that are essential in order sustain a typical living are rapidly perceived as "necessities", however, demanding a high price for a necessity is largely seen as unfair and imbalanced to the customers.

Mc Goldrick (1994-p214) drew a conclusion and presented some factors that can numb customers to unexceptional and restrained changes in prices, as the following:

The reduction in stages of price awareness; Customer loyalty to product, service and the entire business; Competitive situation; The effects of product or service differentiation; Several dimension of product quality and preferences.

In conclusion, customers habitually consider three strategies; first is the selection of highest-priced product or service because of unavailability of product information, then the realistic tactic in choosing low-price strategy due to less information and qualities and lastly the value positioning which is constructed on quality level of the product or service and the price level.

### **6.4 Price-Quality Relationship**

A significant interrogation for business organization is to ask and know whether customer distinguishes and recognizes a price-quality relationship or not. When customers have inadequate evi-

dence about the product or service quality, they make use of price to indicate the quality of such product or service. Importance of price abridged when businesses make all information that needed to prove the product or service to the customer. (Chen Qun, 2005-p31)

Better quality products or services are seen to be of more highly priced as a result, customer uses price to indicate the quality of such product or service.

Price is more expected to be a backup for quality when customers have confidence that quality variances occur among product or service substitutions. when customer views range of prices in a product category and when customer have less experience about the product or service and such product or service are bought on odd occasion.

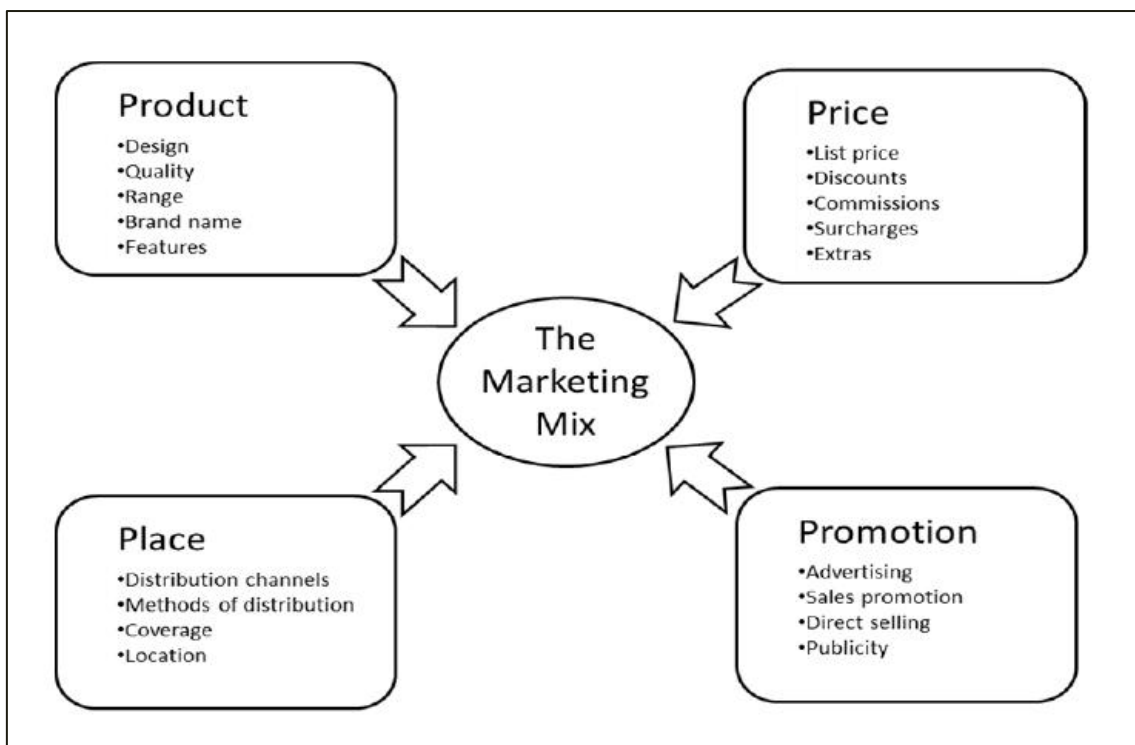
## **6.5 Summary of chapter 6**

This chapter explained how customers response to price of products as a result of different personalities of the customers. It is quoted that an increase in price do prove the quality level of a product while price reduction in a way to satisfy customers might be considered as an incompetent method of achieving success in business. Price perception, price sensitivity and price-quality relationship are considered as factors that influence customers' responsibility in buying.

## 7 THE 4P MODEL

The 4p model marketing mix is an indispensable tool that assists marketers in the implementation of their marketing strategy in an attempt to create the peak reply from the target market. Marketing mix is frequently vital when defining a product or service that offered the business enterprise. The 4p models are: product; price; place and promotion. It is graphically shown in figure 3.

Figure 3: the traditional four P's of the marketing mix (Holloway 2004, 52)



## **7.1 Product**

A product is a marketable commodity and is described as an element that gratifies the needs or wants of the customer either tangible product or intangible service. Product is the life of a company and the indicator of who and what the company is up to, it is considered as an essential element of a company marketing mix. A product can reach a higher successful stage in market if all its attributes are well appreciated by the customers.

A product is what is gotten as an end result of a process by human or mechanical effort. Further, it is a good or service that most bump into the desires and requirements of the precise market area and vintages sufficient turnover to substantiate the continual existence

(<http://www.businessdictionary.com>).

Olive Bay International Ky sells variety of products from different countries as a result to provide needed items to their customer regardless of where they are coming from and background.

## **7.2 Price**

Price is clarified as the product value indicator; it reviews the monetary worth of a product that is a company produce in order to satisfy the needs of the customer. A business dictionary define price as the value that is given in buying a determinate quantity or other measure of good or service (<http://businessdictionary>). Price is measure of payment or benefit given by a party to another in return for a product or service gotten. Several factors need to be put into deliberation when pricing a product or a service, such as the market area, the demand for such product or service, the competition alternatives and geographical conditions.

The business goal of Olive bay International Ky has a huge effect on pricing in a way of relieving the capacity of the market share the company wants to accumulate and how they can improve

their sales. Olive Bay International KY set the products prices reasonably and affordable that much customers can come up in paying the amount

Customarily, the base for pricing has been expenses but now pricing is moving frontwards as a consequence of demands and rivalry in the market situation (Bergstrom Seija, Leppanen Arja, 2001-p164)

There are numerous elements affecting pricing. First element is the market; this is the base for pricing. Competition and the affiliation between supply and demand will affect the price level. Government policy is also an element affecting prices through taxes, laws and regulations. The company's goal has a big effect on pricing: how big a market segments a company aims and objectives or how high sales and profitability goals it has. When thinking about pricing you should think about the product itself, is it an essential product or wholeness with sorts of additional services. Another element affecting pricing decisions is expenses. The dimensions and amount of expenses form the lowest limit for the price, as expenses must be shielded. (Bergström Seija, Leppänen Arja, 2001, 165-166)

When thinking about pricing, a business organization ought to think about the product and understand whether is a core or entirety that includes additional amenities, thus the quality, awareness and attributes of a product determine and analyzed the price level in the market area. However the organization goal has a huge influence on pricing, sometime customers seem to recognize and trust a product base on the fact that the producer of such product is well known.

Customer perception about the price of a product or service needs to be considered by the business since the feelings of the customer concerning price can affect the sales, thus when carrying out a customer satisfaction surveys it is very essential to ask the customers about the price level and the impression they have towards it. This can oblige better prospects to the company and for them to understand and observe any changes that can be made strategically in order to retain the customers from going elsewhere.

### **7.3 Place (Availability)**

Placing is one of the availability of the product or service, ensuring customers that such product is available for the customers in order to enhance fast and easy purchase and in contribution to the business development and to fulfill the business promise in the market region. Placing is sub grouped in three parts-

Marketing channel

Internal availability

External availability

Marketing channel may be classified as information network that provide all needed information about a product or service to the customer and a chain of different companies by which the product is sold and shifted to the market.

Response from the company-Olive Bay International KY proved that the marketing channel of the company business activities is well planned as a result of educating their customers about the product usage thus the company employed personnel who are expert in giving needed information about the products and services to the customers. (During an interview with the CEO of the company

Internal availability illustrates the premises and the service inside the company suiting both the company and the customers, serving easiest link to locate the needed product and service triumphing at the right time. Furthermore, the company viewed that customers deserved the best services in a business especially when dealing with customers directly and physically thus the company internal marketing conceptions includes skillful personnel that does attend to the customers in an appropriate manner. (Bergström Seija, Leppänen Arja, 2001, 183- 192) Olive Bay International KY has succeeded well in their internal marketing. The business premise is decorated as real grocery store.

External availability influences the company locality, telling the customers where the company is located and how to contact with the company. External availability depends on the company's location. It is important to tell the customers where the company is located or how else you can get in contact with the company.

The company's business operating hours is a component of external availability; it is advisable for business organization to commence their daily activities at the right time when customers need the service.

#### **7.4 Promotion (Marketing Communication)**

Promotion is an essential tool in marketing mix that indicates means and related media that can be used to communicate in integrated market with objectives of creating product awareness and creation of good company image and to influence demand. (Traditionally; promotion has some key components such as; sales promotion, advertisement, public relations and direct selling (direct marketing). Several promotion components have been established as a result of new technologies and market modernization. An example is the social commercial market share such as face book, twitter, YouTube video, blogs and others.

Promotion creates the clear visibility of a company's products or services and to present vital information to the current customers and as well as prospecting customers, in addition; promotion strategically increase the demand and distinguish such product or services form other competitive range in the marker area.

Promotion or communication process is the sender-encode-transmission and device –decoding-receiver ([http://en.wikipedia.org/wiki/Marketing\\_communications#Marketing\\_communicators](http://en.wikipedia.org/wiki/Marketing_communications#Marketing_communicators))

Promotion focused on the product or service and basically concerned with entire demand procedure and the market position of the product or service. Many inclinations in business process may be attributed to promotion; for instance: the alteration of human resources to human solutions, the alteration of customer service to customer relation as well as usage of online communications tools.

##### **7.4.1 Marcom Managers**

Marcom managers are the marketing communications practitioners

By tradition, marcom managers concentrated on the establishment and accomplishment of printed marketing collateral; conversely, theoretical research has popped up a developmental process

with the use of strategic market components of branding and selling to ensure consistent message.

[http://en.wikipedia.org/wiki/Marketing\\_communications#Marketing\\_communicators](http://en.wikipedia.org/wiki/Marketing_communications#Marketing_communicators)-retrieved-12.03.2013) (Clown, Kenneth E & Donald Barack. "Integrated Advertising Promotion and Marketing Communications", 3rd Edition, Upper Saddle River, 2007(6-7).

## **8 THEORETICAL FRAME**

The objective of this episode is to perceive through the theories connected to the research work and it is sub-divide into seven chapters (chapter three to chapter seven): customer, customer satisfaction, customer relationship management, customer response to price and the 4p model.

