Determining Customer Value: a case study of Hertsi shopping centre

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Determining Customer Value

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The main goal of this thesis project was to provide the company, Hertsi shopping centre, with a greater understanding of the values of their visitors and customers. The thesis defines the core reasons and values that the customers rely on when making decisions, and examines the aspects that make Hertsi an inviting shopping centre. The thesis also concentrates on determining which customers most frequently visit the shopping centre Hertsi, in terms of location and age group, and attempts to define the habits which leads customers to choose Hertsi as their daily shopping centre.

Knowing what a customer values is imperative for the success of a company. In the theoretical section the benefits of understanding customer values are explained in detail, as well as how they can be determined. The ability to pinpoint what customers value most, gives companies the ability to focus on those aspects or areas, as well as moving their focus away from aspects that a customer does not see much value in, and in this way allowing the company to release resources from unnecessary areas in their marketing or business plan. In other words, understanding what customers value can create profitability for the company, both by refocusing attention to better valued aspects, as well as increasing the value a customer perceives.

Customer value measurement was conducted with the use of a survey, which was distributed via online to gain easiest access to large a quantity of customers. The survey was quantitative rather than qualitative, in order to measure and compare the answers more closely with each other. The intention was also to create a survey which can be used again to measure if the customer values have shifted from previously collected data. Most of the questions in the survey offer options to choose from, but with a few open questions in order to give the customer the chance to better voice their opinions.

The results of the survey indicated that the customers of the shopping centre Hertsi had a positive view of the company. It was discovered that on average the customers valued efficiency and ability to conduct their shopping in a timely manner. The company received feedback on what the customers value in shopping centres in general, as well as how they are viewed. The results and wishes of the customers were shared with the company in order to create applicable new ideas and approaches.

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1   Introduction

Nowadays with a great variety and number of products, services and companies competing for the attention of a consumer, it has become increasingly important to understand what the consumer wants, values and through this; what they base their decisions on. Customer Value Research offers an opportunity for determining what are the key factors that the customers uses, when deciding to favour one company over another.

The focus in how businesses create marketing plans has changed from before, shifting the focus from the transaction to management of the relationships. (Weinsten 2012, 164) Making Customer Value Research important and current measurement method, to ensure current and future success for a company. When the values that a consumer perceives are apparent, they can be utilized by the company when making decisions.

Value dimensions affect how consumers perceives a company, what they feelings, thought, images they correlate with the said company. Company needs to understand how, what and when the value is created, to be able to determine proper actions for future endeavours.

The research on this thesis was created in order to find out the values of shopping centre Hertsi´s customers. The knowledge of what their customers value, will give Hertsi a better understanding on what the decisions, to frequent the shopping centre, are based upon. With this knowledge Hertsi will be able to direct their attention to improve aspects that create value, and to disregard aspects that their customer does not find important. It is important for companies to learn to look at their business through customer, instead of sales numbers and expectations, that cannot provide as good idea on the ever-changing expectations of a customer. (Connelly 2014)

Within this research I will attempt to underline what acquiring understanding of a customer´s values mean for the company. And how value creation happens. As well as how to surmise which data is of importance, and which is not. And how to collect this data.

1.1 Objective and Goals

The company, Hertsi, wishes to gain a deeper understanding of their customers. Not only by segments of age, income, location, and satisfaction meters, but about the values that affect their decision making. Hertsi has identified the importance of research towards the values of their frequent visitors, to create a shopping centre that is more inviting and appealing. The research will aim to provide answers towards what these defining values are, and what conclusions can be made about them. For the research a questionnaire was created using undisguised structured questions for efficient analysis, and to provide a solid base for possible follow up research at a later date by the company.

The objective of this research is to determine the key values that affect people in choosing to visit Hertsi. Whether they are based on physical attributes or services that can be found in the Shopping centre, or on immaterial reasons. What are the main service or product providers that the customers value. How important is location, or the atmosphere. Are there some values that a customer has, which visiting Hertsi reinforces. All of these will give an insight to the customers visiting Hertsi. Gaining the knowledge on value dimensions that Hertsi obtains, will create possibility for increased customer satisfaction and loyalty.

Goal is to reinforce positive image about Hertsi as a shopping centre that holds the values of its customers in high regard. And who thrives to hear their concerns and praises, in order to grow into being an important part of the area, Herttoniemi, it resides in. Another goal is to create a survey that can be reapplied at a later date to measure whether there has been changes on what customers think and value. For as stated by Weinstein (2012, 30) businesses must use nowadays a kaizen, continuous improvement, philosophy.

1.2 Research Problem

The changes in what consumers expect and value in their daily decision making, are creating need for companies to understand the fluctuating nature of value, and what creates it for their customers. Questions concerning what the value is that the company offers, are fundamentally important for companies, no matter what commodity they sell or offer. And the pursuit of understanding and mapping these values must be monitored and asked continuously. (Woodruff, R. & Gardial, S. 1996, 52) Companies that do not attempt to understand the values they provide, can in the long run suffer for it. And can be seen stagnant by consumers and be passed by a competitor that has considered the consumers thoughts and views. (Woodruff, R. & Gardial, S. 1996, 52)

The research problem in the case company is it being relatively new establishment in its area, as Hertsi -shopping centre was opened in 2020, having during the conduction of this research project been operational only around one and half years. There is no previously done research on this subject to rely on, and the survey created will give first data collected on what are the values of an average visitor to Hertsi -shopping centre. The company has extensive knowledge on the demographic residing around and near Herttoniemi area, but no measured information on which of the customer demographic frequents the shopping centre, and what are the factors influencing this decision.

Customer value and satisfaction, as stated by Woodruff, R. and Gardial, S (1996, 108) support each other and can offer additional insights into what questions to ask and what aspects to collect information about. Because there is not information collected earlier on satisfaction or values, it limits how specifically the research question array can be generated. Creating a need to focus on constructing a wider picture with the research survey, instead of concentrating on specific known areas, that have previously been pinpointed to be of interest.

Knowledge on what to ask the customers, is one but not the only imperative for the success of the research. As listed by Woodruff, R. and Gardial, S (1996, 52) the research, to be successful, must be cautious of the following two problems; failure in creating the right questions for the research, and interpreting the information provided by the answers wrong. And as for this research not having much previous data, the questions created are directed to measure the customer values in broader concepts. Building this was a foundation for future value-mapping research. As research into the values is a continuous process, that must be repeated and followed up on.

1.3   Research Objective

The main objective for research is to collect information to be used in decision making. (Stevens, Loudon, Ruddick, Wrenn & Sherwood. 2005, 2) And as stated by the Stevens et al. (2005, 2) the research should always concentrate on creating information to ease the decision-making processes of a company rather than focusing on what research techniques to utilize and how. It is more important to think why the research is done, and what the results can provide for the company.

The objective of the research is to gather information on the values of the customers of Hertsi -shopping centre, and to create an understanding on what values they already perceive the company having. In understanding these values new strategies or ideas can be created by the company, and points of interests can be identified in the company. These points of

interest can be developed to better answer the needs and wants of the customers, to increase the value perceived. Secondary objective of the research is to offer an insight on who the respondents are, and what are reasons for them to visit the shopping centre. The company already had a knowledge on the demographic living around the Herttoniemi area, in which the shopping centre is located, but lacked knowledge of how many of them are visiting their stores and services.

1.4   Introduction to Case Company

The company Hertsi, is a shopping centre located in Herttoniemi, Helsinki region. Herttoniemi is currently an up and coming area with continuous growth in the area´s population, currently residing nearby is around 48 000 residents, and by 2030 it will have grown by 17 000 residents, if the growth stays linear to past years. The shopping centre was opened on March in 2020, to offer residence of Herttoniemi area a place for everyday necessities.

Hertsi intends to become the heart of Herttoniemi, offering the residents with wide variety of services and stores.The multiple services Hertsi offers covers everything from the needs of large families to those of a single person households. Every age group has also been taken into consideration within the service selection of 50 different service and commodity providers, that varies from healthcare to beauty related services, to cafés and even a library can be found within the shopping centre. Prisma hypermarket, the largest store around Herttoniemi can also be located within the Hertsi structure. Herttoniemi is intend upon providing the populace of Herttoniemi everything they need without needing to travel far from home.

Population near Hertsi is comprised of Working adults, families, students and retirees, with family and retiree households being the most numerous. Varied population will guarantee a growing need for different types of services and products. Meaning the residents offer great purchasing power, giving Hertsi an ample chance for growth.

Hertsi is easily accessible with several transportation options, such as metro, car, bus and by foot. And for the elderly residence of Herttoniemi it offers an easy option for living and management of every day needs, as Hertsi is a hybrid containing elderly care housing units within. Normal apartment complexes can also be found adjacent to Hertsi, in its vicinity.

Customer value research will help Hertsi to find more ways to thrive in becoming the best neighbour as stated in one of their slogans "Palvelempaa naapuria saa hakea", roughly translated "You will have to look for a neighbour that serves you better".

2   Theoretical Background

2.1   Thesis Research

The subject, customer value, was deemed a necessary subject for observation and the collection for information, through company requirements. The company, Hertsi shopping centre, is relatively new to the Herttoniemi area, construction being finished in 2020. Which was in direct correlation to the need in understanding the residents of the area, to be able to build relationships and gain loyalty towards the company.

The theory of the customer value is collected through variety of published literature and articles. And to build a solid base for the thesis the most topically relevant subjects are discussed below. From how the customer value is determined, to how it can measure and used to build plans for the company in the future.

2.2   On Customer Value

Defining Customer Value can contain, as Woodruff, R. and Gardial, S. (1996, 54, 63) have stated, a combination of a large sum of possible definitions and perspectives. From several fields of study from psychology to marketing. The values affect the decisions made by individuals consciously or subconsciously in each choice they make on a daily basis. Or as Weinstein, A. (2012, 4) wrote that the values are abstract concepts of what is considered by an individual to be worthwhile or desirable.

