

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.

* 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 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 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 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 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 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 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 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

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 Very Important

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

Mark only one oval.

1 2 3 4 5

Not Very Important

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

Mark only one oval.

1 2 3 4 5

Not Very Important

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

Mark only one oval.

1 2 3 4 5

Not Very Important

37. Pharmacy products : *

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

Mark only one oval.

1 2 3 4 5

Not 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 Very Important

39. Snacks : *

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

Mark only one oval.

1 2 3 4 5

Not Very Important

40. Stationery items : *

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

Mark only one oval.

1 2 3 4 5

Not 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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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!



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

Very Very Satisfied

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 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 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 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

☆ ☆ ☆ ☆ ☆

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 Very Important

69. Household goods : *

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

Mark only one oval.

1 2 3 4 5

Not Very Important

70. Liquor : *

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

Mark only one oval.

1 2 3 4 5

Not Very Important

71. Pharmacy products : *

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

Mark only one oval.

1 2 3 4 5

Not 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 Very Important

73. Snacks : *

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

Mark only one oval.

1 2 3 4 5

Not Very Important

74. Stationery items : *

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

Mark only one oval.

1 2 3 4 5

Not 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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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 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 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 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 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 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 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 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

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 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 Very Important

102. Groceries : *

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

Mark only one oval.

1 2 3 4 5

Not Very Important

103. Household goods : *

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

Mark only one oval.

1 2 3 4 5

Not Very Important

104. Liquor :

*

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

Mark only one oval.

1 2 3 4 5

Not Very Important

105. Pharmacy products :

*

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

Mark only one oval.

1 2 3 4 5

Not 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 Very Important

107. Snacks :

*

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

Mark only one oval.

1 2 3 4 5

Not Very Important

108. Stationery items : *

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

Mark only one oval.

1 2 3 4 5

Not 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

☆ ☆ ☆ ☆ ☆

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)

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