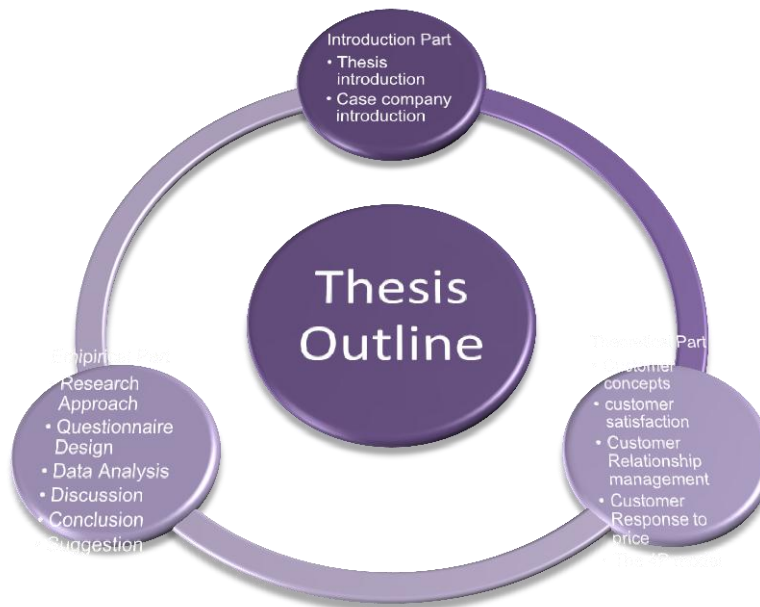
In chapter three, the conception of customer is explained, furthermore; the perceptions of consumer behavior and factors that influence consumer behavior.

In chapter four, customer satisfaction was defined in finding out business performances and possible method to satisfy customers. Customer loyalty is studied and the motive that makes customers to be devoted to a particular products or services is reflected. Unfulfilled customers are defined stating the factors that could make customers to be unsatisfied with the product or service of the company thus company should effectively observe such circumstances and ways to corrects the issues in business.

Chapter five introduced the customer relationship management; chapter six explained how customer response to price of products and services, the last chapter (chapter seven) stated and explained the 4pmodel and how they could be introduced in an organization.

Figure 4: Thesis Outline





## EMPIRICAL PART

### 9 RESEARCH APPROACH

This episode described the methodology used in the work and clarified the way which the literature has been intellectualized.

Walliman 2001- claimed that when the research problem has been acknowledged, the objective and questions of the research should commence in order to indicate ways of achieving the primary aims of the research and construct positive solutions to research problems.

There have been assorted methods of carrying out a research and can be classified according to an extent the researcher is aware of the research problems before beginning the research process.

#### 9.1 Qualitative VS Quantitative Method of Research.

Research method is of two types: quantitative or qualitative method. The two method of research can have their strengths and weakness and the best method to use for a study is influenced and determined on the study purpose and corresponding.

According to Wiedersheim-Paul, Eriksson 1999 and Zikmund -2000 research approach can be sub-classified into few points as regards to working with a research problem: calculative, numeric, descriptive, exploratory and explanatory. Descriptive study method approach can be used to explain certain phenomena from sundry perspectives with specified set of happenings. Exploratory study method approach state a reason and norms to judge the exploration successfully and is often use when the researcher is uncertain about the flora of the research process and problems. Explanatory study method approach gradually outlines the research problem at present and when uncertainty about the future outcomes occurs.

### **9.1.1 Qualitative research**

Qualitative research is known as the pursuit for facts knowledge that should to be investigated; it is carried out by interpreting and thoughtfully understands the spectacles by the means of a privileged point of view (Patel and Tebelius 1987). Qualitative method of research is seldom interrelated to case studies in order to receive exhaustive information and evidence thereby in achieving a profound understanding of the research problem. And to diagnose known and unknown business management, it is used to understand customers' behavior and to identify why customers are behaving the way they do.

### **9.1.2 Quantitative research**

Quantitative research is based on numeric values based on exact sampling and the results are obtainable in tons, percentages and so on.

Essentially, this thesis study would be calculative to pronounce and explain how Olive Bay International Ky- Kokkola manage their business activities and how their customers service is been carried out to an extent of satisfying the customers and gaining their fidelity using the quantitative method of research.

## **9.2 Exploration Method**

The aim of this thesis work was to amass the opinion and feelings of Olive Bay International Ky's customers on the products, service, customer service, qualities, price and the business geographical area.

The customer satisfaction research was employed using a quantitative method of research; general company features were gathered and listed as questions.

The questionnaires were conducted to find out customers' general opinions about the company were handled out to the customers of Olive Bay International Ky.

The questionnaire entailed a mixture of structured and open enabling customers to lay their opinion and suggestions. Customers' responses were treated anonymously and with utmost confidentiality.

## **10 QUESTIONNAIRE DESIGN**

There elements may be deliberated before planning and designing a questionnaire, first is writing the questions, followed by the layout and then the rating scale. (Hill, 1999-p-52)

The questionnaire is of various forms of questions and measurement scales, questions such as selected background information, product, service and customer satisfaction and open questions.

The designed questionnaire greatly supports the theories of this thesis work consequently; constructing and making it more informative and precise.

### **10.1 Preparing the questionnaire**

Questionnaires are arranged objectively to formulate and motivate the respondents to answer the question. Answering options should be structured carefully to avoid overlapping answers. Questions can be classified as structured and unstructured.

The questionnaire used in this piece of work is structurally made up of multiple choice questions giving the respondents to review their opinions.

## Testing the questionnaire

Testing the questionnaire could be illustrated on a small section of respondents to discover and eradicate the likely problems, thus.. There is always something that can be developing more perfect when testing a questionnaire. Several areas such as question content, sequences, wording, instructions, form and layout of the questionnaire should be tested carefully.

It is necessary to test the question after corrections has been made, and then carrying out the research could be done. (Malhotra,Naresh K,Briks David F.2000-p336)

## 10.2 Sampling method

A sample is a classified part of a population that will be representing the entire population, can be done by selecting a portion of the entire population in the research area

Sampling method specifies the subcategory of the population representing the entire group, choosing a ration of the population in the inspection area to represent the entire population. (<http://www.natco1.org/research/files/SamplingStrategies.pdf>- retrieved- 2.05.2013)

It is essential to think the research reliability and the size of the company used as a case study when determining the sample size. Since the company observed they have 20 to 30 numbers of customers daily, the author of this thesis decided to gather 100 answers from the customers. The questionnaires were given out to customers at the case company for two months (3.03. 2013 to 5.05.2013)

## 10.3 Reliability and Validity

### Reliability

This customer satisfaction survey was the first survey conducted at Olive Bay International Ky, there has been practically no previous research to illustrate the business activities of the company, customers opinions about the company and its products and how satisfied the customers are. The conductor of this research work employed the information that has been gotten form the company during a temporal work training period to this survey and considered it essential to know

how customers feel about the entire business of the company and to create improvements where needed.

This research work is reliable, customers responded hugely and clearly. Factors that would have weakened the reliability of this work such as number of non-replies, random size sample, unclear sentences in the questions, wrong word usage were eradicated. If this research would be done again, the outcome would most likely be the same as it is now.

The questionnaire was conducted in March 2013 and was given out to Olive Bay International Ky customers for 6 weeks. The number of respondents within this 6-week period was very high, therefore the time period in collecting and analysing the data was perfect for reliable results.

#### Validity

This research work is valid because everything that needs to be measured has been measured, the employed research method and questionnaire provided necessary information that solve the research problems. Additionally, the purpose of the research study was to know how satisfied the customers are with the products, services and business environment of Olive Bay International Ky. The measure of customer satisfaction level provided at Olive Bay Company and the target number of respondents for the research was met.

The questionnaire used for this research work has been conducted by the thesis author, though Olive Bay International Ky was informed before conducting the questions so as to know what they want to know from the customers. The research is consistent and the result was obtained with the use of SPSS application for clear interpretations.

## 11 THE DATA ANALYSIS

This research was conducted in March 2013 and was answered by customers of Olive Bay International Ky in Kokkola-western part of Finland. The questionnaire were passed to customers at Olive Bay store in Kokkola, 117 customers answered the survey. The questionnaire is attached at the end of this thesis document.

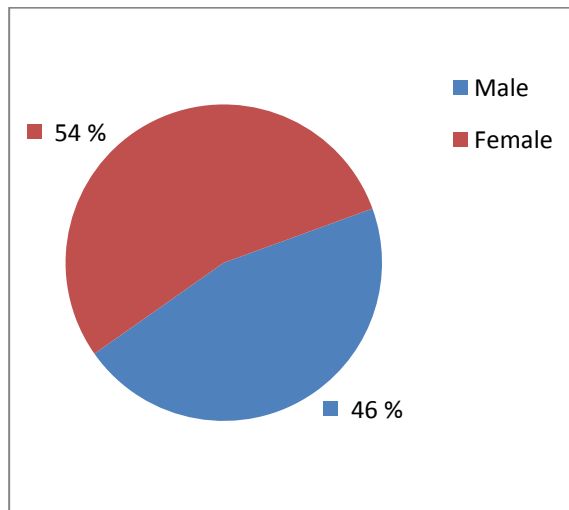
### 11.1 The Number of Respondents

117 customers of olive bay international ky answered the questionnaire.

### 11.2 The Gender of Customers

The first question is to identify the gender of the respondents, female or male: 58 respondents are female and 49 are male; it is symbolized graphically in figure 5:

Figure 5: Gender of respondents



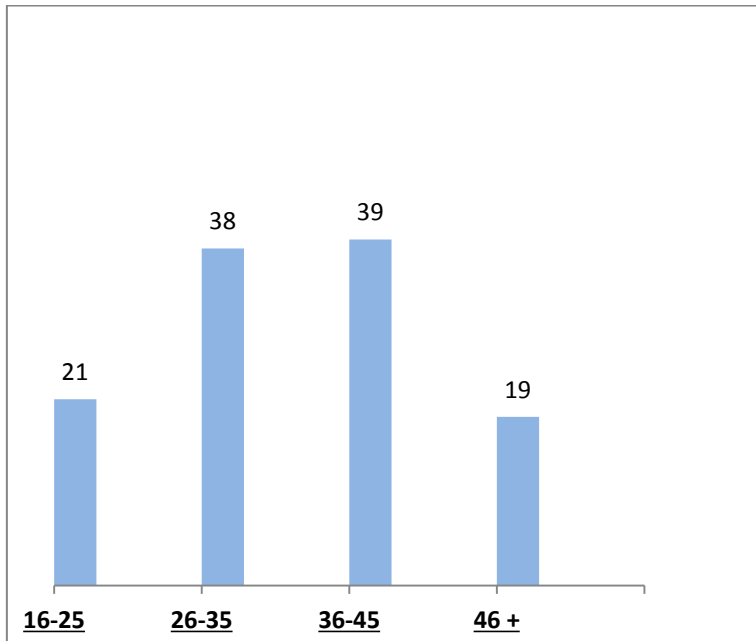
### 11.3 Age of respondents

The second question concentrates on the age classifications of the customers that responded to the questions. Customers' ages were identified by classifying them into four categories. The cat-

egories are from 16-25, 26-35, 36-45, and 46 +above. The populations of the age categories are stated as follows and it is graphically shown in figure 6.

