Final Report

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Bunnings Warehouse: Data Analysis & Final Report

Introduction

In Autumn 2022, post-graduate students at the University of Technology Sydney (UTS) surveyed customers of Bunnings Warehouse as part of a research project that aimed to identify and measure the factors contributing to why customers choose to shop at Bunnings for their hardware and other do-it-yourself product and service needs.

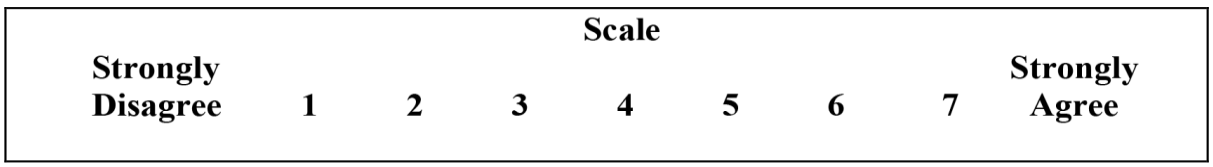
Through statistical analysis of the results returned from a sample of current customers, the research determined which independent variables were most relevant to the complex psychological constructs as dependent variables to predict customers' overall satisfaction, their intention to revisit and their intention to recommend Bunnings Warehouse to others.

Reliability Analysis

In statistical research, reliability is a measure of the consistency in survey responses. Cronbach's alpha (α) also known as the coefficient alpha was developed by Lee Cronbach in 1951 as a test for measuring the internal consistency of responses using reflective multi-item Likert scales (figure 1). Likert scales were developed 90 years ago by psychologist Rensis Likert as an assessment instrument to measures attitudes through multiple statements with multiple scaled response options reflecting a respondent's strong agreement or disagreement with a common factor of a complex construct. The responses are then summed to obtain an average score that reflects a person's general attitude as a single reliable variable toward the construct of interest (American Psychological Association, 2022).

Figure 1

Likert scale



Note. From *Linear numeric scale template [module file]* by G. Massey, 2022. (https://canvas.uts.edu.au/courses/22682/modules/items/860950)

Multiple items are used for measuring attitudes because single items do not produce results that are consistent over time. Multiple items that are designed to measure the same factor of a construct when summed are more precise, as reliable items with internal consistency will intercorrelate with one another.

Cronbach's alpha determines if the scales used are reliable measures of a construct for summation using the formula (figure 2) where *n* is the number of items of a scale and *r* is the mean item correlation (Carmines & Zeller, 1979).

Figure 2

Cronbach's alpha

$$\text{Cronbach's } \alpha = \frac{nr}{1 + r(n-1)}$$

Note. From *Reporting and interpreting scores derived from Likert-type scales* by J.R. Warmbrod, Journal of Agricultural Education, 2014. (https://doi.org/ 10.5032/jae.2014.05030)

An $\alpha \geq 0.7$ is generally considered as the threshold (table 1) for items to be accepted as reliable (Robinson et. al., 1991) with any items scoring a lower alpha indicating the results may not be considered a reliable measurement of a construct.

Table 1

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$\alpha < 0.5$	Unacceptable

Note. Adapted from *Learn about reliability analysis and factor analysis in SPSS with online shopping data (2006)* by Sage Publications, 2019. (https://methods.sagepub.com/base/download/DatasetStudentGuide/factor-analysis-online-shopping-2006)

From the reliability analysis that follows, all items used in our scales were found to have levels of internal consistency exceeding the threshold for acceptance. The tables that follow are an example of an alpha that could be increased if an item were removed from a scale but is not recommended as the alpha already indicated a high degree of internal consistency and the degree of difference by removing an item insignificant in improving the reliability of the results.