How a customer perceives and creates value contains multitude of aspects, aspects that Woodruff R. and Gardial S. (1996, 63) introduced. The four aspects mentioned by the authors are In Use Value and Possession Value, Value Trade-off, and Dynamic Aspect. These four aspects define the value an individual perceives in a product or service, and upon which they will base their decisions on.

In use value is defined as what an individual will get from the usage of a product, whereas possession value is what benefits or sentiments an individual perceives the product giving them for possessing it.
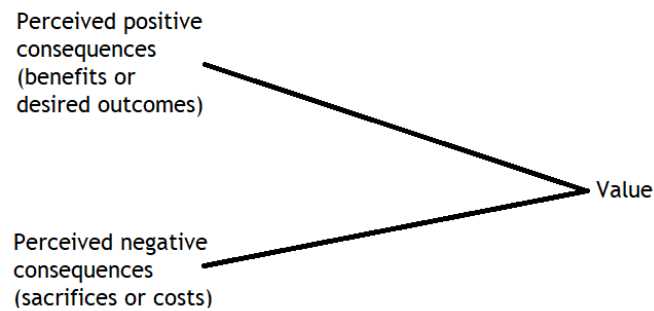
Figure 1 Value Trade-off. (Woodruff & Gardial 1996, 58)

Trade-offs in value are costs or sacrifices an individual is ready to make to get positive benefits, making the total sum of positive benefits and trade-off value into the actual value of a product or service in question.

Dynamic value investigates the linear evolvement of a product or service, what changes might happen during or after the use of product. Woodruff R. and Gardial S. (1996, 63) gave an excellent example for this, showing how consumers opinion about a car can fluctuate after purchase, based on experiences they have while using the product, and how actively company works towards resolving possible frustrations or troubles in product usage, as well as maintaining the relationship. These all can through time change consumers perceived value of a product, service or even the company.

In sum Customer Value is created from what an individual perceives to be meaningful in their life, or what makes their daily lives more proficient. And as Connelly (2014) wrote, understanding and knowing the value metrics is important in the long-term growth for the company. Because having an understanding on the values the customers have will help to shape future for each department inside the company, from management to marketing.

2.3   Measuring and Analyzing Customer Value

Value is a concept that is precarious to measure, and as stated by Woodruff R. and Gardial S. (1996, 13) getting full information about the consumer will require the company to invest time, effort and persist on their research on the subject. It is also revealed by Woodruff R. and Gardial S. (1996, 13) that customer value dimensions, or CVD for short, are crucial aspects to identify in order to be able to determine the key values among them. These being the values on which the companies must focus on maintaining.

Knowing who the high priority customers are, benefits the research on determining the value dimensions a company might have. As mentioned by Woodruff R. and Gardial S. (1996, 39) knowing who to study provides the company with more insightful information on customer value dimensions.

Customers might in fact have values that the managers or researchers might not be aware of or realize to even consider in their business activities and plans. Understanding why the customer prefers certain products, services or companies over another is at the centre of customer value determination. And as mentioned by Woodruff R. and Gardial S. (1996, 55) they fulfil a purpose that a customer wishes to accomplish, so knowing what the purpose is holds great importance for the success in determining the value a customer sees in a product or service.

In some cases, the end-user of a product might not be the one who decides upon the value of the product or service. According to Woodruff R. and Gardial S. (1996, 118), key customer is not always the one who contributes largest portion to sales. Key customer can also be someone whose opinion is held highly by others, or individuals who in the future will become part of the customer base.

Customer value can be best determined by using qualitative techniques, including observation and face-to-face interviews. And as Woodruff R. and Gardial S. (1996, 159) have expressed, this is because qualitative techniques give an opportunity to understand the customer in a more in-depth aspect. Qualitative techniques offer the opportunity to get unexpected answers and, in this way, has a higher possibility to offer the company insight into what the customer truly values. As opposed to quantitative methods that are highly structured, and which ability to offer new insights is limited to the questions and answers provided by the researcher or company. In sum quantitative research methods, such as surveys, offer data that is easily collected and can be processed and analysed fast. But does not offer as comprehensive understanding into the customer values as the qualitative techniques. Which are harder to analyse and take more time but offer more insight into the true values of a customer.

2.4 Customer Satisfaction versus Value

There is a strong connection between customer value- and customer satisfaction research, but they do not measure the same aspect. The value research focuses on what is expected of the product or service, giving company a possible plan for the future. Whereas the satisfaction research focuses on providing the company information on what happened during and after the purchase of the product, how did it meet the expected criteria in use. Giving the company more of a performance review. (Woodruff, R. & Gardial, S. 1996, 95)

However already available research on customer satisfaction can give the customer value research direction in what to measure. As the data given by the customer satisfaction research gives information about the post purchase of a service or product. (Woodruff, R. & Gardial, S. 1996, 95) The timelines on when these two research are conducted differ as well, satisfaction research that can only be conducted after the purchase and use of the service or product, and value research that can be conducted anytime in the product or service lifeline. (Woodruff, R. & Gardial, S. 1996, 97)

In sum, the customer value research can benefit from the satisfaction surveys available, in identifying parts in the company operations, product line or service, needing clarification on what are the main points of interest that are affecting these negatively or positively. (Woodruff, R. & Gardial, S. 1996, 95)

2.5   Predicting Customer Value

Customer value is in a continuous flux, prone to changing with time, for several different reasons or through experiences gained. And these changes will create opportunities for the companies or suppliers who could predict them happening (Woodruff, R. & Gardial, S. 1996, 278). To be able to gain the ability to foresee these changes companies must always remain vigilant, and rely on value research and customer satisfaction reports. These two together can reveal possible changes in what the customer might expect or demand from the company´s products or services in the future. Quick response strategies, in which the company is ready to change their operations when detecting changes in their customers, can also offer a strategy in keeping the competitive edge to others (Woodruff, R. & Gardial, S. 1996, 280).

There are several forces that can affect the customers opinion about a product, service or company.Woodruff, R and Gardial, S. (1996, 283) have made two point statement on how to approach the study of these forces, first being that the value changes are not random, and second one being that the force affecting the change are more predictable than the change occurring from it. The identified forces by Woodruff, R & Gardial, S (1996, 283) are macroenvironmental, competitive innovation, emerging new markets and customer use situation.
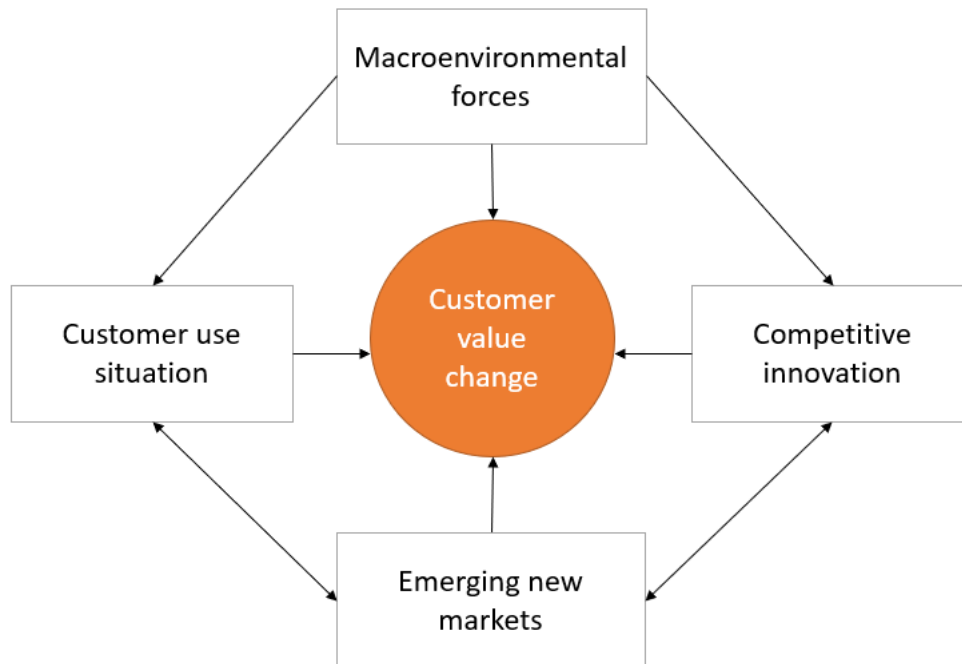
Figure 2 Sources of changes in customer value. (Woodruff & Gardial 1996, 284)

Macroenvironmental force is most easily detectable for the company, and measured by the company, as it consists of forces that are technological, social, natural, or political (Woodruff, R. & Gardial, S. 1996, 283). Even though varied by type, what all these forces have in common, is that they affect every customer in one way or another and are sure to fit into their value system. Macroenvironmental forces include the demographics of population as well, whose shifts can affect greatly a company (Woodruff, R. & Gardial, S. 1996, 284). A shift in the age composition alone would alone, for example, require the companies to refocus their services and product range.

Competitive innovations reshape the market, by forcing other companies to adapt. Innovation does not need to be any greater than for example a change in distribution, to build a new standard into what customer comes to expect and value (Woodruff, R. & Gardial, S. 1996, 286). For this, companies must be open for trying out new operating models, or products. Because if company is too complacent, they might realize too late to change, customers already having placed another company above them.

Emerging new markets are often created by other forces, for example Environmental concerns, arisen from macroenvironmental forces, have made consumers value environmentally conscious companies, that operate responsible manner (Woodruff, R. & Gardial, S. 1996, 287). Insight to these kinds of changes can be found by following the speeches of influential people, politicians, business spokesperson, and so forth.