- 16-25: 21 customers, 18%
- 26-35: 38 customers, 33%
- 36-45: 39 customers, 33%
- 46 and above: 19 customers, 16%

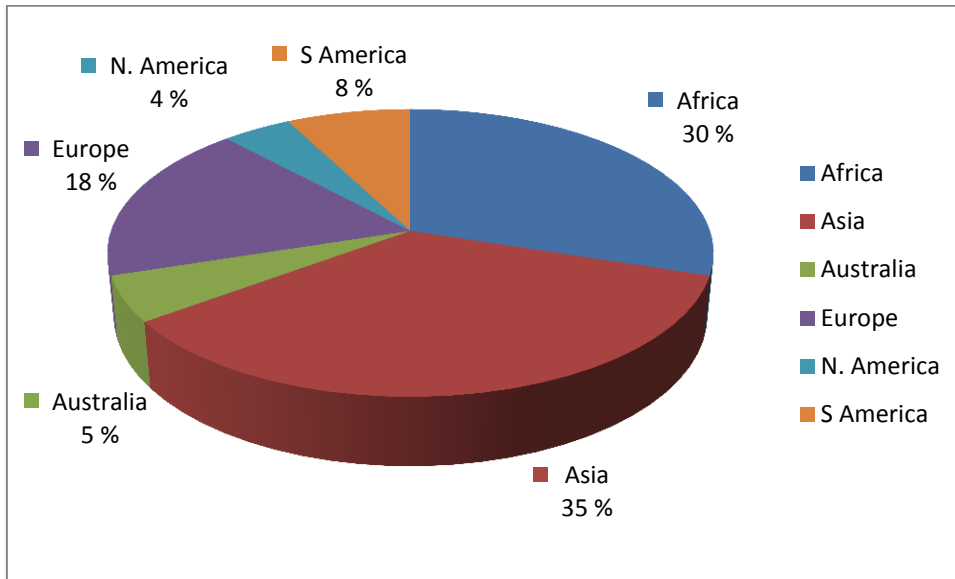
Figure 6: Age of respondents



#### 11.4 Customers Nationality

Majority of olive bay international ky customers are Asians, followed by Africans then Europeans. Numerically, Respondents from Asia are 41, 35 are from Africa, 21 are from Europe, 9 are from southern part of America, 6 are from Australia while the rest 5 are from Northern part of America. The percentage is shown graphically in figure 7.

Figure 7: Customers Nationalities



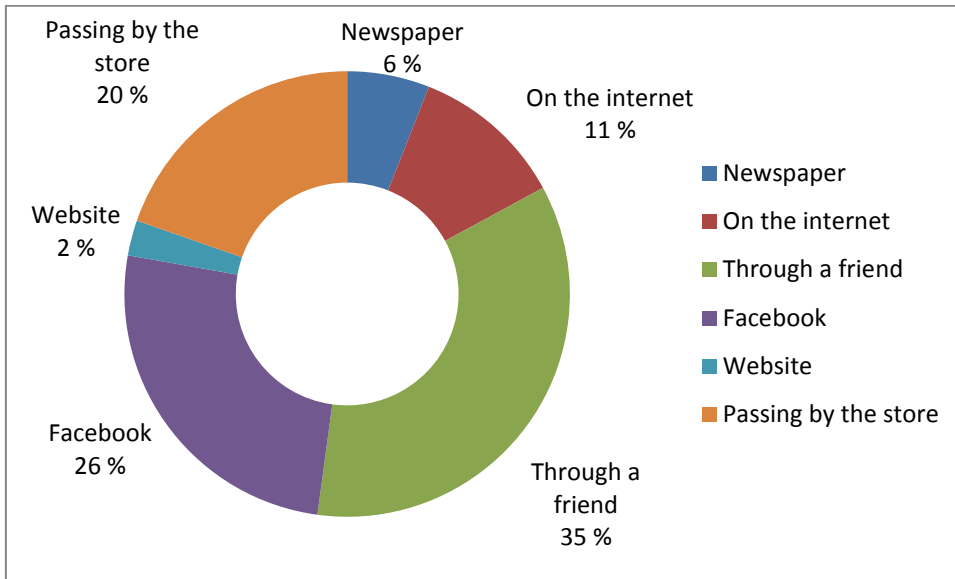
### 11.5 How Customers get to know Olive Bay International ky

The preferences in this question were website, newspaper, face book page, Internet, passing by the and through a friend.

Majority of the customers got to know about olive bay company through friends—total of 41 respondents with a percentage of 35%, the face book page was the second source of information to the customers with total of 30 out of 117 respondents and a percentage of 26%. The third group was total of 23 respondents who got to know about olive bay through passing by the store. 13 customers knew through the internet, 7 customers heard about the company on newspaper, 3 customers knew through the company website. Company’s own website does not seem to be effective in creating awareness, consequently the use of website should be eradicated or rebuild perfectly. Figure 8 shows the graphical structure.

Figure 8: how customers get to know olive bay international ky



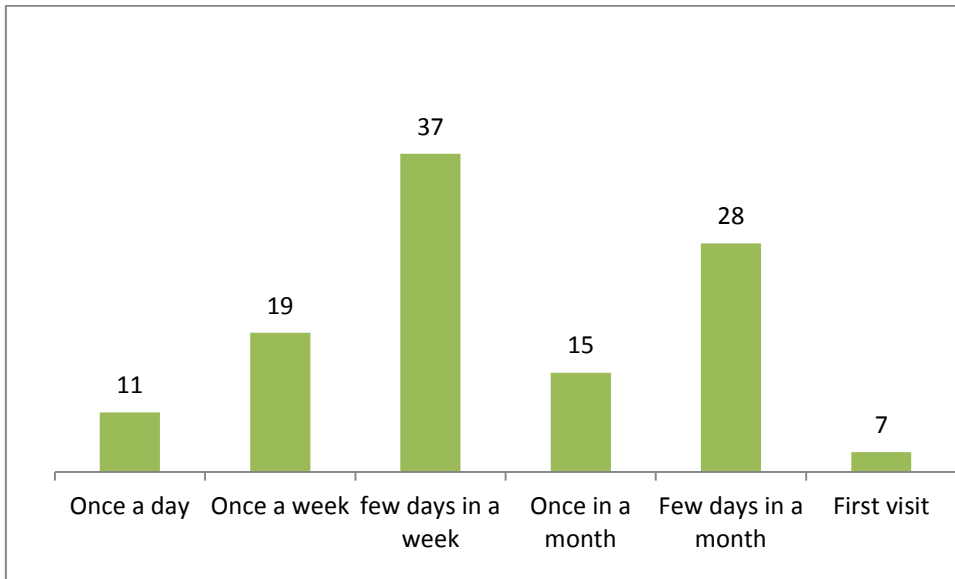


### 11.6 How often Customer visit Olive Bay International Ky

This question discovered the rate at which customers visit olive bay company, the preference used are once a day, once a week, few days in a week, once in a month, few days in a month and first visit. Highest patronage customers of olive bay company come few days a week, followed by those who come few days a month.

Customers who visit olive bay once a day are 11, 9%, customers who visit once a week are 19, 17%, customers who visit few days a week are 37, 32%, customers who visit once a month are 15, customers who visit few days a month are 28 and lastly customers who their first visit to the company was during the survey are 7 in number. It is shown graphically in figure 9 below.

Figure 9: how often customer visit olive bay international ky



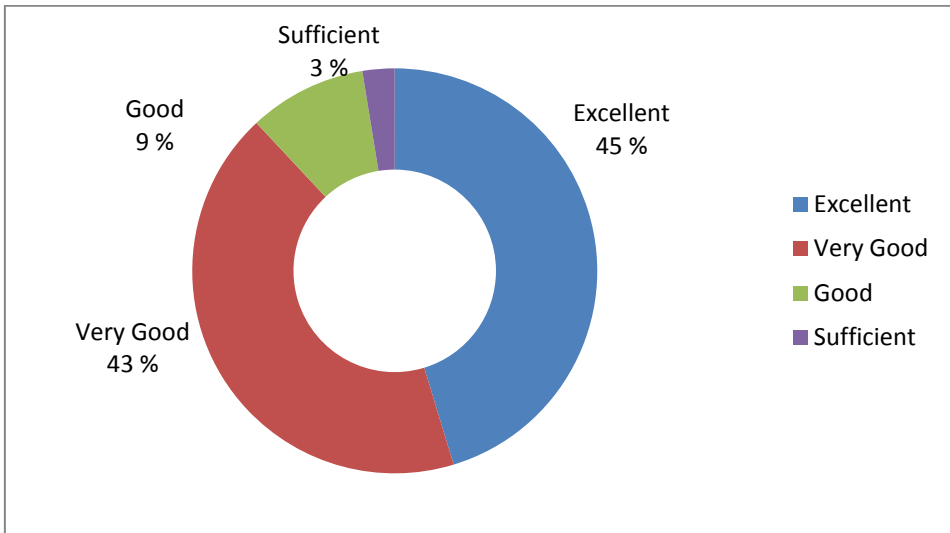
### 11.7 Product Evaluation

The question was to illustrate how customer evaluate the following products, the scale preference of 1 to 6 as excellent to very poor evaluation was used in this question: 1=excellent, 2=very good, 3=good, 4=sufficient, 5=poor and 6=very poor.

#### Edible products

Positive feedback concerning edible products came from customers of olive bay company as such> out 117 respondents, 53 with a percentage of 45% claimed that the edible products are of excellent values, 50 customers with a percentage of 43% claimed edible products are very good, 11 with percentage of 10% claimed edible products are good, lastly 3 with percentage of 3% claimed that the edible products offered at olive bay company are sufficient. There was no negative feedback as it is shown graphically in figure 10 below.

Figure 10: Evaluation of edible products

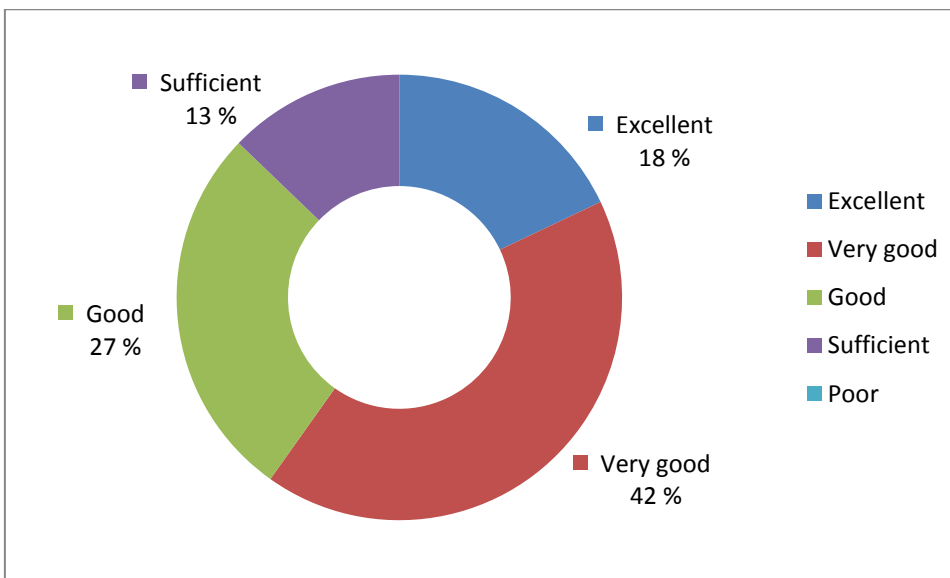


### Hair care products

Positive feedback was gotten from customers that buy hair care products at olive bay company and the scale is as follows=

21 customers with a percentage of 18% declared that hair care products are of excellent value, 49 customers with a percentage of 42% claimed the hair care products are very good, 32 customers with a percentage of 27% said the hair care products are good while other 15 customers of the total population noted that the hair care products are sufficient. It is graphically shown in figure 11.