Table 2

Reliability Statistics example

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	**.909**	3

Table 3

Item-Total Statistics example

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The Bunnings sausage sizzle is a really great thing about going to Bunnings	9.03	16.130	.859	.825	**.830**
I love that Bunnings Warehouse has a sausage sizzle there on weekends	8.92	16.403	.878	.835	**.815**
The Bunnings sausage sizzle is a big part of the appeal in going there to shop	10.00	17.607	.716	.515	**.950**

Length of opening hours

Table 4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.733	**.740**	3

Table 5

Inter-Item Correlation Matrix

	Bunnings Warehouse operating hours are very long	Whenever I need to go to a hardware store, I know Bunnings is likely to be open	I think Bunnings stores operate with lengthy hours
Bunnings Warehouse operating hours are very long	1.000	.362	.550
Whenever I need to go to a hardware store, I know Bunnings is likely to be open	.362	1.000	.547
I think Bunnings stores operate with lengthy hours	.550	.547	1.000

Table 6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bunnings Warehouse operating hours are very long	11.38	6.550	.524	.308	**.705**
Whenever I need to go to a hardware store, I know Bunnings is likely to be open	10.59	8.458	.508	.304	**.705**
I think Bunnings stores operate with lengthy hours	11.01	6.828	.662	.441	**.520**

Chronbach's alpha for the opening hours length scale from three items is α = 0.74 (table 4) indicating an acceptable level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 6) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Cleanliness of stores

Table 7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.963	**.963**	3

Table 8

Inter-Item Correlation Matrix

	Bunnings stores are always extremely tidy	Whenever I shop at Bunnings, their stores are always very clean	I can count on Bunnings Warehouse to be clean when I shop there
Bunnings stores are always extremely tidy	1.000	.929	.878
Whenever I shop at Bunnings, their stores are always very clean	.929	1.000	.881
I can count on Bunnings Warehouse to be clean when I shop there	.878	.881	1.000

Table 9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bunnings stores are always extremely tidy	10.92	7.359	.932	.879	**.936**
Whenever I shop at Bunnings, their stores are always very clean	10.90	7.438	.934	.881	**.935**
I can count on Bunnings Warehouse to be clean when I shop there	10.84	7.502	.896	.802	**.963**

Chronbach's alpha for the store cleanliness scale from three items is α = 0.963 (table 7) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 9) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Car parking availability

Table 10

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.949	**.950**	3

Table 11

Inter-Item Correlation Matrix

	I can always find a space in Bunnings car park	The car parking availability at Bunnings is excellent	Bunnings car park always has a spot for me to park my car
I can always find a space in Bunnings car park	1.000	.850	.873
The car parking availability at Bunnings is excellent	.850	1.000	.865
Bunnings car park always has a spot for me to park my car	.873	.865	1.000

Table 12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I can always find a space in Bunnings car park	11.86	7.501	.892	.797	**.927**
The car parking availability at Bunnings is excellent	12.02	6.878	.886	.786	**.932**
Bunnings car park always has a spot for me to park my car	11.91	7.252	.903	.816	**.917**

Chronbach's alpha for the car parking availability scale from three items is α = 0.95 (table 10) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 12) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Quality of products

Table 13

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	**.877**	3

Table 14

Inter-Item Correlation Matrix

	Overall, the products offered at Bunnings are of high quality	The quality of the products sold at Bunnings is exceptional	Bunnings only sell very high-quality products
Overall, the products offered at Bunnings are of high quality	1.000	.797	.598
The quality of the products sold at Bunnings is exceptional	.797	1.000	.716
Bunnings only sell very high-quality products	.598	.716	1.000

Table 15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Overall, the products offered at Bunnings are of high quality	8.83	7.939	.741	.636	**.824**
The quality of the products sold at Bunnings is exceptional	9.31	7.081	.838	.724	**.732**
Bunnings only sell very high-quality products	9.94	6.305	.695	.515	**.886**

Chronbach's alpha for the product quality scale from three items is α = 0.877 (table 13) indicating a good level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 15) show that the coefficient would be higher if an item was deleted however the degree of difference would be an insignificant improvement in reliability to warrant removing the data from the research.