Customer use situations are dynamic force. The changes to value and opinions, are created gradually and are often affected by forces and situations a company can does not foresee or prepare for. Collection of data through satisfaction surveys or contacting the customer after purchase is crucial to detect possible changes in the value of a service or product. (Woodruff, R. & Gardial, S. 1996, 288)
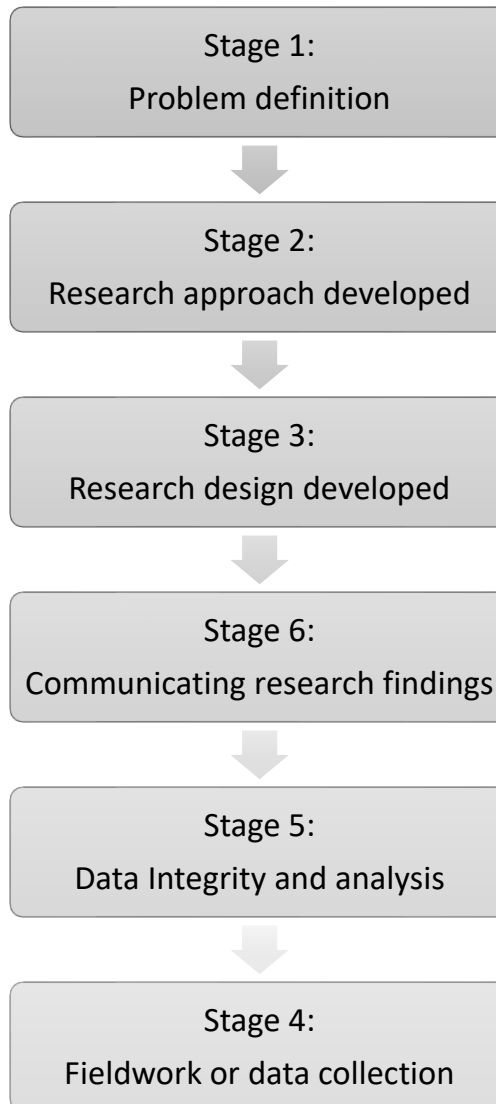
3   Methodology

3.1   Research Process

Figure 3 The Marketing research Process. (Nunan 2020, 9)

I have focused my research schedule and process, after the model chart by Nunan, D. (2020, 9) It takes into consideration the main points in research, and what to consider in order to explore a chosen research subject in the most effective way possible. With this research I intend to explore the values placed on a company, shopping centre, and provide the managers information to identify possible marketing approaches to better reach their customers. And as stated by Nunan, D. (2020, 5) research is there to offer new approaches and ideas to develop marketing plans.

3.2   Quantitative Method

In this research the the type of data collected is considered primary and is collected from a predefined sample group of people. The gathered data is quantitative and collected using a structured questionnaire. Structured data collection, as stated by Nunan, D. (2020, 263) gives the researcher a straightforward base, in which the questions are categorized for easy analysis of the answers provided by the respondents.

Quantitative data creates an opportunity for the research to be conducted in easily measurable format and offers clear guidelines to data collection. Quantitative data is most effective, as mentioned by Woodruff, R and Gardial, S. (1996, 159), when the content is previously identified, and the research questions are known to the researcher. Quantitative data has disadvantages, if the research is trying to find new measurable content, which is why the research includes few open-ended questions. These open-ended questions will offer insight into what the respondents are passionate about, enough so to add it into the research answers.

3.2.1   Survey Method

Survey was chosen as the method on which the data were to be collected from the respondents. This method ensures the research with easily measurable information, that can be analysed in concise manner. Surveys do however have some potentially problematic factors that must be considered. According to Stevens et al. (2005, 159) the surveys, even though easily implemented, without much of a cost, can have problems with collecting the results if respondents are not motivated to answer, as well as the researcher not being able to actively control the result frequency or amount.

Survey is found to support a structured method for data collection, and as stated by Nunan (2020, 263) on structured data collection it fits well to an undisguised questionnaire type, where the questions asked are clearly showing the respondent the intent behind them. Most of the questions will offer the participant with fixed-response-alternatives. Fixed-response-alternatives ensure that the answers collected do not offer too large variety of responses, and in this manner are easily measurable, and analysed (Nunan, D. 2020, 263).

Survey was designed with the support of the company, and gone through three times, to ensure the wording of the answer options and questions could offer the research information on what is valued by the respondent. Because the survey being first of its kind to be conducted by the company to measure the values of their customers, the questions and topics were created to measure customer values in a broader concept. Through which later additional surveys can withdraw information from and create even more detailed questions.

3.2.2   Creating Questionnaire

Questionnaire is an important part to any research, and it dictates in how and to what the research concentrates on. According to Stevens et al (2005,134) the questions should always support the objective of the research and should strive to make certain that the questions asked do not offer possibility for misinterpretation. It is imperative for a questionnaire to be created in a precise and structured manner, that the respondent can easily follow and understand. (Stevens et al. 2005, 135) The usage of overcomplicated terms and excessive number of questions revolving around same answer, can cause the respondents to tire and lose interest. And as stated by Stevens, Wren, et.al (2005, 135) this can lead to "early terminations and incomplete or inaccurate information".

The questions in a questionnaire must always offer answers relating to the research being conducted. And as stated by Stevens et al. (2005, 135) the structure of the questionnaire can be disguised or undisguised, undisguised being one where the respondent can clearly see the objective of the research, in comparison to disguised one where the researcher is trying to gather answers on a subject that is hidden from the respondent. This is to get answers that are not influenced by the questions or by the provided answers. These two structures can be divided to additional question types. The types, as listed by Stevens et al. (2005, 135) are as follows:

Table 1 Questionnaire Structure (Steven et al. 2005, 135)

Structure type:	Definition:	Example:
Structured-Undisguised	Questions are often provided with answer options. Respondent is informed about the purpose for research.	Surveys, with answers that clearly show what question the researcher wants to solve.
Structured-Disguised	Questions provided with possibly answer options. Respondent is not informed about the purpose for the research.	Survey, with answers and questions that do not show what data the researcher is after.

Unstructured-Undisguised	Questions provided let the respondent start a conversation. Respondent is informed about the purpose for the research.	Interviews, with questions that show what the researcher is trying to understand.
Unstructured-Disguised	Questions attempting to gain additional information. Respondent is not directly informed why this question is asked.	Often follow up questions, trying to gain greater insight to answers already provided.

Table 1: Questionnaire structure. (Stevens et al. 2005, 135)

Direction and ideas for the questions were given by the company, the main objective for them being to gain insights to what the consumer choosing Hertsi, shopping centre, values most in their visit. The questions were created to be undisguised, clearly showing the interest of the company for the opinions of the respondents. It is also clearly stated in the foreword of the questionnaire why the questionnaire was created, and what it is hoping to gain from the respondent. This is to create transparency and a feeling for the consumer answering the survey, that their answers are going to be used to improve the company. Some of the questionnaire´s questions were also given an unstructured-disguised questions, in which the respondent can offer an answer that can create new information for the research, and to generate possible new categories for analysis part. The questionnaire was reviewed by the company, and the few of the questions were given more options, as well as few of them being redacted, because the information that they would have provided was not deemed necessary by the company.

The questionnaire was given a precise structure, with five parts, to help create a form in analysis. The questions and structure are as follows:

1. Beginning of the questionnaire consists of questions that are determining who the respondent is, such as age and gender. As well as a open-ended question, about the area code they live in.
2. After determining who the respondent is, second part consists of questions created to understand how frequently they visit the shopping centre, how do they arrive there,

and why. This part is multiple choice questions, with one offering opportunity to add an answer that was not found in the answers provided.

3. Third part is a multiple choice, Likert scale, question. Collecting information on what are some of the respondents' internal values. And how they create decisions.
4. After collection of the respondent overall values, there are structured multiple-choice questions regarding the shopping centre itself, and what are the values it provides. With some of the questions in the Likert scale format, as well as open ended ones for the respondent to voice their ideas or opinions.
5. The questionnaire is finished by with an open-ended question, asking for added input from the respondent.

The questionnaire is mostly created with multiple-choice questions, to analyse and find key points of interests. The open-ended questions are both to provide clarification to previous multiple-choice question, or in few instances to give the respondent opportunity to voice their opinion or share ideas. These questions, where the respondent has taken time to write a reply, must be taken into consideration, as they can possibly give new insights or ideas for the company, and are clearly something the respondent feels strongly about.

4   Empirical Research

4.1   Online Survey

The questionnaire is created into an online survey format, to make the collection of answers both more accessible and for the researcher to review. Online surveys are easy to access for the respondents because of the technology becoming ever more accessible, and part of everyone´s life (Nunan, D. 2020, 265). Online surveys also boast several other advantages, as mentioned by Nunan, D. (2020, 267) the online survey can collect information quickly if necessary and the company knows the respondents contacts. Online survey is also low-cost method to collect data, and it can be created visually attractive and pleasant to answer for the respondent. And it cannot be influenced by the interviewer, whereas in a face-to-face interview, where the respondent might feel uneasy to voice their opinions or take queue from the facial expressions of the interviewer. (Nunan, D. 2020, 267)

Online surveys have disadvantages, that were considered creating the research. The respondents from the internet might not be the customers visiting Hertsi, being one of the main concerns. Or that they might give answers that do not reflect truthfully their opinions. A phenomenon called trolling, creating intentional irrelevant or insulting content (Merriam Webster 2021), has become an issue that can harm the results collected. These two possibilities were taken into an account, when later considering the channels in which the survey could be shared in.

4.2   Outline of Questionnairy

The survey was created to answer a question regarding what the customers value, and to give the company a better understanding on what type of people frequent their premises. The questions within the survey were for this reason divided and sectioned in a way that would answer both questions, of who the respondent is and what do they value when visiting a shopping centre.

First part of the questionnaire aims to determine who the respondent is. For this reason, the first question is about the age of the respondent. Questionnaire answer options are given and divided in different age groups. "Under 15" being the first, that will show that the respondent is most likely not responsible of their own finances and rely on an authoritative figures decision to be allowed to visit places. "15-20" is the second choice that will show that the respondent is young person who might set trends for future. Choices "21-30" and "31-45" respondents can be expected to have reached financial stability and might consist of singles or couples. Choice "46-55" respondents can be expected to know from experiences what they

value, just as the next two options "56-70" and "over 70". What also can be seen from the question involving age, is what type of differences or similarities they share. Similarities in answers regarding values found can then be focused on.