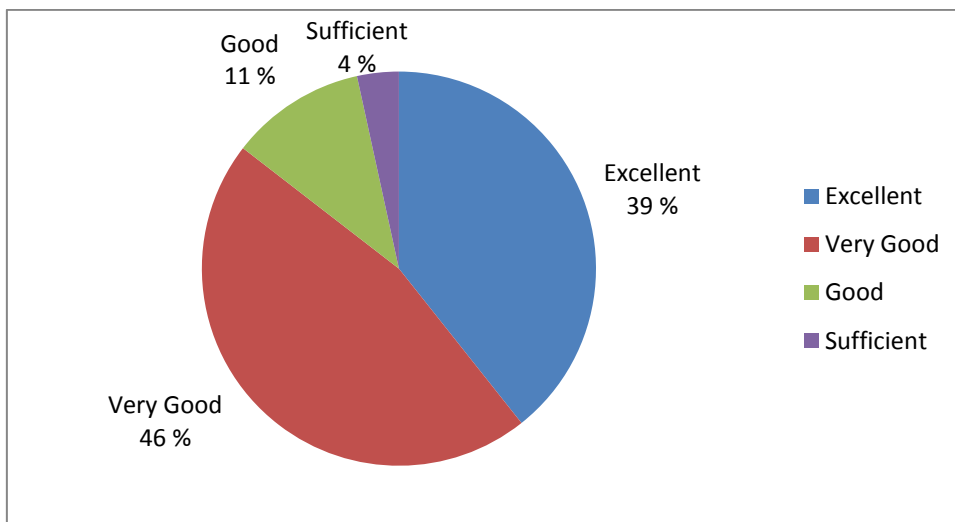
Figure 11: Evaluation of hair care products



### House cleaning equipment

Customers evaluation on house cleaning equipment was very positive, 46 customers with percentage of 39% said house cleaning equipment are excellent, 54 with percentage of 46% claimed they are very good, 11 customers with percentage of 11% said they are good, lastly 4 customers with percentage of 4% claimed they are sufficient. It is graphically shown in figure 12.

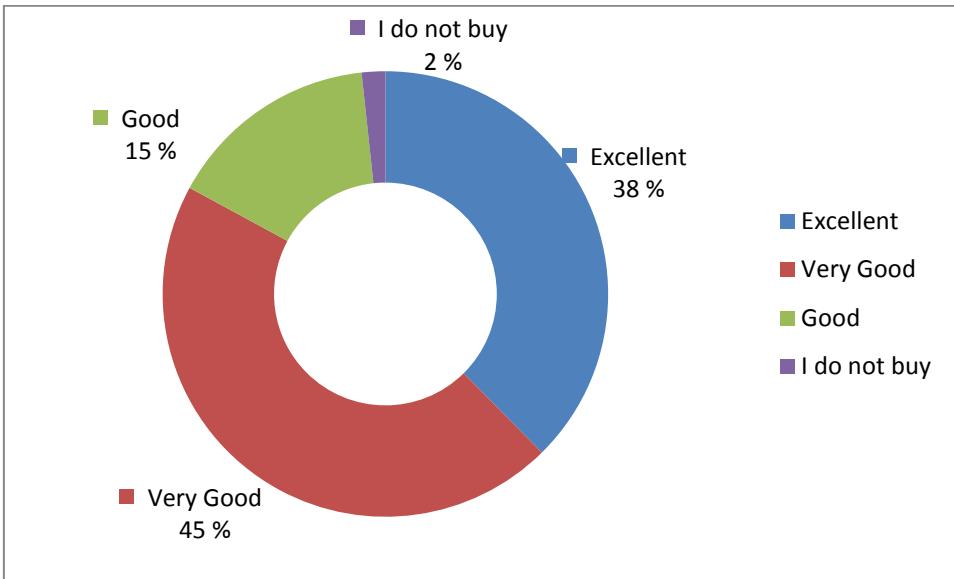
Figure 12: Evaluation of house cleaning equipment



### Toiletries

Majority of olive bay Customers gave positive evaluation on toiletries, 2 customers as 2% of the total respondents do not buy toiletries at all. 44 customers with a percentage of 38% said olive bay toiletries are of excellent values, 53 with a percentage of 45% said they are very good, and the other 18 customers with a percentage of 15% said the toiletries are good. It is shown graphically in figure 13.

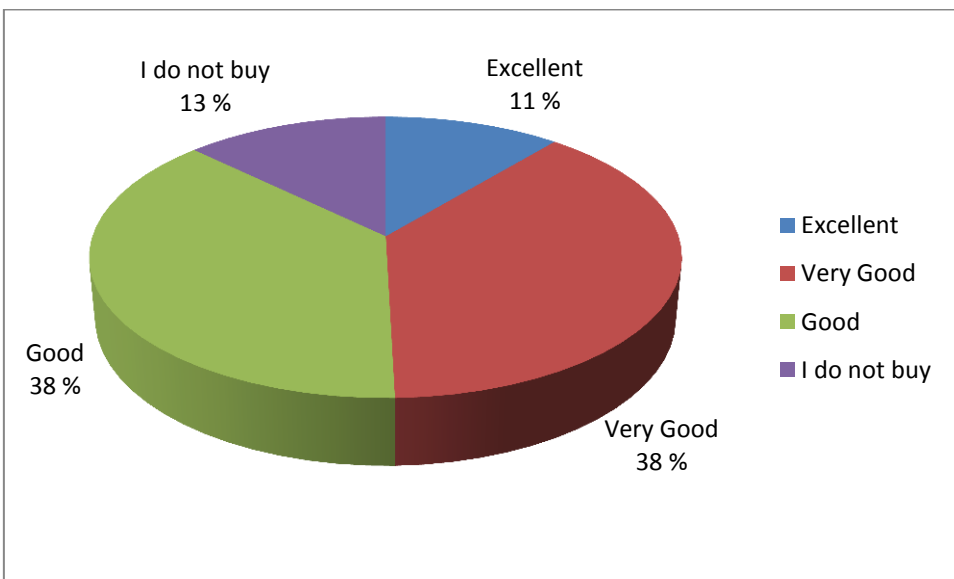
Figure 13: Evaluation of toiletries



### Foot wears

15 customers with a percentage of 13% from the total population of the customers do not buy foot wears at olive bay company; the other 102 customers positively evaluate foot wears with the following scales. 13 customers with a percentage of 11% gave an excellent evaluation, 44 customers with a percentage of 38% confirmed that foot wears at olive bay are of very good quality and 45 customers with a percentage of 38% said the foot wears are of good quality value. It is graphically shown in figure 14.

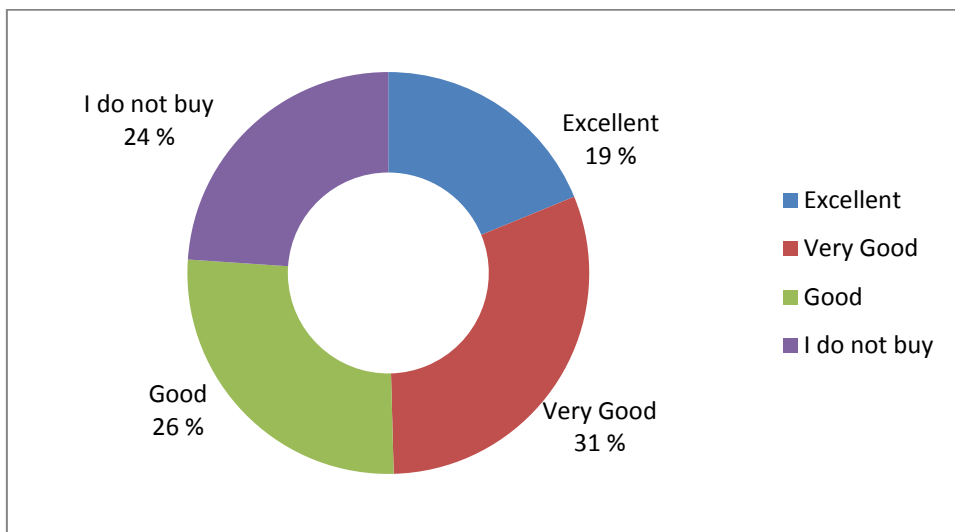
Figure 14: evaluation of foot wears



### Stationeries

28 customers with a percentage of 24% do not buy stationeries at olive bay company; other 93 customers rated the stationeries as follows: 22 customers as a percentage of 19% of the total population said the stationeries are of excellent values, 36 customers with a percentage of 31% said they are very good and 31 customers with a percentage of 26% confirmed that olive bay stationeries are of good values. It is graphically shown in figure 15.

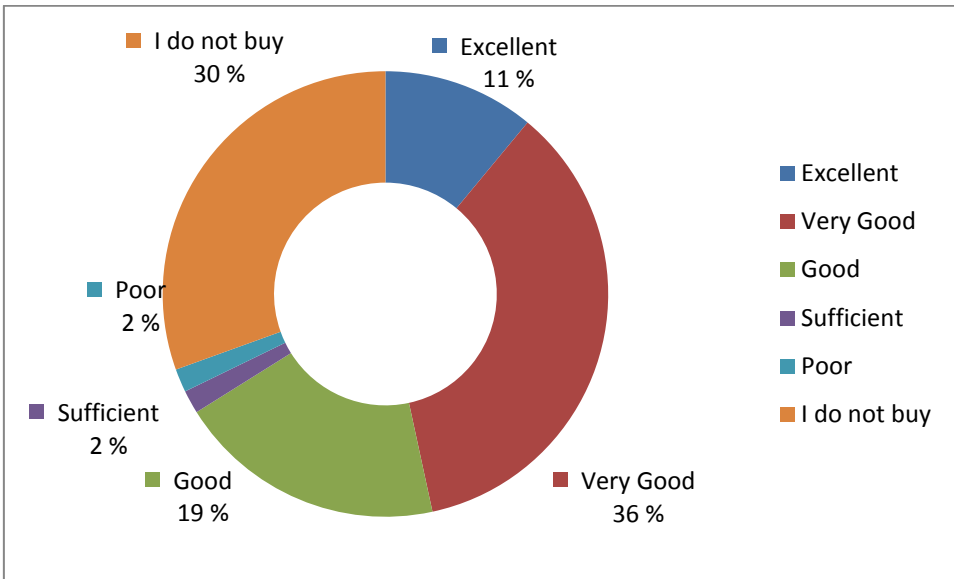
Figure 15: Evaluation of stationeries



### Cosmetics

13 Customer with a percentage of 11% from the total respondents evaluated olive bay cosmetics products as of excellent value, 42 customers with a percentage of 36% said the cosmetics are very good, 23 with a percentage of 19% said the cosmetics are good while 36 customers with a percentage of 30% do not buy cosmetics products. Positive feedback was gotten from customers about olive bay cosmetics products, nevertheless 2 customers with a percentage of 2 % claimed that olive bay cosmetics products are sufficient and 2 customers with a percentage of 2% said that cosmetics are poor. It is represented in graphically in figure 16