Variety of different products

Table 16

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	**.900**	3

Table 17

Inter-Item Correlation Matrix

	Bunnings has a vast array of products for sale	I know I can count on Bunnings to have what I need, because they have a wide variety of products	Bunnings stocks an incredible variety of products
Bunnings has a vast array of products for sale	1.000	.701	.767
I know I can count on Bunnings to have what I need, because they have a wide variety of products	.701	1.000	.783
Bunnings stocks an incredible variety of products	.767	.783	1.000

Table 18

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bunnings has a vast array of products for sale	11.32	6.513	.778	.614	**.878**
I know I can count on Bunnings to have what I need, because they have a wide variety of products	11.69	6.104	.792	.638	**.865**
Bunnings stocks an incredible variety of products	11.65	5.545	.841	.707	**.823**

Chronbach's alpha for the product variety scale from three items is α = 0.9 (table 16) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 18) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Having the product you need in stock

Table 19

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	**.886**	3

Table 20

Inter-Item Correlation Matrix

	I think Bunnings always has sufficient stock of things that I need to purchase	I am always able to get what I need from the shelves when I shop at Bunnings	Bunnings is never out of stock when I need to buy something from them
I think Bunnings always has sufficient stock of things that I need to purchase	1.000	.803	.648
I am always able to get what I need from the shelves when I shop at Bunnings	.803	1.000	.712
Bunnings is never out of stock when I need to buy something from them	.648	.712	1.000

Table 21

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I think Bunnings always has sufficient stock of things that I need to purchase	8.98	7.581	.778	.657	**.826**
I am always able to get what I need from the shelves when I shop at Bunnings	9.04	7.187	.830	.709	**.780**
Bunnings is never out of stock when I need to buy something from them	9.72	6.726	.716	.523	**.891**

Chronbach's alpha for the product availability scale from three items is α = 0.886 (table 19) indicating a good level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 21) show that the coefficient would be higher if an item was deleted however the degree of difference would be an insignificant improvement in reliability to warrant removing the data from the research.

Ease of finding products

Table 22

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.949	**.950**	3

Table 23

Inter-Item Correlation Matrix

	I find it very straightforward to find products at Bunnings	I am always easily able to find what I'm looking for at Bunnings	Bunnings makes it really easy for me to find products when I'm in their store
I find it very straightforward to find products at Bunnings	1.000	.848	.864
I am always easily able to find what I'm looking for at Bunnings	.848	1.000	.878
Bunnings makes it really easy for me to find products when I'm in their store	.864	.878	1.000

Table 24

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I find it very straightforward to find products at Bunnings	9.29	7.704	.884	.782	**.935**
I am always easily able to find what I'm looking for at Bunnings	9.24	8.217	.894	.803	**.927**
Bunnings makes it really easy for me to find products when I'm in their store	9.24	7.778	.906	.822	**.917**

Chronbach's alpha for the product finding easiness scale from three items is α = 0.95 (table 22) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 24) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Ease of returning products

Table 25

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.949	**.949**	3

Table 26

Inter-Item Correlation Matrix

	It is very easy to return products to Bunnings if I need to	Bunnings are happy to accept a return, or exchange a purchased product	I can easily take a product back to Bunnings that's not right or suitable for my needs
It is very easy to return products to Bunnings if I need to	1.000	.877	.823
Bunnings are happy to accept a return, or exchange a purchased product	.877	1.000	.884
I can easily take a product back to Bunnings that's not right or suitable for my needs	.823	.884	1.000

Table 27

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
It is very easy to return products to Bunnings if I need to	11.04	8.023	.876	.780	**.938**
Bunnings are happy to accept a return, or exchange a purchased product	10.90	7.916	.922	.851	**.902**
I can easily take a product back to Bunnings that's not right or suitable for my needs	10.92	8.367	.881	.791	**.935**

Chronbach's alpha for the product returning easiness scale from three items is α = 0.949 (table 25) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted

column in the Item-Total Statistics (table 27) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Prices of products

Table 28

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.884	**.886**	3

Table 29

Inter-Item Correlation Matrix

	Bunnings has very low-priced products	Whenever I shop at Bunnings, I'm always impressed by how low their prices are	The product prices at Bunnings are inexpensive
Bunnings has very low-priced products	1.000	.748	.728
Whenever I shop at Bunnings, I'm always impressed by how low their prices are	.748	1.000	.688
The product prices at Bunnings are inexpensive	.728	.688	1.000

Table 30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bunnings has very low-priced products	8.38	6.107	.803	.646	**.815**
Whenever I shop at Bunnings, I'm always impressed by how low their prices are	8.68	5.612	.771	.604	**.840**
The product prices at Bunnings are inexpensive	8.58	5.787	.756	.577	**.853**