Second question is about the gender of the respondent. "Female" and "male" answer options are accompanied with "other" and "I do not want to say", for the purpose of giving the respondent opportunity to choose how they identify themselves. The answer here will focus on recording what differences gender might make in what is valued or why the respondent visits the shopping centre.

The postal area code of the respondent is asked next, this will give a general idea on how close or far from the shopping centre the respondent is living at. What is the distance they are traveling to get to the shopping centre? This question will be looked in relation to the questions later regarding how they get to the shopping centre or why they visit it.

Question number four "I visit Hertsi…" is an open ended one, with answer options provided for the respondent. This question is a multiple-choice question, as the respondent might have several reasons for their visit. The answers provided are possible scenarios and reasons for the visit. "On my way to or from work" will show the respondent works someone nearby or goes past Hertsi daily on their way to the workplace. Answer "I live close by" tells with the previous question regarding the postal area code that the shopping centre is where they prefer to go for the convenience of its location. Answer option "I get my day-to-day purchases there" shows that the shopping centre is a place the respondent frequents. Answer "I visit on my free-time" shows that the respondent might like the shopping centre as a place to spend time. Whereas "I do my weekend shopping in" shows that the respondent visits the shopping centre for clear purpose of purchasing goods. The last option "I do not visit Hertsi" is added for the respondent who does not consider Hertsi -shopping centre to be a significant enough part of their life.

Fifth question "Do you visit Hertsi because of a specific store or service?" delves more deeply into the fourth one if the respondent wants to elaborate. This question requires a written answer, which also gives the respondent opportunity to simply write that they do not have any specific reason for their visits. The answers in this question will give a general idea however what stores or services are appreciated by the respondents.

Question number six "I visit Hertsi" is about the frequency of the the respondents visits to the shopping centre and the question is provided with answer options. The answer options are as follow "Daily", "Weekly", "1-2 times a month" and "Less or never". The frequency to visits will show, like question four, how informed the respondent is about Hertsi.

Seventh question is "How do you arrive to Hertsi?", inquiring the chosen method of transportation of the respondent. This will give information on what type of transportation is most preferred, and possibility to improve the ability to reach Hertsi through this method. The answer options vary between non-public transportation methods such as "by foot", "by bicycle" and "by car". To public transportation methods "by bus" and "by metro". Option for "other" is provided as well. Question number eight is related to the seventh, giving and option to the respondents that answered "other" to clarify, and possibly offer new insight for the future questionnaires.

The question number nine is added to determine what services the respondent favours when they visit Hertsi? "What services do you use most when visiting Hertsi?" gives the respondent answer options of the types of services that can be found within the shopping centre. These answers will give information on what service gives the shopping centre value for the respondent. And what can be considered to be of most value creating stores or services inside the shopping centre.

Question number ten "How well does the claims here reflect your opinions?" is created with Likert scale, giving the respondent five answer options from "Does not reflect my opinion" to "reflects my opinion well", the middle option was changed from "I can not say" to "I can not say either way" in hopes to make it less appealing. Use of Likert scale will provide the respondent with a change to answering with relatively easy answers, forcing them to give more thought to what they choose. (A. Burns, R. Bush. 319. 2005) Likert scale can cause the respondents to follow the middle line on their answers, but the answers that are on either of the end sides can be read to hold significant meaning to the respondent. The claims in question number ten revolve around the values affecting the respondents shopping preferences.

Question number eleven "Is the range of services in Hertsi in your opinion comprehensive enough ", has three answer options, yes, no and I do not know. After which question number twelve asks for the respondent to write down what types of services would improve Hertsi as a shopping centre. This question will give insight into question number eleven, without being too demanding for reasoning to what was answered. It was felt that if question number twelve would have been "if you answered no, why?" it might have been seen as intrusive and limited this question to the respondent group that answered eleven negatively. This way respondents with negative, positive, or neutral answers will be able to answer.

The next two questions, number thirteen and number fourteen, inquire the respondent's opinion on how comfortable and functional they find the shopping centre. These questions are on Likert scale, with five options ranging from "Very comfortable/functional" to "Not at

all comfortable/functional". This measures how the Hertsi -shopping centre is perceived by the respondent, and whether there is need for improvement on one of these areas.

Question number fifteen "What makes a shopping centre comfortable and makes it inviting to you?" has a list of answers provided, and these answers are multiple choice ones, to give the respondent opportunity to list all that they feel strongly about. This question will offer the company information on what physical or non-physical features are valued by the respondents. The last choice in answers is "other" to give the respondent, in question number sixteen the opportunity to write what they felt to be missing from the list of answers provided. The answers gotten through question number sixteen then can be in the future, added to the questionnaire.

On question number seventeen the respondent is asked to rate how well the company, Hertsi, has on their opinion succeeded in various subjects, such as recycling, supporting the local goods manufacturers, responsibility in their actions, etc. This question will give information on how ethical Hertsi is perceived as by the respondents, and whether there is something to change or highlight to their customers in the future.

The last question number eighteen "Do you have any message to Hertsi or in regards of the survey?" was added to give the respondents a last opportunity to voice their opinions or ideas. The question will also display interest towards the respondent.

4.3   Reliability and Validity

Reliability is defined by Burns, A. and Bush, R. (2005, 290) to be when the respondent is being ensured to answer questions within a parameter that are consistently like one another. In other words, the questions asked must be kept like one another with each respondent. In this research this is ensured using a structured survey with several of the questions provided with a set of answer options. And because of this the interview or data collection cannot be conducted with many differences between respondents, as the questions are clearly defined in advance.

Validity is how the accuracy of a research, this is described by Burns, A. and Bush, R. (2005, 291) to measure how valid the information gathered was. Whether the answers gathered from the respondent truthfully and accurately displayed their thoughts. It is stated that in some instances such social pressure the respondent might feel inclined to exaggerate or downplay their responses. This research was designed to give the respondent with anonymity, and to not delve too deeply into the areas, such as financial, where the respondent might feel the

need to bend the truth. Most of the questionnaire is comprised of questions that can be as well analysed against each other to look for inconsistencies.

4.4   Execution of Survey

The questionnaire created was put into an online format, and it was also planned to be distributed through online channels by adding the link to it to the company's social medias. But due to the risk of getting data that is from an outsider or a person who does not frequent Hertsi -shopping centre, or who is not answering truthfully, this approach was changed into face-to-face interview approach. The questionnaire however was kept as an online survey because with it the answers can be collected and stored in an efficient way for their analysis.

The face-to-face approach guarantees that the questions and answers are understood by the respondent, as the interviewer can offer clarification if it is needed (Nunan, D. 2020, 274). Face-to-face approach, instead of relying on people to answer and find a survey in a social media platform, ensures as well that the questions are collected in a specific timeframe. And as the survey created for this research is measuring customer value for the company for the first time, the face-to-face interview approach can provide it with new content or values to be added and measured in the future when the survey is re used, to see if there has been changes.