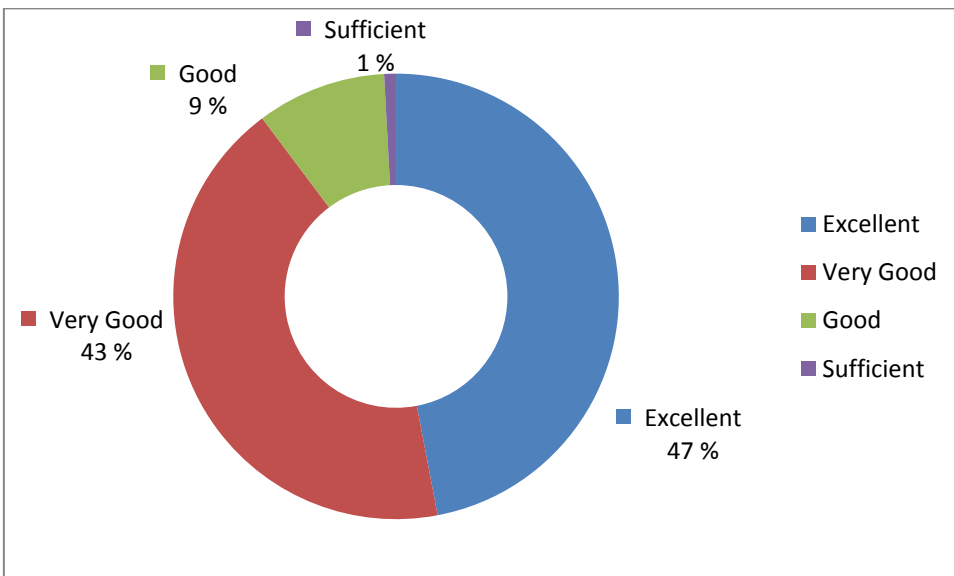
Figure 16: Evaluation of cosmetic products



### Other Products

The fact that olive bay company deals with various products which will be difficult to evaluate them all, products such as padlocks, disposable plates, rubber plates, socks, decoration frames, greetings cards, cutlery and so on. These products were categorized as other products. Many of these products were mentioned in the questionnaire as other products, customer evaluated them graphically as follows.

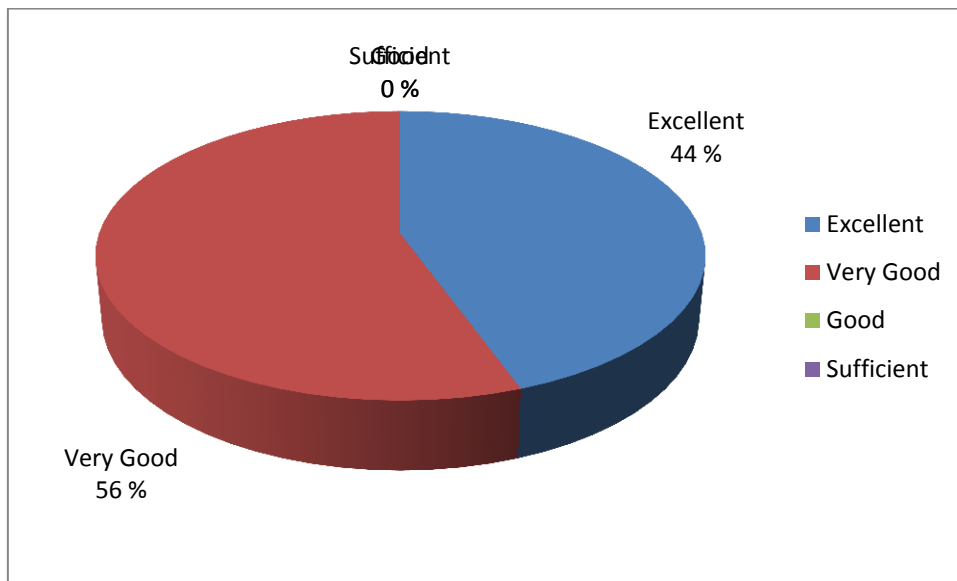
Figure 17: Evaluation of other products



### 11.8 Evaluation of Service Quality

This question successfully examined and proved the service quality of olive bay international ky with an excellent aspect of the company business responsibilities. 52 customers evaluated olive bay service quality as excellent results while other 65 customers said they service quality are very good.

Figure 18: Evaluation of service quality at olive bay international ky



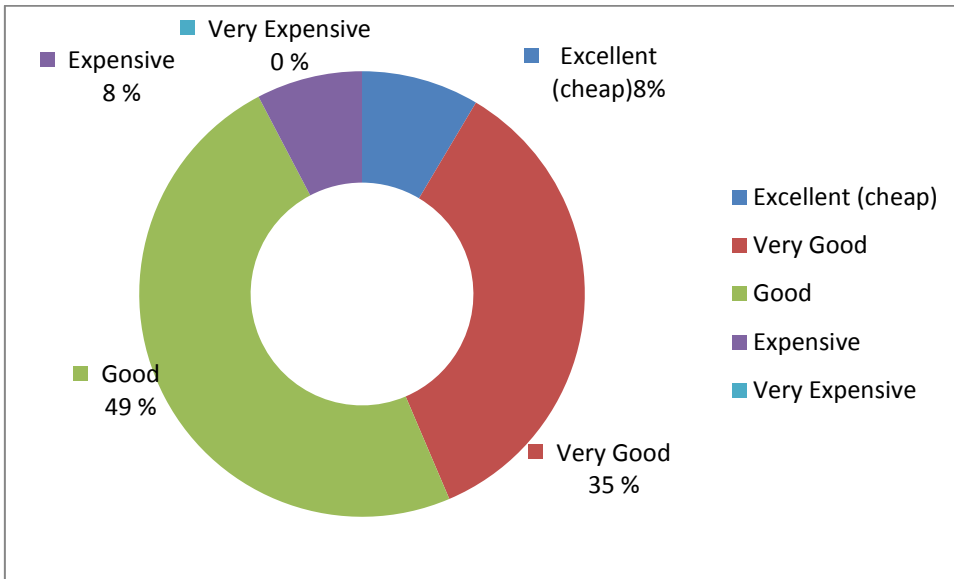
### 11.9 Price Evaluation

From the customers observation concerning prices of products are olive bay company, it can be said that olive bay prices are affordable to the customers. However; 6 customers with a percentage of 8% of the total population noted that olive bay selling prices are expensive while the other 111 customers with a percentage of 82% are satisfied the olive bay prices. The 8% expensive evaluation about olive bay prices could be as a result of cultural difference of olive bay customers and currency values of their countries.

10 customers with a percentage of 8% stated that olive bay prices are cheap, 41 customers with a percentage of 35% evaluated olive bay prices as very good and other 57 customers with a percentage of 45% said the prices are good. It is graphically shown in figure 19.

Figure19. Customers' price evaluation

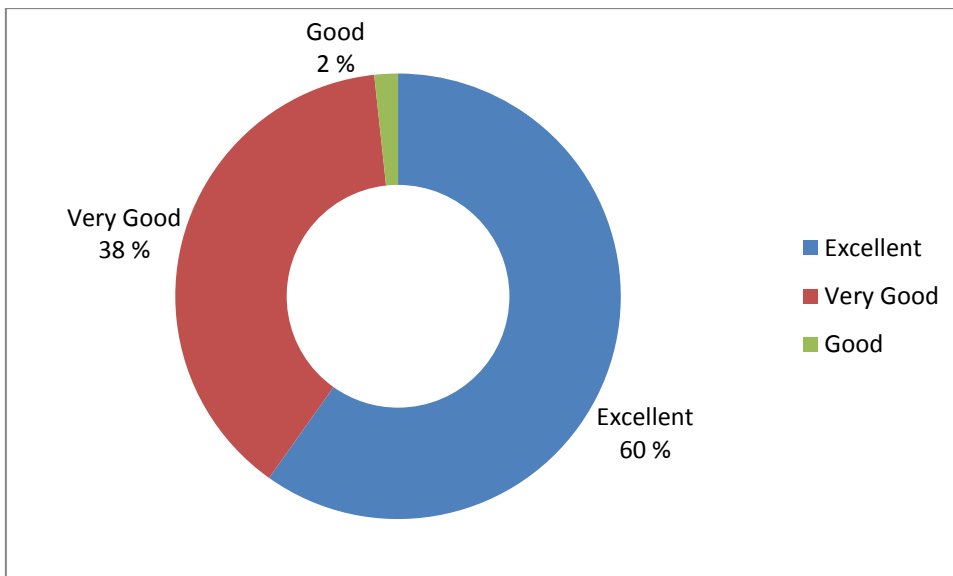




### 11.10 Management Skills

Positive results were obtained concerning the management skills of the company, 75 customers noted that the management skills are of excellent values, 45 said olive bay are very good and 2 customers said the management skills are good. It is shown graphically in figure 20.

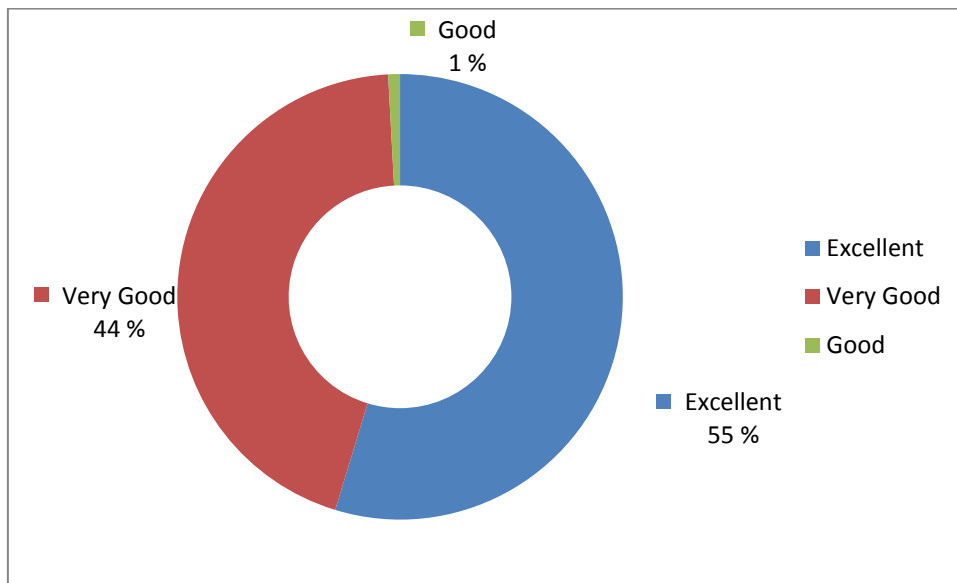
Figure 20: Customer evaluation about Olive bay international management skills



### 11.11 Evaluation of Business environment

The environment where olive bay operates seems very convenient to the customers as majority of the total population gave an excellent rate about the business environment. 64 customers confirmed that the business environment is excellent, 52 customers said the environment is very good and 1 customer said is good. It is graphically shown in figure 21