Chronbach's alpha for the product pricing scale from three items is α = 0.886 (table 28) indicating a good level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 30) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Attractiveness of the discounts

Table 31

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	**.928**	3

Table 32

Inter-Item Correlation Matrix

	The products on special at Bunnings are always very attractively priced	When I buy discounted products at Bunnings, I believe I am getting a really good deal	Products on sale at Bunnings are a real bargain
The products on special at Bunnings are always very attractively priced	1.000	.804	.785
When I buy discounted products at Bunnings, I believe I am getting a really good deal	.804	1.000	.845
Products on sale at Bunnings are a real bargain	.785	.845	1.000

Table 33

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The products on special at Bunnings are always very attractively priced	9.06	7.505	.827	.685	**.916**
When I buy discounted products at Bunnings, I believe I am getting a really good deal	8.90	6.813	.874	.766	**.877**
Products on sale at Bunnings are a real bargain	9.21	6.634	.859	.745	**.890**

Chronbach's alpha for the discount attractiveness scale from three items is α = 0.928 (table 31) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 33) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Attractiveness of having a community sausage sizzle

Table 34

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	**.909**	3

Table 35

Inter-Item Correlation Matrix

	The Bunnings sausage sizzle is a really great thing about going to Bunnings	I love that Bunnings Warehouse has a sausage sizzle there on weekends	The Bunnings sausage sizzle is a big part of the appeal in going there to shop
The Bunnings sausage sizzle is a really great thing about going to Bunnings	1.000	.906	.688
I love that Bunnings Warehouse has a sausage sizzle there on weekends	.906	1.000	.710
The Bunnings sausage sizzle is a big part of the appeal in going there to shop	.688	.710	1.000

Table 36

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The Bunnings sausage sizzle is a really great thing about going to Bunnings	9.03	16.130	.859	.825	**.830**
I love that Bunnings Warehouse has a sausage sizzle there on weekends	8.92	16.403	.878	.835	**.815**
The Bunnings sausage sizzle is a big part of the appeal in going there to shop	10.00	17.607	.716	.515	**.950**

Chronbach's alpha for the community sausage sizzle attractiveness scale from three items is α = 0.909 (table 34) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 36) show that the coefficient

would be higher if an item was deleted however the degree of difference by removing the item would not improve the reliability of the results.

Attractiveness of having a nursery

Table 37

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	**.928**	3

Table 38

Inter-Item Correlation Matrix

	It's really appealing to me that Bunnings Warehouse has a plant nursery	I really like Bunnings having a plant nursery	Bunnings plant nursery is fantastic
It's really appealing to me that Bunnings Warehouse has a plant nursery	1.000	.905	.736
I really like Bunnings having a plant nursery	.905	1.000	.796
Bunnings plant nursery is fantastic	.736	.796	1.000

Table 39

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
It's really appealing to me that Bunnings Warehouse has a plant nursery	11.12	9.196	.862	.819	**.885**
I really like Bunnings having a plant nursery	11.10	9.452	.912	.855	**.848**
Bunnings plant nursery is fantastic	11.82	9.529	.784	.635	**.949**

Chronbach's alpha for the nursery attractiveness scale from three items is α = 0.928 (table 37) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 39) show that the coefficient would be higher if an item was deleted however the degree of difference by removing the item would not improve the reliability of the results.

Usefulness of the children's play area

Table 40

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	**.927**	3

Table 41

Inter-Item Correlation Matrix

	The children's play area creates a seamless experience when shopping at Bunnings Warehouse	It is really useful that Bunnings has a children's play area	The availability of the children's play area positively adds to my experience of shopping at Bunnings stores
The children's play area creates a seamless experience when shopping at Bunnings Warehouse	1.000	.842	.842
It is really useful that Bunnings has a children's play area	.842	1.000	.743
The availability of the children's play area positively adds to my experience of shopping at Bunnings stores	.842	.743	1.000