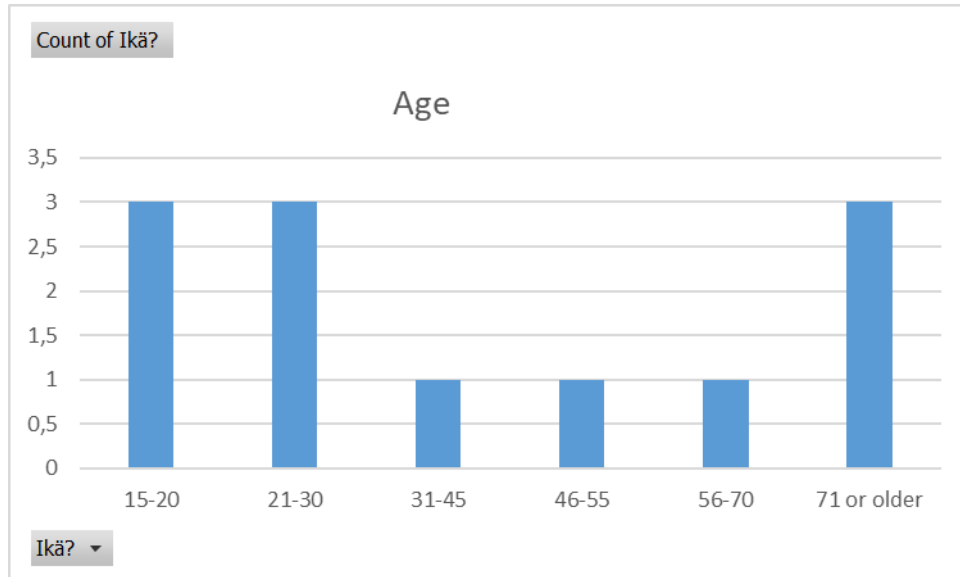## 5 Results and Analysis

5.1 Age

Figure 4 Age

The ages of the respondents varied between fifteen and over seventy-one, with the group of fifteen to thirty holding the most responses given, after the over seventy-one. The prerequisite from the company was that they have a lot of older generation frequenting them because of the elderly care housing units being in the premises. It can be deducted from the age groups, that these people have most interest towards the shopping centre, but this must be cross referenced with the question number six, as well as various other ones to give an understanding on how great of a part Hertsi plays in their lives. Preliminary this chart shows that the people frequenting Hertsi are young adults and retirees.
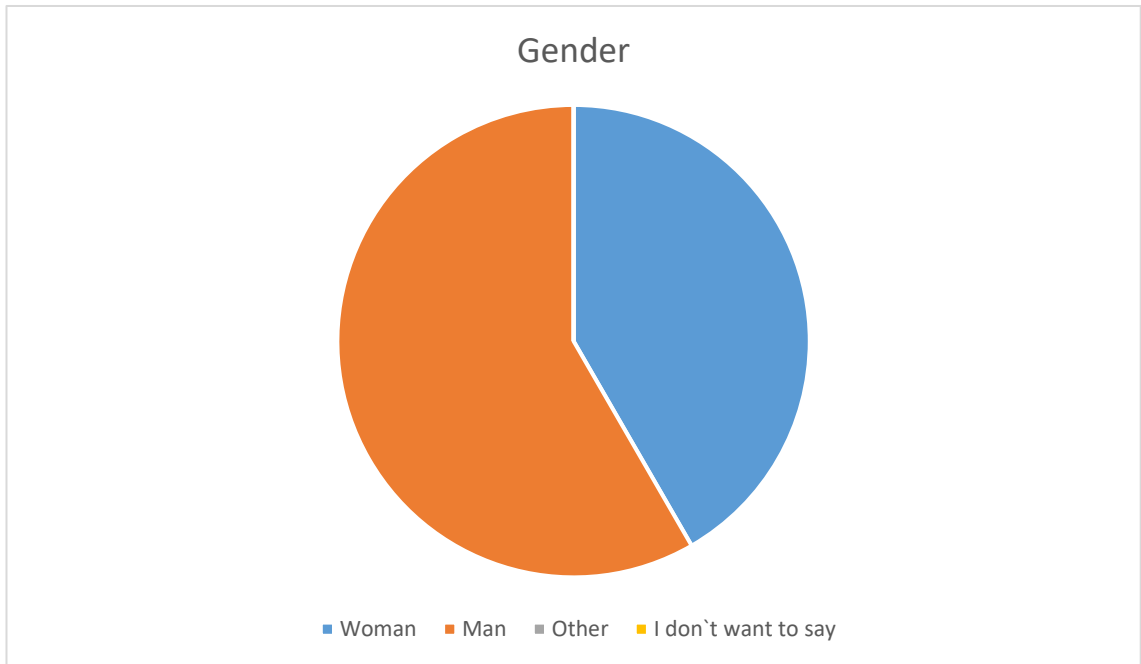
5.2   Gender

Figure 5 Gender

The questionnaire was answered by slightly larger number of men than women, seven men and five women. This shows that the shopping centre is visited by both genders equally, and that both show interest towards company to answer a questionnaire about it.

When cross referencing the ages with the gender, the responses provided by the age group of seventy-one and older consisted only of men, with rest of the groups having often both genders represented.
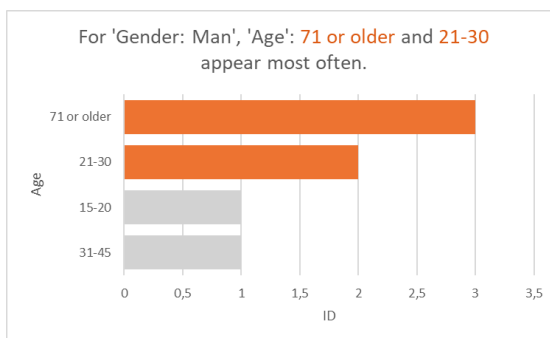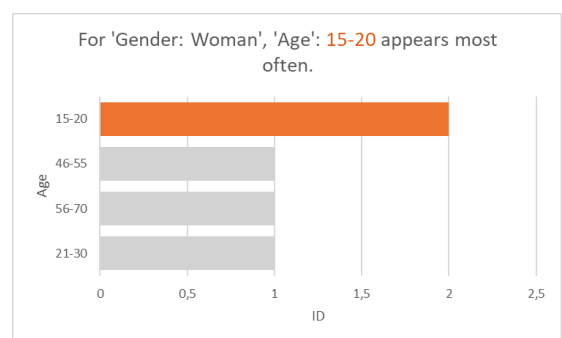

Figure 7 Age divide in Man

Figure 6 Age divide in Woman

As shown above, the average age of female respondents is lower than the males. This can be due to multiple reasons, such as the average age of the female customers of Hertsi, and the interest shown towards the questionnaire.
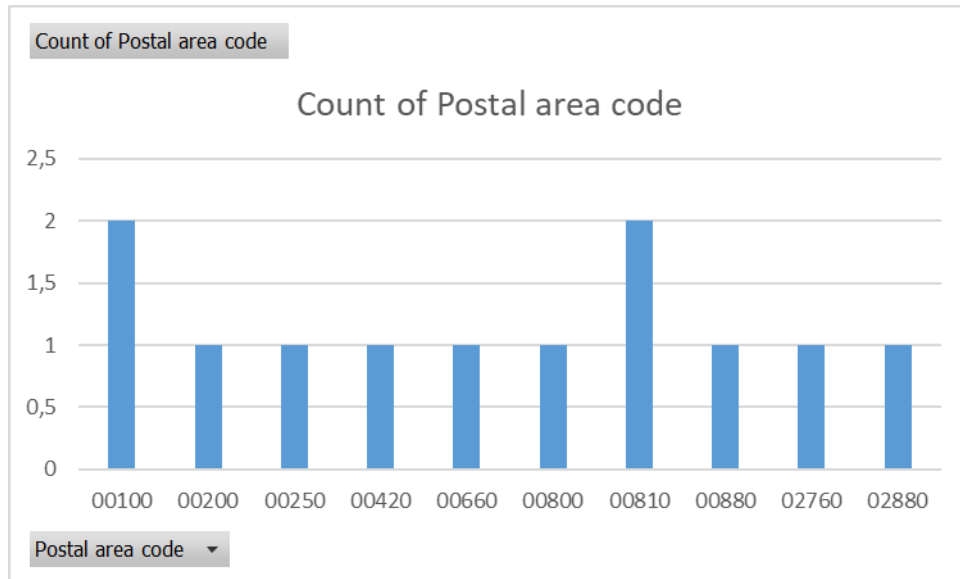
5.3   Postal Area Code

Figure 8 Postal Code

There was a variety of postal codes provided by the respondents, but upon looking into the locations where they are situated, there is clear areas that rise above others. Predominantly all the postal codes are in Helsinki, with the exception of two. Out of the codes located in Helsinki most are from Herttoniemi or areas around it and the Helsinki centre. The postal codes will provide further information towards the responses in questions such as preferred transportation to the shopping centre, as well as how often and why the respondents visit Hertsi.
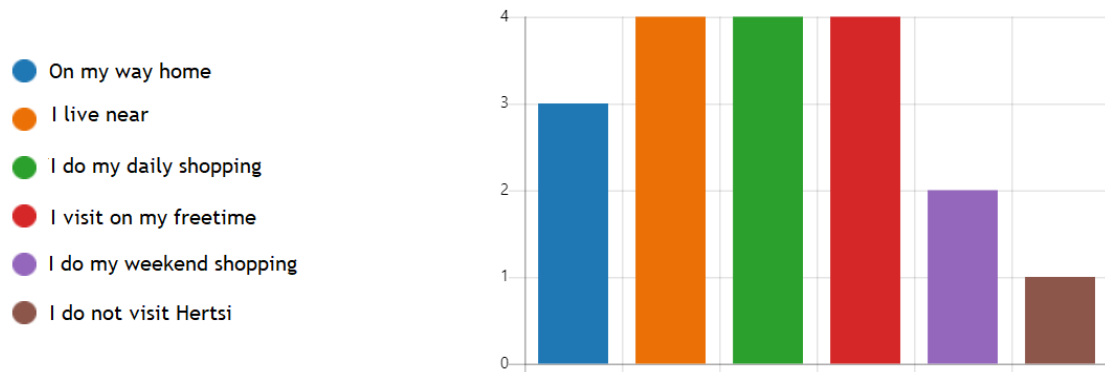
5.4   Instances for Visit

Figure 9 Reasons for visiting

The respondents were given various options for when they choose to visit Hertsi, and the most popular answer was divided between three options. These three options when compared with the postal code of the respondent are persistent, as the answer involving statement "I live near" were given by respondents whose area code indicates they live near Herttoniemi region.The respondent number two who provided the answer for not visiting Hertsi, must be taken into account when looking through the responses and insights regarding Hertsi. But their answers regarding shopping centres and what they value will still provide data.

When asked in question number five if there is a specific reason for the respondent to visit Hertsi, there were four answers given, as this one was not mandatory to answer. Out of the four answer two stated that the reason is the hypermarket Prisma. Two other respondents answered with personal reason such as working or visiting when going to see their girlfriend. Based on these answers given, Prisma can be seen as an asset to Hertsi.
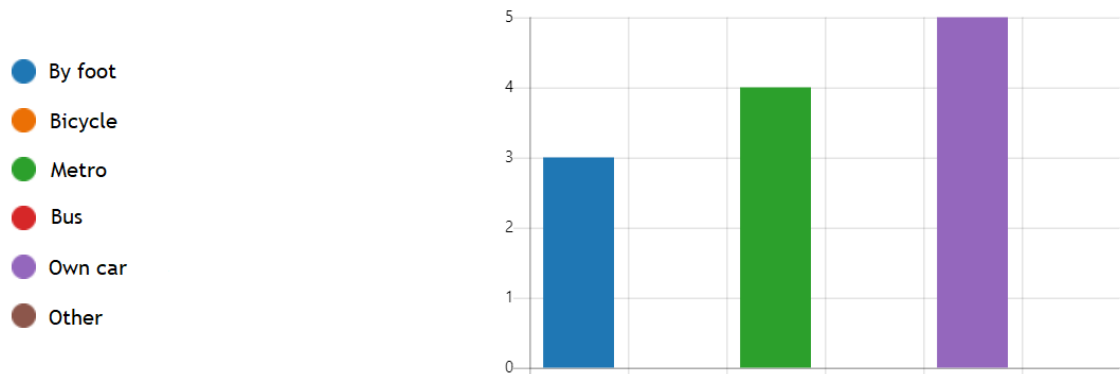
5.5   Transportation Method

Figure 10 Transportation Method

Three transportation methods were used by the respondents. By foot was favoured by respondents who live nearby and had respondent to visiting Hertsi daily. Whereas respondents that answered metro had answered visiting Hertsi on their way to work as well as their postal code indicating that they live closer to Helsinki centre than Herttoniemi. Respondents preferring their own car over rest of the transportation methods were between the ages 21 to 71 and older and lived both near and far from Herttoniemi. Respondents that answered by foot or with metro, had their ages go from 15 to 71 and older.