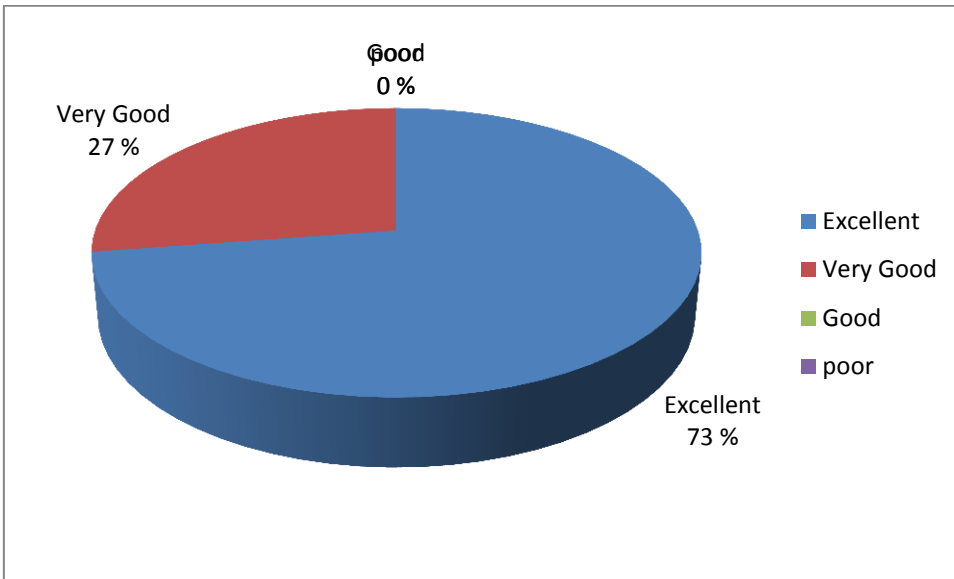
Figure 21: Customers evaluation on olive bay business environment.



### 11.12 Evaluation of the Olive Bay personnel

The entire customers claimed the company personnel are perfect in carrying out their respective duties. 85 customers out of 117 said the personnel are of excellent and the other 32 customers said olive bay personnel are very good. It is graphically shown in figure 22.

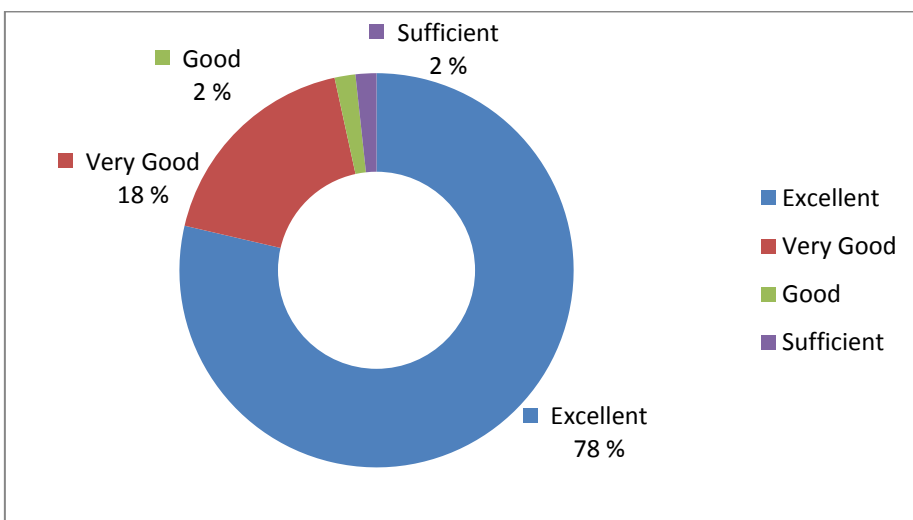
Figure 22: Customers evaluation about olive bay international ky personnel



### 11.13 Accuracy of deliveries

This question shows how accurate olive bay can be when delivering goods and service to their customers, especially to customers who ordered for products and want them to deliver to their door steps. 92 customers with a percentage of 78% said olive bay international are accurately excellent in deliveries, 21 customers with a percentage of 2% said they are very good, 2 customers said they are good and other 2 customers said they are sufficient. It is graphically shown in figure 23.

Figure 23: Customers evaluate how accurate olive bay by deliver products



#### Customers' comments and suggestions

Majority of olive bay customers stated positive comments about the business activities of the company, especially the customer service and relationship, there was no customers that could lay negative comment about the customer service and business relationship of the company. However; there are two comments from the customers which should be noted for prompt correction by the company. First was a negative feedback and the second was a suggestion to satisfy the customers more.

Firstly, customers mentioned that olive bay website is not good and there was no vital information about the company on their website. Secondly; customers suggested that olive bay company should operate on Sundays like other shops.

#### **11.14 Summary of the analysis**

The research was conducted to acknowledge the customer satisfaction feedbacks for olive bay international ky, additionally it is subjected at observing customers wants and olive bay business aspects that needs improvement. The results gotten after analyzing the data shows that olive bay customers are very contented with the entire business activities of the company.

## **12 DISCUSSIONS**

According to the purpose and endeavor of the thesis work that is on how businesses could satisfy their existing customers and gain the attention of potential customers. A company could be selling quality products and services but when these qualities do not meet customers' expectations, the company business efforts might be fruitless. Consequently; businesses should identify the customers' needs and configured their business operations towards the identified areas in order to satisfy the customers.

The outcome of this research study has proved that olive bay customers were satisfied with almost every section of the company business activities. However, there are usually some things that could be improved. According to the feedbacks from olive bay customers, negative feedbacks was discovered from the respondents, first negative feedbacks about the company website was mentioned by 80% of the total respondents.

One customers out of the total population (117) stated a feedback about the company logo placed at the top right entrance of the company, the customer quoted the sentence "African and Asian shop" which olive bay wrote on their wall is not suitable due to the fact that olive bay is not selling and offering African and Asian products only but are also selling Europeans and American products

Olive bay international ky should make use of the information provided in this work to increase their competence in products, services, company structure and the entire business environment. Olive bay may perhaps also encourage their customers to give complaints as it will indicate where to foster improvements and see these complaints as prospect to improve the unenthusiastic aspects of the business activities of the company.

### **12.1 Suggestions**

Respondents gave negative feedback about the company website for poor image and that there was no vital information about the company, they mentioned that the visibility of the company is more appreciated that the information on their website.

Customers mentioned the operating hours at olive bay international ky and suggested that the company could open on Sundays as other stores do, many of the customers mentioned that they would be more glad if the company open on Sundays.

I would suggest that olive bay company should open for few hours on Sundays for two to three months as trials in attending to their customers; this could make the company to know the number of customers who are willing to buy on Sundays and if opening on Sundays will be suitable for them, due to the financial management of the company, having two personnel for Sundays sales could be suggested. Suggested time could be from 12.00 noon to 5.00pm or from 2.00pm to 6.00pm.

I would suggest olive bay to slightly consider the critic from a customer about the company written logo, there would be additional information on the logo page that will tell more about the imported products from other continents as well.

## **12.2 Suggestion for further research topics**

No matter the quality and validity of a research work, they could be other usually things for further improved, so i would suggest the following topics for further research work.

Firstly, i would suggest a research topic of website designing for olive bay international ky as this could erase the negative feelings which some of the customers mentioned in their comments, since they already have a website, deleting the website will not be advisable but creating a better website that can prove the company abilities to their customers as well as attracting other potential customers, this topic could facilitate an immense standards about the company business operations. This website would make the customers see that olive bay does not only get attracted by the positive feedback but make corrections of what customers has pointed out faulty

Secondly, I would recommend that olive bay international ky carry out another customer satisfaction survey after two years from now, to observe the customer satisfaction stage if it will be of the

same level or has decreases, this could point out if the company has gained more customers and more sales.

Thirdly, I would recommend another research topic on time management and leadership skills for olive bay international ky as a result to customers complaints about the operating hours of the company.

Fourthly, apart from existing products at olive bay international ky, the company is also looking forward to business connections abroad, the company wants international company who would want to market their products or services into the Finnish market. As a result of this, I would suggest a research topic that will focus on how to business internationalization and successful strategic implementation for businesses.

Lastly, I would suggest another research topic on cross-cultural considerations for business, for instance, olive bay international ky could give the topic to a new researcher on how to consider cultural factor that can affect business since the company operates and deals with customers from many different cultures and backgrounds.

### **13 CONCLUSION**

As concluding abstract one might eloquent that the entire customers are well fulfilled by the products, services and with the company premises. Primarily; customer services at olive bay company are of excellent standards according to the customers' response and comments. It is very essential that olive bay international maintain it at the same level as it is presently. With the number of customers that responded to the questionnaire, one might affirmed that the result analysis is very valid, successful and reliable.

Crucially, a company needs to acknowledge the factors causing customer dissatisfaction, as a result of this, customer satisfaction survey should be carried out to identify the company weak attributes and forecast effective means to correct such situations. Additionally, it is imperative to acknowledge customers outlook and experiences that can influence their satisfaction level and the company services aspects.

Since the effect of customer service satisfaction greatly influence the entire business operations, a company should understand what a perfect customer service entails, as a result of this having a good personnel is one of the most essential fundamentals for a successful business. These permitted us in drawing conclusions and develop strategies to improve the company's business capabilities and in making decisions for the expansion of the business.

Every company ambition is to construct an excellent long-term business and customer relationship to facilitate the loyalties of their customers. To identify and use possible business methods to acquire a potential customer to become a loyal buyer

This research work proved that majority of olive bay customers was very contented with the company business operations such as products, services, environment, and personnel. Olive bay international ky have gotten an excellent chance of getting more loyal customers.

Every company should be aware of the probability to face unsatisfied customers at some stage in their respective business activities, this is unavoidable. Fast positive approach to such customers should be carried out by the company in order to avoid damages that such customers can cause to the company and its image. It is very important for businesses to acknowledge that people seems to update negative experiences faster and easier that the positive experiences. Thus solving all issues amicably with unsatisfied customers is a way of making them loyal to the company. However olive bay international ky does not have unsatisfied customer, only one customer complains about olive bay visible logo located at the entrance of the company.

## CLOSING WORDS

The piece of work effectively explained stages that could be use to achieve successive business activities, to satisfy customers, gain their loyalty and attracting potential customers. This research work taught businesses several methods of having a good customer relationship and service quality. At the initial stage, the author of the research work never knew the written part could exceed 40 pages but as the work advances, several vital tips for business success came up which might not be suitable to leave them out.



The theoretical part consumed lots of time and was quite demanding as many books had to be read for better understandings; the author of this work was relieved after the theoretical part had been accomplished. The empirical part was interesting, especially the questionnaire design and analyses the results with the SPSS application usage. I would proclaim that this thesis work was very challenging, time demanding, however; it was a major part of academic studies and I feel joyous that it ended well enough.

I hope olive bay international ky would make use of this research and results in their business operations, and this result would serve some other small size companies in running their business activities successfully.