Table 42

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The children's play area creates a seamless experience when shopping at Bunnings Warehouse	6.54	14.051	.902	.814	**.852**
It is really useful that Bunnings has a children's play area	6.31	14.497	.823	.713	**.913**
The availability of the children's play area positively adds to my experience of shopping at Bunnings stores	6.84	13.717	.825	.713	**.914**

Chronbach's alpha for the children's play area usefulness scale from three items is α = 0.927

(table 40) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 42) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Number of floor staff available for customer enquiries

Table 43

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	**.890**	3

Table 44

Inter-Item Correlation Matrix

	Whenever I visit Bunnings there is always a floor staff member ready to help me	There are always a lot of Bunnings floor staff available whenever I shop there	If I have an enquiry, I can always find a Bunnings floor staff member to help me
Whenever I visit Bunnings there is always a floor staff member ready to help me	1.000	.772	.682
There are always a lot of Bunnings floor staff available whenever I shop there	.772	1.000	.734
If I have an enquiry, I can always find a Bunnings floor staff member to help me	.682	.734	1.000

Table 45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Whenever I visit Bunnings there is always a floor staff member ready to help me	8.31	9.023	.778	.626	**.844**
There are always a lot of Bunnings floor staff available whenever I shop there	8.60	9.000	.820	.677	**.810**
If I have an enquiry, I can always find a Bunnings floor staff member to help me	8.24	8.506	.752	.572	**.871**

Chronbach's alpha for the floor staff availability scale from three items is α = 0.89 (table 43) indicating a good level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 45) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Product knowledge of floor staff

Table 46

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.955	**.956**	3

Table 47

Inter-Item Correlation Matrix

	Bunnings staff are always informed about their products and services	If I need information about a product, a member of the Bunnings floor staff will be able to provide it	Floor staff are well aware of all the important details about their products and services
Bunnings staff are always informed about their products and services	1.000	.886	.883
If I need information about a product, a member of the Bunnings floor staff will be able to provide it	.886	1.000	.867
Floor staff are well aware of all the important details about their products and services	.883	.867	1.000

Table 48

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bunnings staff are always informed about their products and services	9.67	8.206	.916	.838	**.928**
If I need information about a product, a member of the Bunnings floor staff will be able to provide it	9.70	8.258	.903	.817	**.937**
Floor staff are well aware of all the important details about their products and services	9.81	7.721	.901	.813	**.940**

Chronbach's alpha for the floor staff product knowledge scale from three items is α = 0.956 (table 46) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 48) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Friendliness of floor staff

Table 49

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.959	**.959**	3

Table 50

Inter-Item Correlation Matrix

	The floor staff at Bunnings are always very friendly	You can count on Bunnings floor staff to be very approachable	Bunnings floor staff operate with a welcoming manner
The floor staff at Bunnings are always very friendly	1.000	.884	.893
You can count on Bunnings floor staff to be very approachable	.884	1.000	.880
Bunnings floor staff operate with a welcoming manner	.893	.880	1.000

Table 51

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The floor staff at Bunnings are always very friendly	11.40	5.899	.916	.840	**.936**
You can count on Bunnings floor staff to be very approachable	11.36	5.778	.907	.822	**.943**
Bunnings floor staff operate with a welcoming manner	11.32	6.058	.913	.835	**.938**

Chronbach's alpha for the floor staff friendliness scale from three items is α = 0.959 (table 49) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 51) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Speed of checkout staff

Table 52

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	**.935**	3

Table 53

Inter-Item Correlation Matrix

	The checkout staff at Bunnings process my transactions quickly	Whenever I purchase something at Bunnings, the checkout staff are very fast to process my transaction	Checkout staff are always fast whenever I shop at Bunnings
The checkout staff at Bunnings process my transactions quickly	1.000	.880	.753
Whenever I purchase something at Bunnings, the checkout staff are very fast to process my transaction	.880	1.000	.851
Checkout staff are always fast whenever I shop at Bunnings	.753	.851	1.000

Table 54

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The checkout staff at Bunnings process my transactions quickly	10.87	6.163	.848	.775	**.919**
Whenever I purchase something at Bunnings, the checkout staff are very fast to process my transaction	10.98	5.688	.924	.856	**.859**
Checkout staff are always fast whenever I shop at Bunnings	11.02	5.958	.828	.724	**.936**

Chronbach's alpha for the nursery attractiveness scale from three items is α = 0.935 (table 52) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 54) show that the coefficient would be higher if an

item was deleted however the degree of difference by removing the item would not improve the reliability of the results.

