

# Customer Satisfaction and Shopping Preferences Survey - Second Year Student of The Faculty of Science, University of Kelaniya

Welcome to our survey!

We are conducting a survey to gather insights into the shopping preferences and satisfaction levels of second-year students regarding supermarkets such as **Keells**, **Cargills Foodcity**, and **Spar**. Your feedback will help identifying ways to improve services and offerings tailored to students needs. The survey will only take a few minutes to complete, and your responses will remain confidential.

*Your insights make a difference and We appreciate your participation.*

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\* Indicates required question

1. Age \*

*Mark only one oval.*

- ☐ Under 18
- ☐ 18 - 21
- ☐ 22 - 25
- ☐ 26 - 29
- ☐ Over 30

2. Gender \*

*Mark only one oval.*

- ☐ Male
- ☐ Female
- ☐ prefer not to say

## 3. Academic Year in the Faculty of Science \*

*Mark only one oval.*

☐ Second Year

## 4. Degree Program \*

*Mark only one oval.*

☐ Applied Chemistry

☐ Bio Science

☐ ECS

☐ ENCM

☐ MIT

☐ Physical Science

☐ Physical Science - ICT (PE)

☐ Sport Science

☐ Software Engineering

*Skip to question 5*

**General Shopping Preferences**

## 5. How often do you visit supermarkets? \*

*Mark only one oval.*

☐ Daily

☐ Weekly

☐ Monthly

☐ Rarely

6. Which supermarket do you shop at most frequently? \*

*Mark only one oval.*

- ☐ Cargills Foodcity    *Skip to question 45*
- ☐ Keells    *Skip to question 11*
- ☐ Spar    *Skip to question 79*
- ☐ Other: \_\_\_\_\_

7. Why do you prefer this supermarket? \*

*Mark only one oval.*

- ☐ Proximity
- ☐ Product Variety
- ☐ Prices
- ☐ Promotions
- ☐ Cleanliness
- ☐ Customer Service
- ☐ Other (please specify)

8. Do you usually shop alone or with someone? \*

*Mark only one oval.*

- ☐ Alone
- ☐ With someone

9. What is your main purpose for visiting supermarkets? \*

*Mark only one oval.*

- ☐ Bakery items
- ☐ Fresh produce (fruits/vegetables)
- ☐ Groceries
- ☐ Household goods
- ☐ Liquor
- ☐ Pharmacy products
- ☐ Poultry and meat
- ☐ Snacks
- ☐ Stationery items
- ☐ Other: \_\_\_\_\_

10. How much do you usually spend per visit? \*

*Mark only one oval.*

- ☐ Less than Rs. 1,000
- ☐ Rs. 1,000 - Rs. 5,000
- ☐ Rs. 5,000 - Rs. 10,000
- ☐ Rs. 10,000 - Rs. 15,000
- ☐ More than Rs. 15,000

### **Keells Supermarket Satisfaction Survey**

11. How satisfied are you with **Keells** ? \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

12. Are you satisfied with the product variety at **Keells** ? \*

*Mark only one oval.*

☐ Yes

☐ No

How would you rate the following aspects of your **Keells** supermarket experience ?

13. Product quality : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

## 14. Product variety : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

## 15. Pricing : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

## 16. Availability of fresh produce : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

## 17. Customer service : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

18. Store cleanliness : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

19. How would you rate the quality of the fresh produce at **Keells** ? \*

( Rate each aspect from 1 = Poor, 5 = Excellent)

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

20. Do you find **Keells'** prices reasonable ? \*

*Mark only one oval.*

☐ Yes

☐ No

21. How often do you use promotions or discounts at **Keells** ? \*

*Mark only one oval.*

☐ Always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

22. Which product categories do you frequently purchase from this **Keells** supermarket ? \*
- (Select all that apply)

*Check all that apply.*

- ☐ Bakery items
- ☐ Fresh produce (fruits/vegetables)
- ☐ Groceries
- ☐ Household goods
- ☐ Liquor
- ☐ Pharmacy products
- ☐ Poultry and meat
- ☐ Snacks
- ☐ Stationery items

Do you find sufficient options in the following categories ? (Yes/No)

23. Bakery items : \*

*Mark only one oval.*

- ☐ Yes
- ☐ No

24. Fresh produce (fruits/vegetables) : \*

*Mark only one oval.*

- ☐ Yes
- ☐ No



25. Groceries : \*

*Mark only one oval.*

☐ Yes

☐ No

26. Household goods : \*

*Mark only one oval.*

☐ Yes

☐ No

27. Liquor : \*

*Mark only one oval.*

☐ Yes

☐ No

28. Pharmacy products : \*

*Mark only one oval.*

☐ Yes

☐ No

29. Poultry and meat : \*

*Mark only one oval.*

☐ Yes

☐ No

30. Snacks : \*

*Mark only one oval.*

☐ Yes

☐ No

31. Stationery items : \*

*Mark only one oval.*

☐ Yes

☐ No

How important are the following product categories when choosing a **Keells** supermarket ?