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#### Interview

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## APPENDICES

APPENDIX 1- Questionnaire

APPENDIX 2- SPSS analysis and results

### QUESTIONNAIRE

Dear Customer,

Through your participation in this survey, we are hoping to observe your opinions and employ moments for improvements of products and services at Olive Bay International Ky Kokkola. Your responses will be treated with the utmost confidentiality and your anonymity ensured. Please, help us to serve you better. Thank You.

1 Gender:

Male

Female

2 Age:

16 to 25 years old

26 - 35 years old

36 - 45 years old

46 years old and above

3 Nationalities

Please specify \_\_\_\_\_

4 How do you get to know about Olive Bay International ky

Through a Friend

- On the internet
- News paper
- Website
- Facebook
- Other? Please specify \_\_\_\_\_

5 Please, give estimation on the following aspects.

	Excellent	Very Good	Good	Sufficient	Poor	Very poor
Edible Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair care products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
House hold cleaning equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot wears	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baby care products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stationeries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cosmetics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toiletries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fittings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen wares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 How would you evaluate the following features of the company?

	Excellent	Very Good	Good	Sufficient	Poor	Very poor
Product Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company Personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability and punctuality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management skill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping promises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 We would appreciate any other comments, feedback or suggestions

## APPENDIX 2-

### SPSS analysis and results

Gender	Age	Nationality	how customer know live by	Other way	Number of visits	Edible products	Hair care products	Household cleaning equipments	Footwear	Baby care products	Stationeries	Cosmetics	Toiletries	Fittings	Kitchenware	Other products	Product quality	Business environment	Company personnel	Service quality
2	1	Australia	1		4	1	2	1	1	2	6	5	1	6	1	1	1	1	1	1
1	1	Asia	1		1	1	2	1	2	1	6	1	1	6	1	1	1	1	2	1
2	2	Africa	1		1	1	1	1	1	1	6	1	1	6	2	1	2	1	1	1
1	1	Asia	1		3	1	1	2	2	2	2	1	1	6	2	2	2	2	2	1
2	2	Asia	1		1	2	2	2	4	3	2	2	2	6	2	3	1	1	1	1
1	1	North America	1		5	1	2	1	4	3	2	2	2	1	2	2	2	2	2	1
2	2	Africa	2		1	2	1	2	4	3	2	2	1	1	1	2	1	1	1	1
2	4	South America	3		5	1	2	2	3	3	2	2	6	2	1	2	1	1	1	1
2	3	Australia	5		6	2	3	3	3	2	3	2	2	2	1	2	1	1	1	2
2	2	Africa	5		2	3	2	3	3	2	1	1	2	1	2	2	2	2	2	2
2	2	Asia	5		1	1	3	1	4	2	3	5	2	1	2	2	1	2	2	2
1	3	Africa	1		3	1	3	2	3	3	2	1	2	2	6	3	1	2	2	2
1	2	Africa	1		1	1	2	1	4	3	1	2	6	1	6	3	2	2	2	2
2	2	Asia	1		3	1	2	1	4	3	1	2	1	2	2	3	2	1	2	2
2	2	Australia	1		4	2	1	1	2	2	1	2	1	1	6	3	1	1	1	2
2	2	Africa	5		6	1	4	2	2	2	6	2	2	1	2	3	1	1	1	1
1	3	South America	5		4	1	4	3	2	1	6	2	2	2	2	2	1	1	1	1
2	2	North America	3		3	1	4	2	2	1	6	2	1	2	6	2	1	2	1	1
1	1	Asia	2		3	1	4	2	2	1	6	2	2	3	3	1	1	2	1	1
1	3	Asia	6		3	1	4	2	2	1	6	3	3	3	3	2	1	2	1	1
1	3	Asia	5		3	2	4	3	1	1	6	3	2	3	3	2	1	2	1	1
2	2	Asia	1		3	2	3	2	1	1	6	3	2	3	2	2	1	2	1	1
2	1	Africa	1		2	2	2	3	1	1	6	3	2	3	2	1	1	1	1	1
1	3	Africa	1		2	2	1	2	2	2	6	3	2	3	1	2	1	2	1	1
1	1	Africa	2		1	3	1	2	3	2	6	6	3	2	1	1	1	1	2	1
1	4	Australia	2		2	3	3	3	2	2	6	4	3	6	1	1	1	1	1	1
2	4	Asia	3		2	3	4	1	2	2	6	6	3	6	1	1	3	1	1	1
1	1	Asia	3		3	3	3	2	2	1	6	6	2	6	2	1	2	1	1	1
2	3	Asia	1		2	3	3	1	2	1	6	6	2	6	2	1	2	1	1	1
1	4	Asia	5		3	4	3	2	3	2	6	1	2	6	2	1	2	2	1	1
2	2	Asia	1		2	4	3	3	3	1	2	1	2	6	2	1	2	2	1	1
1	2	Africa	5		2	4	2	2	4	1	6	1	2	1	2	1	2	2	1	1
2	1	Africa	6		3	2	2	2	4	1	2	1	1	2	2	1	1	2	1	1
2	2	Africa	6		4	2	2	3	4	3	2	6	1	1	2	1	1	1	1	1
2	3	Africa	6		5	2	2	3	3	2	1	6	1	1	2	1	1	1	1	1
1	2	Australia	1		5	1	1	1	2	3	1	2	1	1	2	1	2	1	1	1

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Gender	Numeric	8	0	Gender	{1, Male}...	None	8	Right	Nominal	Input
2	Age	Numeric	8	0	Age	{1, 16-25}...	None	13	Right	Scale	Input
3	Nationality	String	30	0	Nationality	None	None	16	Left	Nominal	Input
4	howcustom...	Numeric	15	0	How customer ...	{1, through ...	None	8	Right	Nominal	Input
5	Otherway	String	15	0	Other way	None	None	8	Left	Nominal	Input
6	Numberofvisit	Numeric	8	0	How often cust...	{1, Once a ...	None	8	Right	Nominal	Input
7	Edibleprodu...	Numeric	8	0	Edible Products	{1, Excellen...	None	8	Right	Ordinal	Input
8	Haircarepro...	Numeric	8	0	Haircare Produ...	{1, Excellen...	None	8	Right	Ordinal	Input
9	Householdcl...	Numeric	8	0	Household clea...	{1, Excellen...	None	8	Right	Ordinal	Input
10	Footwears	Numeric	8	0	Foot wears	{1, Excellen...	None	8	Right	Ordinal	Input
11	Babycarepr...	Numeric	8	0	Babycare Prod...	{1, Excellen...	None	8	Right	Ordinal	Input
12	Stationeries	Numeric	8	0	Stationeries	{1, Excellen...	None	8	Right	Ordinal	Input
13	Cosmetics	Numeric	8	0	Cosmetics	{1, Excellen...	None	8	Right	Ordinal	Input
14	Toiletries	Numeric	8	0	Toiletries	{1, Excellen...	None	8	Right	Ordinal	Input
15	Fittings	Numeric	8	0	Fittings	{1, Excellen...	None	8	Right	Ordinal	Input
16	Kitchenwears	Numeric	8	0	Kitchen wears	{1, Excellen...	None	8	Right	Ordinal	Input
17	Otherproducts	Numeric	8	0	Other Products	{1, Excellen...	None	8	Right	Ordinal	Input
18	Productquality	Numeric	8	0	Product Quality	{1, Excellen...	None	8	Right	Ordinal	Input
19	Businesse...	Numeric	8	0	Business Envir...	{1, Excellen...	None	8	Right	Ordinal	Input
20	Companype...	Numeric	8	0	Company Pers...	{1, Excellen...	None	8	Right	Ordinal	Input
21	Servicequality	Numeric	8	0	Service Quality	{1, Excellen...	None	8	Right	Ordinal	Input
22	Accuracyof...	Numeric	8	0	Accuracy of del...	{1, Excellen...	None	8	Right	Ordinal	Input
23	Reliabilityan...	Numeric	8	0	Reliability and ...	{1, Excellen...	None	8	Right	Ordinal	Input
24	Managemen...	Numeric	8	0	Management s...	{1, Excellen...	None	8	Right	Ordinal	Input
25	Keepingpro...	Numeric	8	0	Keepings promi...	{1, Excellen...	None	8	Right	Ordinal	Input
26	Price	Numeric	8	0	Price Evaluation	{1, Excellen...	None	8	Right	Ordinal	Input
27	Comments	String	160	0	Comments	{1, Excellen...	None	26	Left	Nominal	Input
28	Suggestions	String	160	0	Suggestions	{1, Excellen...	None	28	Left	Nominal	Input
29											
30											
31											

/ORDER=ANALYSIS.

## requencies

DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Gender

N	Valid	117
	Missing	0

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	49	41.9	41.9	41.9
Female	68	58.1	58.1	100.0
Total	117	100.0	100.0	

REQUENCIES VARIABLES=Age

/ORDER=ANALYSIS.

## requencies

Nationality

N	Valid	117
	Missing	0

**Nationality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Africa	35	29.9	29.9	29.9
Asia	41	35.0	35.0	65.0
Australia	6	5.1	5.1	70.1
Europe	21	17.9	17.9	88.0
North America	5	4.3	4.3	92.3
South America	9	7.7	7.7	100.0
Total	117	100.0	100.0	

FREQUENCIES VARIABLES=howcustomerknowlivebay  
/ORDER=ANALYSIS.

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

## Frequencies

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

**Statistics**

How often customers visit  
Olive Bay Store

N	Valid	117
	Missing	0

**How often customers visit Olive Bay Store**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once a day	11	9.4	9.4	9.4
Once a week	19	16.2	16.2	25.6
Few days in a week	37	31.6	31.6	57.3
Once in a month	15	12.8	12.8	70.1
Few days in a month	28	23.9	23.9	94.0
First visit	7	6.0	6.0	100.0
Total	117	100.0	100.0	



### Statistics

How customer get to know  
Olive Bay Store

N	Valid	117
	Missing	0

### How customer get to know Olive Bay Store

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid through a friend	41	35.0	35.0	35.0
on the internet	13	11.1	11.1	46.2
Newspaper	7	6.0	6.0	52.1
Website	3	2.6	2.6	54.7
Facebook	30	25.6	25.6	80.3
passing by the store	23	19.7	19.7	100.0
Total	117	100.0	100.0	

```
FREQUENCIES VARIABLES=Numberofvisit  
/ORDER=ANALYSIS.
```

### Statistics

Edible Products

N	Valid	117
	Missing	0

### Edible Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	53	45.3	45.3	45.3
	Very good	50	42.7	42.7	88.0
	Good	11	9.4	9.4	97.4
	Sufficient	3	2.6	2.6	100.0
	Total	117	100.0	100.0	

```
FREQUENCIES VARIABLES=Haircareproducts  
/ORDER=ANALYSIS.
```

## Frequencies

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Haircare Products

N	Valid	117
	Missing	0

### Haircare Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	21	17.9	17.9	17.9
	Very good	49	41.9	41.9	59.8
	Good	32	27.4	27.4	87.2
	Sufficient	15	12.8	12.8	100.0
	Total	117	100.0	100.0	

```
SAVE OUTFILE='K:\SPSS OLIVE BAY\olive bay spss application.sav'  
/COMPRESSED.  
FREQUENCIES VARIABLES=Householdcleaningequipements  
/ORDER=ANALYSIS.
```