The answer "other" was not answered so the question number eight did not get any specifying answers. The preferred transportation methods were efficient enough for the time the questionnaire was conducted. But due to the time of the year, winter, the questionnaire might possibly yield different answers on spring or summer in preferred transportation methods.
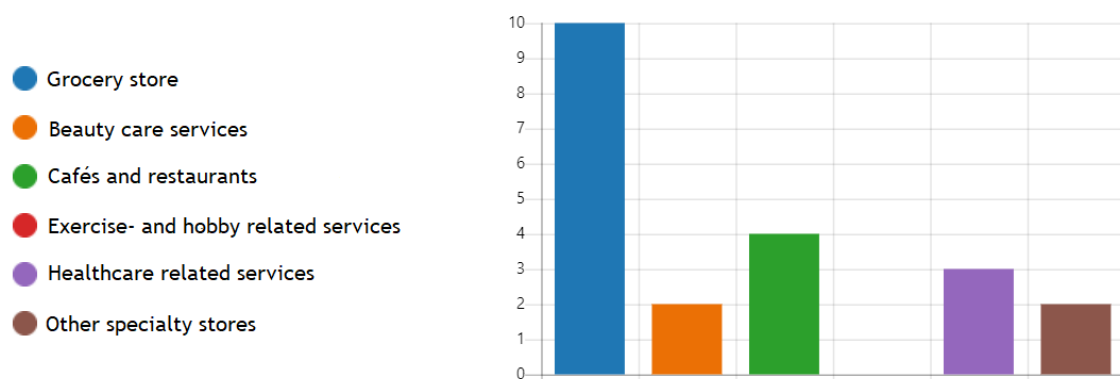
5.6   Preferred Services

Figure 11 Service Preferences

When asked about the services the respondent makes use of most when visiting Hertsi - shopping centre, the highest number of responses were given towards the grocery store. This in lines of the respondents taking time to name Prisma in earlier open question. As well as the most popular answers regarding why respondents visit Hertsi being daily- or weekend shopping. Ten out of twelve respondents had answered grocery shopping, whereas the rest of the answers can be seen related to freetime. Healthcare was chosen predominantly by respondents who do not visit Hertsi often, either one to two time a month or few times a week.
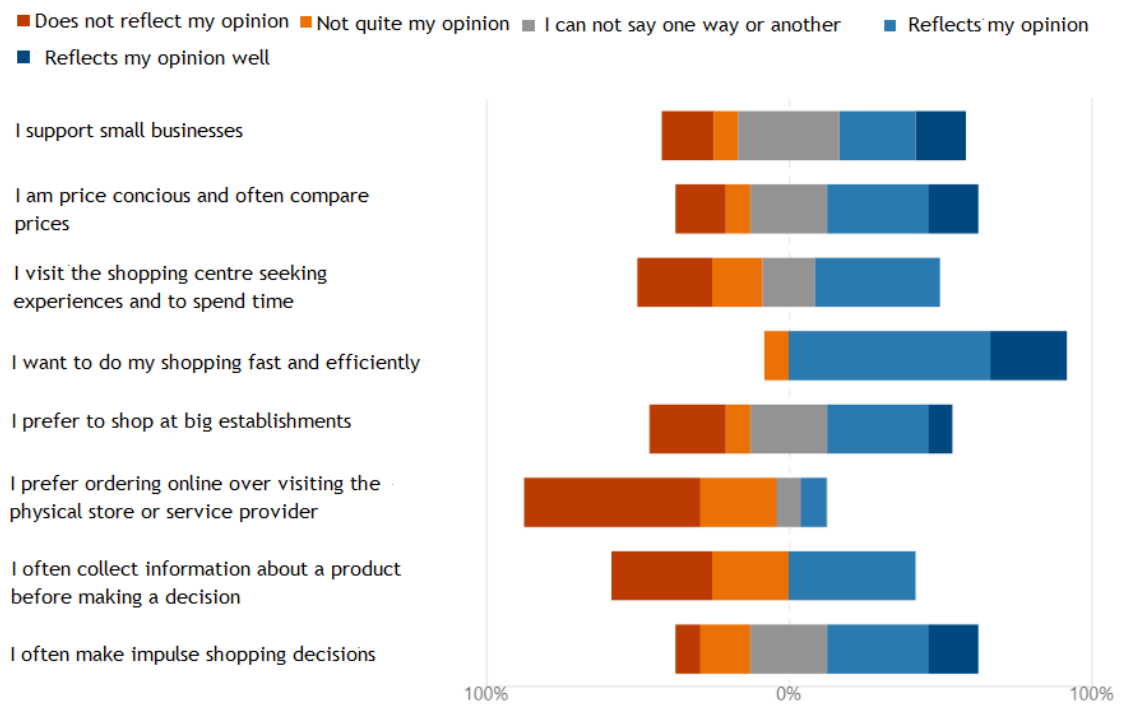
5.7   Values regarding shopping

Figure 12 Shopping preferences

The respondents were given statements with a scale to choose from. The results show what the respondent finds most descriptive of themselves when measuring how they make decisions purchasing products or services. This will the company insight in what type of shoppers their visitors are.

According to the questionnaire the respondents value the most the ability to do their shopping fast and efficiently. Out of the respondents 25 percent had chosen the reflects my opinion well -option, 66,7 percent having chosen reflects my opinion, and only 8,3 percent having chosen that it is not quite their opinion.

The data collected by the questionnaire shows as well that the respondents did not find shopping online as something they prefer to do. 58,3 percent of the respondents had chosen the does not reflect my opinion and 25 had chosen the response not quite my opinion. This shows that respondents still prefer going to the store in person to make their purchases.

The responses collected to rest of this part in questionnaire shows variety of answers, nothing standing out as much as the previously mentioned two.

5.8 Services Review

When the respondents were asked whether they find Hertsi to have enough services and stores for their needs, the results were as follows:

Figure 13 Services sufficiency

Majority found that the shopping centre offers them all the services that they find necessary to have, whereas few respondents found that the shopping centre is missing something that they must go for to another place for.

This question was followed in the questionnaire by a question regarding what the respondents wish that the shopping centre had or would add to its premises. Mostly the respondents did not think that there was something that the shopping centre is missing. Except for few that were hoping for the liquor store, Alko and sporting goods store. With one wishing that there were less salespeople who sell from their stands inside the shopping centre. Library was also mentioned, but this already exists within Hertsi, so it was disregarded.

Figure 14 Customer Wishes
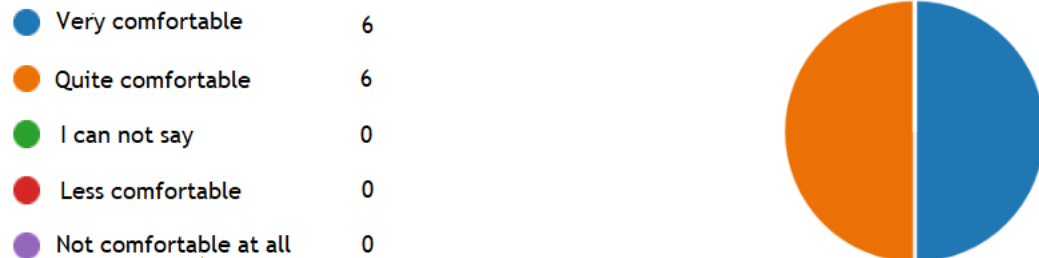
5.9 General view of Hertsi shopping centre

Figure 15 How Comfortable is Hertsi

The respondents all but agree that the shopping centre is a comfortable place to spend time or do their shopping in. Half of the respondents find Hertsi shopping centre very comfortable and rest quite comfortable.

When asked how functional they see Hertsi being the results were almost as positive as the ones gotten about the comfortability of the shopping centre. Out of the respondents 25 percent found the shopping centre to be functional and easy to find what they were looking for, and 75 percent rated Hertsi to be quite functional.

🔵 Very funtional	3
🟠 Quite functional	9
🟢 I can not say	0
🔴 Less functional	0
🟣 Not functional at all	0

Figure 16 Functionality of Hertsi

The respondents were asked to state what they find important in a shopping centre. What qualities or aspects in general invite them to visit a shopping centre, not necessarily Hertsi. This was to measure what are the aspect that are valued the most and expected from an inviting shopping centre.

🔵 Good lighting

🟠 Interior decor of the shopping centre

🟢 Ease of visiting (finding easily what looking for)

🔴 Atmosphere (sound)

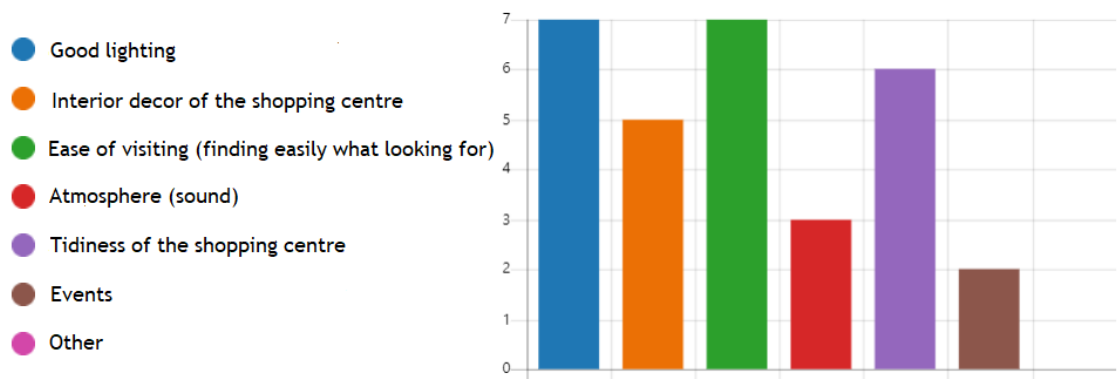🟣 Tidiness of the shopping centre

🟤 Events

🟣 Other

Figure 17 Shopping centre values

The respondents were found to value each of the categories, but good lighting and ease of visiting the shopping centre, were valued above the others. Tidiness was also mentioned consistently by the respondents. Events and atmosphere were not seen as important defining factors in what makes a shopping centre good and inviting.