32. Bakery items: \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

1   2   3   4   5

Not ☐ ☐ ☐ ☐ ☐ Very Important

33. Fresh produce (fruits/vegetables): \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

34. Groceries : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

35. Household goods : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

36. Liquor : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

37. Pharmacy products : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

38. Poultry and meat : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

39. Snacks : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

40. Stationery items : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

41. Is the checkout process efficient at **Keells** ? \*

*Mark only one oval.*

☐ Yes

☐ No

*Skip to question 42*

### **Loyalty Program**

42. Are you a member of a **Keells** supermarket loyalty program ? \*

*Mark only one oval.*

☐ Yes

☐ No

43. If yes, how would you rate the benefits of the loyalty program ?  
( Rate each aspect from 1 = Poor, 5 = Excellent)

1   2   3   4   5



44. Suggestions for improvement at **Keells** Supermarket. \*  
(Please provide any suggestions or comments)

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We sincerely appreciate you taking the time to complete our survey. Your valuable feedback will help us understand shopping preferences and satisfaction levels at **Keells, Cargills Foodcity, and Spar** supermarkets among **second-year students at the Faculty of Science, University of Kelaniya**.

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*Thank you once again for your time and input!*



### Cargills Foodcity Supermarket Satisfaction Survey

45. How satisfied are you with **Cargills Foodcity** ? \*
- (Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

1	2	3	4	5		
<hr/>						
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<hr/>						

46. Are you satisfied with the product variety at **Cargills Foodcity** ? \*

*Mark only one oval.*

☐ Yes

☐ No

How would you rate the following aspects of your **Cargills Foodcity** supermarket experience ?

47. Product quality : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

1   2   3   4   5

Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

48. Product variety : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

1   2   3   4   5

Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

49. Pricing : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

1   2   3   4   5

Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

50. Availability of fresh produce : \*
- (Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

51. Customer service : \*
- (Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

52. Store cleanliness : \*
- (Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

53. How would you rate the quality of the fresh produce at **Cargills Foodcity** ? \*
- ( Rate each aspect from 1 = Poor, 5 = Excellent)

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



54. Do you find **Cargills Foodcity's** prices reasonable ? \*

*Mark only one oval.*

☐ Yes

☐ No

55. How often do you use promotions or discounts at **Cargills Foodcity** ? \*

*Mark only one oval.*

☐ Always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

56. Which product categories do you frequently purchase from this **Cargills Foodcity** supermarket ? \*

(Select all that apply)

*Check all that apply.*

☐ Bakery items

☐ Fresh produce (fruits/vegetables)

☐ Groceries

☐ Household goods

☐ Liquor

☐ Pharmacy products

☐ Poultry and meat

☐ Snacks

☐ Stationery items

Do you find sufficient options in the following categories ? (Yes/No)

57. Bakery items : \*

*Mark only one oval.*

☐ Yes

☐ No

58. Fresh produce (fruits/vegetables) : \*

*Mark only one oval.*

☐ Yes

☐ No

59. Groceries : \*

*Mark only one oval.*

☐ Yes

☐ No

60. Household goods : \*

*Mark only one oval.*

☐ Yes

☐ No

61. Liquor : \*

*Mark only one oval.*

☐ Yes

☐ No

62. Pharmacy products : \*

*Mark only one oval.*

☐ Yes

☐ No

63. Poultry and meat : \*

*Mark only one oval.*

☐ Yes

☐ No

64. Snacks : \*

*Mark only one oval.*

☐ Yes

☐ No

65. Stationery items : \*

*Mark only one oval.*

☐ Yes

☐ No

How important are the following product categories when choosing a **Cargills Foodcity** supermarket ?

66. Bakery items: \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

1   2   3   4   5

---

Not ☐ ☐ ☐ ☐ ☐ Very Important

---

67. Fresh produce (fruits/vegetables): \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

1   2   3   4   5

---

Not ☐ ☐ ☐ ☐ ☐ Very Important

---

68. Groceries : \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

69. Household goods : \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

70. Liquor : \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

71. Pharmacy products : \*

(Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

72. Poultry and meat : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

73. Snacks : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

74. Stationery items : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

75. Is the checkout process efficient at **Cargills Foodcity** ? \*

*Mark only one oval.*

☐ Yes

☐ No

*Skip to question 76*

### **Loyalty Program**

76. Are you a member of a **Cargills Foodcity** supermarket loyalty program ? \*

*Mark only one oval.*

☐ Yes

☐ No

77. If yes, how would you rate the benefits of the loyalty program ?  
( Rate each aspect from 1 = Poor, 5 = Excellent)

1   2   3   4   5



78. Suggestions for improvement at **Cargills Foodcity** Supermarket. \*  
(Please provide any suggestions or comments)

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Your responses will contribute to improving the shopping experience for all customers. If you have any further suggestions or questions, feel free to reach out.