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Household cleaning equipments

N	Valid	117
	Missing	0

### Household cleaning equipments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	46	39.3	39.3	39.3
Very good	54	46.2	46.2	85.5
Good	13	11.1	11.1	96.6
Sufficient	4	3.4	3.4	100.0
Total	117	100.0	100.0	

### Frequencies

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Foot wears

N	Valid	117
	Missing	0

### Foot wears

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	13	11.1	11.1	11.1
Very Good	45	38.5	38.5	49.6
Good	44	37.6	37.6	87.2
Sufficient	15	12.8	12.8	100.0
Total	117	100.0	100.0	

FREQUENCIES VARIABLES=Babycareproducts

## Frequencies

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Toiletries

N	Valid	117
	Missing	0

### Toiletries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	44	37.6	37.6	37.6
	Very Good	53	45.3	45.3	82.9
	Good	18	15.4	15.4	98.3
	I do not buy	2	1.7	1.7	100.0
	Total	117	100.0	100.0	

```
SAVE OUTFILE='K:\SPSS OLIVE BAY\olive bay spss application.sav'  
/COMPRESSED.
```

```
SET
```

```
FILE='K:\olive bay spss application.sav'.
```

```
DATASET NAME DataSet1 WINDOW=FRONT.
```

```
EXECUTE.
```

### Statistics

Stationeries

N	Valid	117
	Missing	0

### Stationeries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	22	18.8	18.8	18.8
	Very Good	36	30.8	30.8	49.6
	Good	31	26.5	26.5	76.1
	I do not buy	28	23.9	23.9	100.0
	Total	117	100.0	100.0	

```
FREQUENCIES VARIABLES=Cosmetics  
/ORDER=ANALYSIS.
```

### Frequencies

[DataSet0] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Cosmetics

N	Valid	117
	Missing	0

### Cosmetics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	13	11.1	11.1	11.1
	Very Good	41	35.0	35.0	46.2
	Good	23	19.7	19.7	65.8
	Sufficient	2	1.7	1.7	67.5
	Poor	2	1.7	1.7	69.2
	I do not buy	36	30.8	30.8	100.0
	Total	117	100.0	100.0	

```
FREQUENCIES VARIABLES=Toiletries  
/ORDER=ANALYSIS.
```

FREQUENCIES VARIABLES=Otherproducts  
 /ORDER=ANALYSIS.

## Frequencies

[DataSet1] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Other Products

N	Valid	117
	Missing	0

### Other Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	55	47.0	47.0	47.0
	Very Good	50	42.7	42.7	89.7
	Good	11	9.4	9.4	99.1
	Sufficient	1	.9	.9	100.0
	Total	117	100.0	100.0	

### Statistics

Product Quality

N	Valid	117
	Missing	0

### Product Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	58	49.6	49.6	49.6
	Very Good	49	41.9	41.9	91.5
	Good	9	7.7	7.7	99.1
	Sufficient	1	.9	.9	100.0
	Total	117	100.0	100.0	

### Service Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	52	44.4	44.4	44.4
	Very Good	65	55.6	55.6	100.0
	Total	117	100.0	100.0	

### Price Evaluation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	10	8.5	8.5	8.5
	Very Good	41	35.0	35.0	43.6
	Good	57	48.7	48.7	92.3
	Expensive	9	7.7	7.7	100.0
	Total	117	100.0	100.0	

### Management skills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	83	70.9	70.9	70.9
	Very Good	34	29.1	29.1	100.0
	Total	117	100.0	100.0	

### Keepings promises

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	70	59.8	59.8	59.8
	Very Good	45	38.5	38.5	98.3
	Good	2	1.7	1.7	100.0
	Total	117	100.0	100.0	

**Statistics**

		Business Environment	Company Personnel	Accuracy of deliveries	Reliability and Punctuality	Service Quality	Management skills	Keepings promises	Price Evaluation
N	Valid	117	117	117	117	117	117	117	117
	Missing	0	0	0	0	0	0	0	0

**Frequency Table**

**Business Environment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	64	54.7	54.7	54.7
	Very Good	52	44.4	44.4	99.1
	Good	1	.9	.9	100.0
	Total	117	100.0	100.0	

**Company Personnel**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	85	72.6	72.6	72.6
	Very Good	32	27.4	27.4	100.0
	Total	117	100.0	100.0	

**Accuracy of deliveries**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	92	78.6	78.6	78.6
	Very Good	21	17.9	17.9	96.6
	Good	2	1.7	1.7	98.3
	Sufficient	2	1.7	1.7	100.0
	Total	117	100.0	100.0	

**Reliability and Punctuality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	76	65.0	65.0	65.0
	Very Good	36	30.8	30.8	95.7
	Good	2	1.7	1.7	97.4
	Sufficient	3	2.6	2.6	100.0
	Total	117	100.0	100.0	



## Frequencies

[DataSet1] K:\SPSS OLIVE BAY\olive bay spss application.sav

### Statistics

Comments

N	Valid	117
	Missing	0

### Comments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29	24.8	24.8	24.8
Friendly people	1	.9	.9	25.6
Good concepts	1	.9	.9	26.5
Good products	1	.9	.9	27.4
Humble and friendly personnel	1	.9	.9	28.2
I dont miss home cause i get want i want easily	1	.9	.9	29.1
I like it	1	.9	.9	29.9
Perfect place for me to me my local stuffs	1	.9	.9	30.8
They are perfect in the business	1	.9	.9	31.6
Very perfect	1	.9	.9	32.5
Awesome	1	.9	.9	33.3
Awesome place full of my taste	1	.9	.9	34.2
Best in kokkola so far	1	.9	.9	35.0
Best store in this city	1	.9	.9	35.9
Brings fish from norway	1	.9	.9	36.8
cool	1	.9	.9	37.6
Cool Environment	1	.9	.9	38.5
Even as a finn, i can buy lot of stuffs here...	1	.9	.9	39.3
Everything is very good	1	.9	.9	40.2
Everything is very ok	1	.9	.9	41.0
Excellent	4	3.4	3.4	44.4
Excellent but bad website	1	.9	.9	45.3
Excellent Customer service	1	.9	.9	46.2
Excellent in all but only the website annoys me	1	.9	.9	47.0
Excellent products and service	1	.9	.9	47.9
Excellent service and	1	.9	.9	48.7

] - IBM SPSS Statistics Viewer					
m Insert Format Analyze Graphs Utilities Add-ons Window Help					
	I think the prices are affordable and reasonable	1	.9	.9	76.9
	I will keep coming if you guys open on sundays	1	.9	.9	77.8
	its a little disappointing that the cafe closes so early on fridays but at the time totally understandable				
	Its nice to have you here	1	.9	.9	78.6
	Its so disappointing that olive baydoes not open on sundays like other other shops	1	.9	.9	79.5
	Kaikki Hywin	1	.9	.9	80.3
	Keep the good work and service.	1	.9	.9	81.2
	Local meal always on my table.. nice	1	.9	.9	82.1
	Lovely	2	1.7	1.7	83.8
	Nice and very open environment	1	.9	.9	84.6
	Nice customer service	1	.9	.9	85.5
	Nice environment	1	.9	.9	86.3
	Nice place and people	1	.9	.9	87.2
	Nice products and service	1	.9	.9	88.0
	Nice products and taste is real	1	.9	.9	88.9
	Nice service	1	.9	.9	89.7
	Nice store	1	.9	.9	90.6
	No more missing home made food	1	.9	.9	91.5
	Olive bay is perfect cause i can buy my real home made.	1	.9	.9	92.3
	Opening and closing hours is not okay for me	1	.9	.9	93.2
	Perfect store for foreigners	1	.9	.9	94.0
	Perfect store for muslims to buy meat, fish and chicken	1	.9	.9	94.9
	Super	1	.9	.9	95.7
	They are very good	1	.9	.9	96.6
	They at least open for few hours on sundays like other shops.	1	.9	.9	97.4
	They have the right attitude towards customers	1	.9	.9	98.3
	They should update the website of the company	1	.9	.9	99.1
	You can sell fruits as well	1	.9	.9	100.0
	Total	117	100.0	100.0	

Missing	0
---------	---

**Suggestions**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	60	51.3	51.3	51.3
Create a good and new website	1	.9	.9	52.1
more improvements on your website	1	.9	.9	53.0
price is reasonable	1	.9	.9	53.8
Advertise like other stores	1	.9	.9	54.7
Are you a racist? why african and asia shop. lam not from these two and still buy stuffs here:	1	.9	.9	55.6
But bad website or even no website	1	.9	.9	56.4
Cheaper price is will be great	1	.9	.9	57.3
Cheaper prices	1	.9	.9	58.1
Do more adverts	1	.9	.9	59.0
Do open on sundays	1	.9	.9	59.8
Everything is very good and nice at olive bay..	1	.9	.9	60.7
Extend operating hours	1	.9	.9	61.5
Extend your hours	1	.9	.9	62.4
Few hours on sunday is not a bad idea	1	.9	.9	63.2
Give discounts like other stores sometimes	1	.9	.9	64.1
Good and quality foods	1	.9	.9	65.0
Good customer relationship	1	.9	.9	65.8
I love buying my foods at olive bay but im always busy during the week,it will be nice if they open on sundays	1	.9	.9	66.7
Its sad they close early and doesnt open on sunday	1	.9	.9	67.5
keep it up.	1	.9	.9	68.4
Keeping on selling to me alone.	1	.9	.9	69.2
Make everything perfect by upgrading your website	1	.9	.9	70.1
More awareness is needed	1	.9	.9	70.9
No valid information about the company on the website	1	.9	.9	71.8
open on sunday please.	1	.9	.9	72.6

Opening hours is not long	1	.9	.9	78.6
Opening hours is short	1	.9	.9	79.5
Operate sales on sundays too	1	.9	.9	80.3
Operating Hours drives me away	1	.9	.9	81.2
Operating hours is not fine for me	1	.9	.9	82.1
Operating hours is not so good	1	.9	.9	82.9
please operate like shops do: at least sundays from 12.00noon to may be 5.00pm or .00pm	1	.9	.9	83.8
Poor website and the operating hours	1	.9	.9	84.6
Poor website, much need to be done on the website	1	.9	.9	85.5
Price is sometimes expensive	1	.9	.9	86.3
Sometimes Expensive	1	.9	.9	87.2
Sunday is a good day to sell to me cause im always busy during the week	1	.9	.9	88.0
Sunday is my best time to buy food stuffs	1	.9	.9	88.9
Sundays, then i will be satisfied	1	.9	.9	89.7
They are nice, frinedly and good at what they sell	1	.9	.9	90.6
They should have a website	1	.9	.9	91.5
They should work on their website, is so bad.	1	.9	.9	92.3
Try to have good Website	1	.9	.9	93.2
Very good	1	.9	.9	94.0
Very organised	1	.9	.9	94.9
Website and more adverts	1	.9	.9	95.7
weekly or monthly advert to remind me about your company	1	.9	.9	96.6
Well! all is very well	1	.9	.9	97.4
You can offer discounts and cheap prices	1	.9	.9	98.3
Your visual image is better than you website information	1	.9	.9	99.1
your website is not encouraging at all	1	.9	.9	100.0
Total	117	100.0	100.0	