5.10   Responsibility

How the public perceives Hertsi, and how responsible it is seen was measured by asking the respondents to evaluate how they find Hertsi to have succeeded in the aspects it contains. The answers collected were mostly middle ground, which shows that the respondent did not put a lot of weight into this aspect, or that they lack the knowledge of it. Lack of knowledge might contain that they have no information on what provided the word means, or that the company has not informed the public of the aspect in question sufficiently.
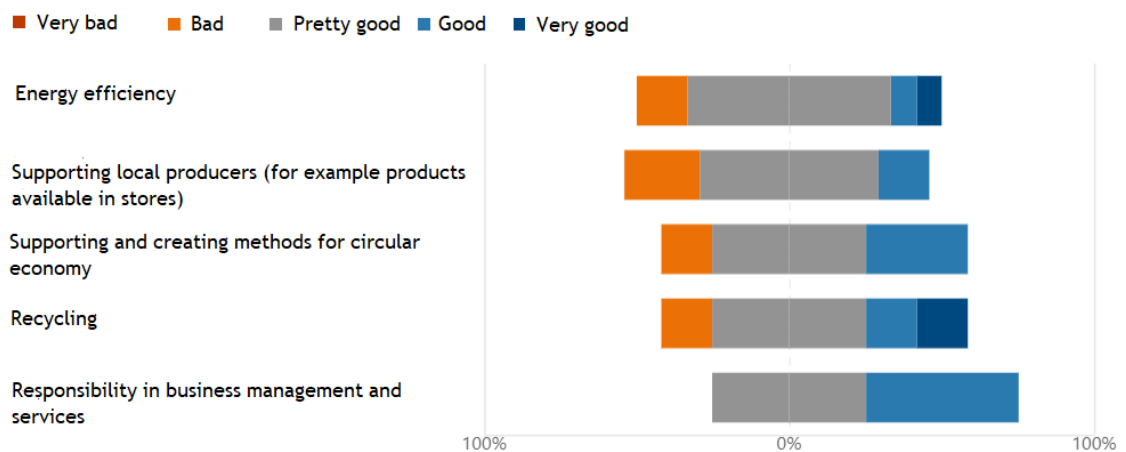

Figure 18 Responsibility

The only word that the respondents seemed to have knowledge and appreciation towards was responsibility in the business management and services, which collected positive responses with 50 percent answering good and 50 percent pretty good. And there seemed to be a degree more negative responses towards supporting local producers, with 25 percent of respondents choosing it to be handled not well.

This question provides the shopping centre insight into what should be more advertised or what the public should be more informed about. It also provides insight on what the respondents do not feel to be handled to their value standards.

5.11   Segmentation of respondents

The research was conducted to acquire a deeper understanding into the customer base of the shopping centre Hertsi. This was accomplished through the usage of questionnaire to illuminate what the consumers visiting Hertsi found important for a shopping centre to have, and what affects their decision making when choosing a shopping centre to frequent. The questionnaire showed some areas for improvement, but mostly the feedback collected was positive, which demonstrated that the company has established a good image among its customers.

5.11.1 Segmentation by age

The segmentation of the customer base was represented by all age groups by the respondents for the questionnaire. The younger respondents, between the ages of fifteen and twenty-one preferred visiting Hertsi to use the café and restaurant services, as well as grocery store. They visit the shopping centre daily and arrive by metro or by walking there. This age group showed no interest towards supporting small businesses or ordering online, wanting to do their shopping fast and efficiently, stating that they often make purchase decisions fast. They view Hertsi in positive light and find the company to be responsible in managing their recycling and giving support to local service or product manufacturers, as well as creating methods for circular economy.

The next age group, twenty-one to thirty, preferred to visit Hertsi for their grocery shopping and valued the ability to do this in an efficient manner. These respondents visit Hertsi weekly. They did not find anything missing from Hertsi and did not come up with anything they would have liked to be added into the shopping centre, besides sporting goods store mentioned by one of the respondents. Most of the respondents preferred to visit Hertsi on their way to and from work or because of living close by, preferred transportation methods were metro and own car. This age group had diverse opinions on Hertsi in how they viewed things like recycling and supporting local manufacturers, but all agreed on the company being responsible in their actions.

The age group of thirty-one to forty-five had only one respondent, so the responses have to be looked as opinions of an individual, and does not necessarily represent the opinion of all in that were in this category. The respondent does not visit Hertsi often, only few times a month, and during this uses variety of services provided by Hertsi, such as grocery store, café and restaurants, beauty- and healthcare services. Respondent values ability to do their shopping efficiently and find Hertsi to be comfortable and clean establishment. The respondent had some negativity in their responses towards energy efficiency and support of local manufacturers. But like other three before finds Hertsi to be responsible company.

Age group forty-six to fifty-five had one respondent as well. This must again be considered when looking at their responses. The respondent visits Hertsi weekly to do their daily shopping. Their preferred method to arrive to the shopping centre is their own car. The respondent visits grocery store, and values cleanliness of shopping centres when making choice on where to go. Respondent considers themselves price conscious and valued to be able to do their shopping in an efficient and fast manner, as well as informing that they do not choose to go to shopping centre to spend time. The respondent did not have any strong opinions on Hertsi or how it is managing its green values, responses were middle ground.

Age group fifty-six to seventy had one respondent as the two above, so the responses collected must be looked at accordingly. The responses collected showed that the respondent preferred visiting Hertsi on their free time, to spend time and visit variety of the services provided, mentioning their make their purchasing decisions fast. The preferred transportation method was metro. The respondent did not show strong opinions towards Hertsi, or how the company is managing themselves, the responses being slightly positive, only recycling got a negative response.

The last age group, seventy-one or over, respondents visited Hertsi to spend their free time or to do their daily shopping, preferring to arrive to Hertsi by their own car or by foot. Grocery store was mentioned by most of the respondents as the establishment they most likely visit in the shopping centre. And they all valued ability to make purchases fast and efficiently, considering themselves price conscious shoppers. None of the respondents of this age group value online shopping over visiting a store in person. The company was seen by the respondents in positive light.

5.11.2 Segmentation by Gender

The respondents of the questionnaire can be divided by gender in order to see if there are any differences between the two in what is valued. Measuring male respondents to female, it is shown that there are some differences between the two, as well as shared values. Male and female respondents both stated grocery store as what they use the most in Hertsi, but females listed café and restaurant services to be one as well, unlike most of the male respondents. Female respondents considered themselves prone to making fast purchase decisions, whereas male respondents stated they did not do fast decisions. With many of them considering themselves price conscious and often comparing prices before making a purchase choice. Male respondents were as well the ones that did not find supporting small businesses important factor when making decisions. Male respondents valued more consistently in shopping centres it to be easy to visit and find what you are looking. When Female respondents answered more consistently that they valued cleanliness and interior décor of a shopping centre. Both genders mentioned lighting of shopping centre to be something that makes a shopping centre inviting.

6   Conclusion and Summary

The research provided insight into the customers of a shopping centre, Hertsi. These answers collected were then shared to the company and presented to the teacher. Research has shown the importance of creating an information collection method to collect data about the customer base and their values. This knowledge can be utilized to create the company more prominent standing among its market and competitors. Understanding what customers value and expect from a company will be used to strengthen the business model. The questionnaire created for this research can be reused in the future to collect easily comparable data and was provided for the company for the company for this reason.

The data collected revealed that on average the people visiting Hertsi view the shopping centre in positive manner and did not have many complaints towards the company. But certain areas were discovered to be important for the respondents and managing these areas could be in the best interest of the company.

The responses collected showed that the respondents visit the shopping centre often for the grocery shopping, which makes the hypermarket Prisma one of Hertsi's greatest assets. The ability to be able to conduct shopping in an efficient and fast manner is supported by Prisma´s company model offering their customers wide variety of products, creating a possibility to focus shopping in one establishment. This also supports the appreciation that the respondents had towards an easy shopping experience, where they can find what they came looking for fast. So not having to run between several stores creates value.

This efficiency can be improved upon by listening to the wishes of the respondents, for it was stated in few occasions that Hertsi could improve itself by acquiring the liquor store, Alko, within its premises. Currently Alko is located outside Hertsi, in a separate building. Location wise Alko is not far from the shopping centre, but as the respondents did value ability to do their shopping fast and efficiently it is understandable that they would wish everything to be under the same roof. This would also improve Hertsi´s position as customers could focus their shopping in Hertsi. Instead of choosing to go to a shopping centre where their shopping would feel more convenient.

The research conducted showed key aspects that the respondents value in a shopping centre, and what they expect for it to be inviting. Even though the results had some differences when comparing between genders, the most valued aspects were lighting, cleanliness, and ability to find what you are looking for. In future these three aspects can be utilized to create more value for Hertsi. Assuring the shopping centre stays clean is a basic necessity of course, but through the research it is now known that failing to provide this it could affect the number of customers drastically. Lighting was valued over interior décor in the responses, which if at any point the company chooses to remodel can be taken into account in the plans. The ability

to conduct shopping in an easy and quick manner, requires the company to provide information and maps of the layout, which Hertsi has done. It is also imperative to provide information on the stores and services located within the premises, which also Hertsi has provided in their website. This ensures that the customer will know whether the shopping centre has what they are looking for in advance. In future follow-up research could be conducted to purely find out in more detail what stores or services are missing, that might be a cause for the customers to choose another location to shop in.

The research showed that on average the customers did not hold strong opinions towards the environmental issues. Or they lacked the knowledge on how these values are managed within the company. The answers collected were middle ground as a whole. Some indicated discontent towards recycling in the shopping centre, as well as the amount of support given to local producers, but these might be due to not having enough information on this subject. Increasing the information about these aspects will create value for the company and improve the image of the company. Currently Hertsi is providing information towards these values but finding new channels or methods might be required as the answers collected did not show the respondents to know enough to form strong responses.