Politeness of checkout staff

Table 55

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.977	**.977**	3

Table 56

Inter-Item Correlation Matrix

	The checkout staff at Bunnings are always very polite	Whenever I purchase at Bunnings, the checkout staff are extremely well-mannered	Bunnings checkout staff process my transaction very politely
The checkout staff at Bunnings are always very polite	1.000	.919	.932
Whenever I purchase at Bunnings, the checkout staff are extremely well-mannered	.919	1.000	.949
Bunnings checkout staff process my transaction very politely	.932	.949	1.000

Table 57

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The checkout staff at Bunnings are always very polite	11.70	5.684	.937	.881	**.973**
Whenever I purchase at Bunnings, the checkout staff are extremely well-mannered	11.69	5.456	.950	.909	**.965**
Bunnings checkout staff process my transaction very politely	11.61	5.611	.960	.924	**.957**

Chronbach's alpha for the checkout staff politeness scale from three items is α = 0.977 (table 55) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted

column in the Item-Total Statistics (table 57) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Overall satisfaction

Table 58

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.922	**.922**	3

Table 59

Inter-Item Correlation Matrix

	Whenever I go to Bunnings Warehouse, I always leave feeling very satisfied	Shopping at Bunnings Warehouse is always an experience I thoroughly enjoy	I am never disappointed by my decision to go shopping at Bunnings
Whenever I go to Bunnings Warehouse, I always leave feeling very satisfied	1.000	.819	.758
Shopping at Bunnings Warehouse is always an experience I thoroughly enjoy	.819	1.000	.818
I am never disappointed by my decision to go shopping at Bunnings	.758	.818	1.000

Table 60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Whenever I go to Bunnings Warehouse, I always leave feeling very satisfied	10.44	7.773	.827	.694	**.900**
Shopping at Bunnings Warehouse is always an experience I thoroughly enjoy	10.54	7.070	.873	.762	**.862**
I am never disappointed by my decision to go shopping at Bunnings	10.46	7.464	.827	.693	**.899**

Chronbach's alpha for the overall satisfaction scale from three items is α = 0.922 (table 58) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted

column in the Item-Total Statistics (table 60) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Intention to revisit

Table 61

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	**.955**	3

Table 62

Inter-Item Correlation Matrix

	I will definitely shop at Bunnings again	If I need to buy something from a hardware store, I will definitely go back to Bunnings	In future I am sure I will definitely return to Bunnings
I will definitely shop at Bunnings again	1.000	.810	.938
If I need to buy something from a hardware store, I will definitely go back to Bunnings	.810	1.000	.882
In future I am sure I will definitely return to Bunnings	.938	.882	1.000

Table 63

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I will definitely shop at Bunnings again	12.84	4.832	.896	.881	**.933**
If I need to buy something from a hardware store, I will definitely go back to Bunnings	12.99	4.372	.859	.781	**.968**
In future I am sure I will definitely return to Bunnings	12.84	4.711	.955	.923	**.891**

Chronbach's alpha for the intention to revisit scale from three items is α = 0.955 (table 61) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted column in the Item-Total Statistics (table 63) show that the coefficient would be higher if an item was deleted however the degree of difference by removing the item would not improve the reliability of the results.

Intention to recommend

Table 64

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.951	**.952**	3

Table 65

Inter-Item Correlation Matrix

	I definitely intend to recommend Bunnings Warehouse to others who need hardware	Whenever I am asked about where I prefer to shop for hardware, I always say Bunnings	I always highly recommend Bunnings Warehouse products and services to others
I definitely intend to recommend Bunnings Warehouse to others who need hardware	1.000	.880	.868
Whenever I am asked about where I prefer to shop for hardware, I always say Bunnings	.880	1.000	.855
I always highly recommend Bunnings Warehouse products and services to others	.868	.855	1.000

Table 66

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I definitely intend to recommend Bunnings Warehouse to others who need hardware	11.02	10.766	.907	.824	**.921**
Whenever I am asked about where I prefer to shop for hardware, I always say Bunnings	10.98	10.566	.897	.807	**.928**
I always highly recommend Bunnings Warehouse products and services to others	11.14	10.105	.889	.791	**.936**

Chronbach's alpha for the intention to recommend scale from three items is α = 0.952 (table 64) indicating an excellent level of internal consistency. The Chronbach's Alpha if Item Deleted

column in the Item-Total Statistics (table 66) show that the coefficient would be lower if any item was deleted therefore the reliability of these results cannot be improved.