***Thank you once again for your time and input!***



### Spar Supermarket Satisfaction Survey

79. How satisfied are you with **Keells** ? \*
- (Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

*Mark only one oval.*

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

80. Are you satisfied with the product variety at **Spar** ? \*

*Mark only one oval.*

☐ Yes

☐ No

How would you rate the following aspects of your **Spar** supermarket experience ?



81. Product quality : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

82. Product variety : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

83. Pricing : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

84. Availability of fresh produce : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

85. Customer service : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

86. Store cleanliness : \*

(Rate each aspect from 1 - Very Unsatisfied to 5 - Very Satisfied)

Mark only one oval.

	1	2	3	4	5	
Very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

87. How would you rate the quality of the fresh produce at **Spar** ? \*

( Rate each aspect from 1 = Poor, 5 = Excellent)

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

88. Do you find **Spar's** prices reasonable ? \*

Mark only one oval.

☐ Yes

☐ No

89. How often do you use promotions or discounts at **Spar** ? \*

*Mark only one oval.*

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

90. Which product categories do you frequently purchase from this **Spar** supermarket ? \*  
(Select all that apply)

*Check all that apply.*

- ☐ Bakery items
- ☐ Fresh produce (fruits/vegetables)
- ☐ Groceries
- ☐ Household goods
- ☐ Liquor
- ☐ Pharmacy products
- ☐ Poultry and meat
- ☐ Snacks
- ☐ Stationery items

Do you find sufficient options in the following categories ? (Yes/No)

91. Bakery items : \*

*Mark only one oval.*

- ☐ Yes
- ☐ No

92. Fresh produce (fruits/vegetables) : \*

*Mark only one oval.*

☐ Yes

☐ No

93. Groceries : \*

*Mark only one oval.*

☐ Yes

☐ No

94. Household goods : \*

*Mark only one oval.*

☐ Yes

☐ No

95. Liquor : \*

*Mark only one oval.*

☐ Yes

☐ No

96. Pharmacy products : \*

*Mark only one oval.*

☐ Yes

☐ No

97. Poultry and meat : \*

*Mark only one oval.*

☐ Yes

☐ No

98. Snacks : \*

*Mark only one oval.*

☐ Yes

☐ No

99. Stationery items : \*

*Mark only one oval.*

☐ Yes

☐ No

How important are the following product categories when choosing a **Spar** supermarket ?

100. Bakery items: \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

101. Fresh produce (fruits/vegetables): \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

102. Groceries : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

103. Household goods : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

104. Liquor : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

105. Pharmacy products : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

106. Poultry and meat : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

107. Snacks : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

108. Stationery items : \*
- (Rate from 1 - Not Important to 5 - Very Important)

*Mark only one oval.*

	1	2	3	4	5	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

109. Is the checkout process efficient at **Spar** ? \*

*Mark only one oval.*

☐ Yes

☐ No

*Skip to question 110*

### **Loyalty Program**

110. Are you a member of a **Spar** supermarket loyalty program ? \*

*Mark only one oval.*

☐ Yes

☐ No

111. If yes, how would you rate the benefits of the loyalty program ?
- ( Rate each aspect from 1 = Poor, 5 = Excellent)

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



112. Suggestions for improvement at **Spar** Supermarket. \*
- (Please provide any suggestions or comments)

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*Thank you once again for your time and input!*



#### Other Supermarket Satisfaction Survey

113. Why do you not shop at Keells, Cargills Foodcity, or Spar? \*
- (Select all that apply)

*Check all that apply.*

- ☐ Prefer local grocery stores
- ☐ Prices are too high
- ☐ Not conveniently located
- ☐ Limited product variety
- ☐ Prefer online shopping
- ☐ Other (please specify)

114. Where do you usually shop for groceries and household items? \*
- (Please specify the name of the store or type of store, e.g., local market, online store, etc.)
- 

115. How often do you shop for groceries? \*

*Mark only one oval.*

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

116. What factors are most important to you when choosing where to shop? \*

*Check all that apply.*

- ☐ Proximity to home
- ☐ Product quality
- ☐ Affordable prices
- ☐ Availability of discounts and promotions
- ☐ Customer service
- ☐ Variety of products
- ☐ Cleanliness of the store
- ☐ Other (please specify)

117. Are you open to shopping at Keells, Cargills Foodcity, or Spar in the future? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No

118. What changes would encourage you to shop at Keells, Cargills Foodcity, or Spar? \*  
(Please share any specific suggestions or improvements that would attract you to these supermarkets)
- 

We sincerely appreciate you taking the time to complete our survey. Your valuable feedback will help us understand shopping preferences and satisfaction levels at **Keells, Cargills Foodcity, and Spar** supermarkets among **second-year students at the Faculty of Science, University of Kelaniya**.

Your responses will contribute to improving the shopping experience for all customers. If you have any further suggestions or questions, feel free to reach out.

*Thank you once again for your time and input!*



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