Information collected can be used in future to find applicable methods for image management and to find marketing solutions. The research revealed that on average the respondents seemed to make shopping decisions on impulse, which alone can be utilized in adding banners or other marketing posters within and near the shopping centre to possibly improve sales.

The survey created for this research can be utilized at a later date in order to see if there has been fluctuations in the opinions and wishes of the customers of Hertsi. Collecting measurable data at different interwals is important in the changing market climate of today, in order for the company to stay responsive to possible changes. (Woodruff & Gardial 1996, 276)

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Appendix 1. Open-ended question answers; Do you visit Hertsi because of a specific store or service?

Appendix 2. Open-ended question answers; What kind of services could improve Hertsi as a shopping centre?

Appendix 3. Questionnaire form

Appendix 1. Open-ended question answers; Do you visit Hertsi because of a specific service or reason?

Answers collected:

"Duunissa" (Work)

"Tyttöystäväni asuu lähellä" (My girlfriend lives close by)

"Prismassa eniten" (For Prisma mostly)

"Prisma"

Appendix 2: Open-ended question answers; What kind of services could improve Hertsi as a shopping centre?

Answers collected:

"Urheiluliike" (Sporting goods store)

"Kaikkeen tarpeeseen" (For all purposes)

"En osaa sanoa" (I can not say)

"Alko puuttuu" (Alko missing)

"Alko saisi olla myös" (Should have Alko too)

"En tiedä" (I do not know)

"Kirjasto, alko" (Library, alko)

"Ei parannettavaa" (Nothing to improve)

"En osaa sanoa" (I can not say)

"Jos tulisi yksi ulkomaalainen yritys, mistä voisi ostaa tavaroita, mitkä ei löydy täältä." (If could get a foreign company, where you could buy products that one cannot find normally here)

"Ei tule mieleen" (Nothing comes to mind)

"Vähemmän ständi myyntiä" (Less sales booths)

Appendix 3: Questionnaire form

Mitä Hertsin kauppakeskus on sinulle?

Me Hertsissä pyrimme olemaan alati kehittyvä, Sinun palvelutarpeisiisi vastaava liikekeskittymä. Pyrimme toiminnoissamme vastuullisuuteen ja ottamaan huomioon asiakkaidemme toiveet.

Kyselyn tavoitteena on selvittää Hertsin asiakkaiden ajatuksia Hertsistä sekä auttaa sitä kehittämään palvelujaan. Kyselyn kautta selvitetään myös tottumuksia ja toiveita kauppakeskuksia kohtaan yleisellä tasolla.

Kysely toteutetaan yhteistyössä Laurea Ammattikorkeakoulun kanssa.

Vastaaminen on vapaaehtoista ja tapahtuu nimettömästi. Vastauksista ei voi päätellä henkilöllisyyttäsi. Vastaukset käsitellään luottamuksellisesti ja tietoja ei luovuteta ulkopuolisille.

Kyselyyn vastaaminen vie noin 10 minuuttia.

Kysely on auki __.__.____ päivän loppuun asti.

In english:

What is the shopping centre to you?

We at Hertsi thrive to be an ever improving shopping centre, responding to Your service needs. We aim to be a responsible company and try always to take our customers wishes into consideration.

The goal of this survey is to find out the thought of Hertsi´s customers, in order to help Hertsi to improve their services. Information about the general habits and wishes towards shopping centres are also collected through this survey.

The survey is being implemented in cooperation with Laurea University of Applied Sciences.

Responding to survey is voluntary and anonymous. Your identity can not be determined from the answers. The answers will be handled in confidence and will not be shared to a third party.

Evaluated response time is 10 minutes.

The survey will be active until the end of __.__.____

1.Ikä (Age)

Alle 15 (Under 15)
15-20
21-30
31-45
46-55
56-70
71 tai vanhempi (71 or older)

2. Sukupuoli (Gender)

Nainen (Woman)
Mies (Man)
Muu (Other)
En halua vastata (I don´t want to say)

3.Postinumerosi (Your postal code)

: (avoin) (open)

4.Hertsissä asioin (I visit Hertsi..)

Työmatkalla (On my way home)
Asun lähellä (I live close by)
Teen arjen ostokset ja -hankinnat (I do my daily shopping)
Vierailen vapaa-ajalla (I visit on my freetime)
Teen viikonloppuostokset (I do my weekend shopping)
En asioi Hertsissä (I do not visit Hertsi)

5 Asioitko Hertsissä jonkin tietyn liikeen tai palvelun takia? (Do you visit Hertsi because of a specific service or reason?)

6.Asioin Hertsissä (I visit Hertsi)

Päivittäin (Daily)
Viikoittain (weekly)
1–2 kertaa kuukaudessa (1-2 times a month)
Harvemmin tai en koskaan (Less or never)

7. Miten saavut yleensä Hertsiin? (How do you arrive to Hertsi?)

Kävellen (By foot)
Pyörällä (Bicycle)
Metrolla (Metro)
Linja-autolla (Bus)
Omalla autolla (Own car)
Muulla (Other)

8. Jos vastasit edelliseen "Muulla", millä? (If you answered "else", specify)

: (avoin)

9.Mitä palveluita käytät eniten Hertsissä asioidessasi? (What services do you use most when visiting Hertsi?)

Päivittäistavarakauppa (Grocery store)
Kauneudenhoitopalvelut (Beauty care services)
Kahvila- ja ravintolapalvelut (Cafés and restaurants)
Liikunta- ja harrastuspalvelut (Exercise- and hobby related services)
Hyvinvointi- ja terveydenhoitopalvelut (Healthcare related services)
Muut erikoisliikkeet (Other specialty stores)

10.Miten hyvin seuraavat väittämät pitävät paikkansa sinun kohdallasi? (How well does the claims here reflect your opinions?)

(Ei pidä paikkaansa – Ei pidä niinkään paikkaansa - En osaa sanoa kumpaankaan suuntaan – Pitää paikkansa - Pitää hyvin paikkansa)
(Does not reflect my opinion – Not quite my opinion – I can not say one way or another – Reflects my opinion – Reflects my opinion well)

-Väittämiä : (Statements)

- Tuen pienyrittäjiä.(I support small businesses)
- Olen mielestäni melko hintatietoinen ja vertailen hintoja keskenään. (I am price concious and often compare prices)
- Tulen hakemaan kauppakeskukseen elämyksiä ja viettämään aikaa. (I visit the shopping centre seeking experiences and to spend time)
- Haluan hoitaa ostokseni nopeasti ja tehokkaasti. (I want to do my shopping fast and efficiently)
- Keskitän ostokseni isoihin toimijoihin. (I prefer to shop at big establishments)
- Tilaan mieluummin tuotteet verkkokauppojen kautta kuin käyn kivijalkamyymälöissä. (I prefer ordering online over visiting the physical store or service provider)
- Kerään yleensä ennakkoon tietoa tuotteista ennen ostopäätöksen tekemistä. (I often collect information about a product before making decision)
- Teen ostopäätöksen usein hetken mielenjohteesta. (I often make impulse shopping decisions)

11. Hertsin liikevalikoima on mielestäni tarpeeksi kattava. (Is the range of services in Hertsi in your opinion comprehensive enough?)

kyllä – en osaa sanoa – ei (yes – I can not say – no)

12. Minkälaiset palvelut tai toiminnot parantaisivat Hertsiä kauppakeskuksena? (What kind of services or functions could improve Hertsi as a shopping centre?)

: (avoin) (open)

13. Miten viihtyisinä pidät kauppakeskuksemme tiloja? (How comfortable do you find our shopping centre?)

(Hyvin viihtyisinä – Melko viihtyisinä – En osaa sanoa – Vähemmän viihtyisinä – Ei lainkaan viihtyisinä)
(Very comfortable – Quite comfotable – I can not say – Less comfortable – Not comfortable at all)

14. Miten toimivina pidät kauppakeskuksemme tiloja? (How functional do you find our shopping centre?)

(Hyvin toimivina – melko toimiva – en osaa sanoa – vähemmän toimivina – ei lainkaan toimivina)
(Very functional – Quite functional – I can not say – Less functional – Not functional at all)

15.Mikä tekee kauppakeskuksesta viihtyisän, ja kutsuu Sinut vierailemaan? (What makes a shopping centre comfortable and makes it inviting to you?)

Hyvä valaistus (Good lighting)
Kauppakeskuksen sisustus (Interior decor of the shopping centre)
Liikkumisen sujuvuus (löydät etsityt liikkeet ja palvelut) (Ease of visiting (finding easily what looking for))
Ilmapiiri (äänimaisema) (Atmosphere (sound))
Kauppakeskuksen siisteys (Tidiness of the shopping centre)
Tapahtumat (Events)
Muu (Other)

16. Jos vastasit yllä olevaan kysymykseen muu, voitko kertoa mikä? (If you answered other to the question above, can you tell what?)

: (avoin) (open)

17.Kuinka hyvin arvioit meidän Hertsissä, onnistuneen seuraavissa asioissa? (How well have we succeeded in the following aspects?)

Asteikko: (todella huonosti – huonosti - melko hyvin – hyvin - todella hyvin)
(Very bad – bad – pretty good – good – very good)

Energiatehokkuus (Energy efficiency)
Lähituottajien tukeminen (esim. paikallistuottajien tuotteet tarjolla liikkeissä) (Supporting local producers (for example products available in stores)
Kiertotalouden ratkaisujen kehittäminen (Supporting and creating methods for circular economy)
Kierrättäminen (Recycling)
Vastuullisuus toiminnassa ja palveluvalikoimassa (Responsibility in business management and services)

17.Onko sinulla jotain viestiä Hertsille tai kyselyyn liittyen? (Do you have any message to Hertsi or in regards of the survey?)

: (avoin) (open)