Correlation Analysis

Descriptive statistics

Descriptive statistics are used to summarise the characteristics of data (table 67). The Mean or M is the most common method for finding an average as a measure of central tendency while the Standard Deviation or SD is the average amount of variability from the mean.

Table 67

Descriptive Statistics

	Mean	Standard Deviation	N
Children's Play Area Usefulness	**3.2810**	**1.84291**	121
Floor Staff Availability	**4.1920**	**1.44695**	125
Product Prices	**4.2737**	**1.17428**	123
Discount Attractiveness	**4.5280**	**1.29804**	125
Product Availability	**4.6233**	**1.30010**	123
Finding Products Easiness	**4.6290**	**1.38791**	124
Community Sausage Sizzle Attractiveness	**4.6585**	**1.99839**	123
Product Quality	**4.6804**	**1.29056**	121
Floor Staff Product Knowledge	**4.8640**	**1.40410**	125
Store Cleanliness	**5.4435**	**1.35065**	124
Returning Products Easiness	**5.4758**	**1.40535**	124
Checkout Staff Speed	**5.4797**	**1.19893**	123
Opening Hours Length	**5.4959**	**1.26704**	123
Nursery Attractiveness	**5.6722**	**1.50504**	120
Floor Staff Friendliness	**5.6801**	**1.20328**	124
Product Variety	**5.7769**	**1.20051**	124
Checkout Staff Politeness	**5.8333**	**1.17461**	122
Car Parking Availability	**5.9651**	**1.32574**	124
Overall Satisfaction	**5.2412**	**1.33763**	123
Intention To Recommend	**5.5234**	**1.59909**	121
Intention To Revisit	**6.4454**	**1.06416**	122

As the summated (Σ) scores indicate the direction and intensity of a customer's attitudes, rating their agreement on a scale from 1 to 7 to statements about common factors of the independent variables being measured, the mean represents the general attitudes of customers toward

these latent variables using the same scale, while the standard deviation indicates the average variance in these attitudes between customers.

The usefulness of the children's play area (M = 3.28, SD = 1.84) is the factor with the lowest mean and the second highest standard deviation. With an average score lower than the centre of 4, customers tend to disagree that the children's play area is useful however individual attitudes about this vary the most between customers.

Product prices (M = 4.27, SD = 1.17), product quality (M = 4.68, SD = 1.29), product availability (M = 4.62, SD = 1.3), the attractiveness of discounts (M = 4.53, SD = 1.3) and the ease in finding products (M = 4.63, SD = 1.39) have means and standard deviations that indicate that the feelings of customers toward these factors is relatively neutral on average and that there is little variation from this central tendency.

Similarly, the availability of floor staff to assist with customer enquiries (M = 4.19, SD = 1.45) and their product knowledge (M = 4.86, SD = 1.4) have means and standard deviations indicating the attitudes of customers are relatively neutral in their feelings for these factors.

The attractiveness of having a community sausage sizzle (M = 4.66, SD = 2.0) is another factor with a relatively neutral attitude indicated by customers on average but with the highest standard deviation score, is an attitude that also varies the most between customers.

The length of opening hours (M = 5.5, SD = 1.27), availability of car parking (M = 5.97, SD = 1.33) and the attractiveness of having a plant nursery (M = 5.67, SD = 1.51) have means indicating that customers tend to agree that these factors rate highly, although the standard deviation suggests attitudes about the plant nursery vary more.

As do customer attitudes about store cleanliness (M = 5.44, SD = 1.35) and the ease in returning products (M = 5.48, SD = 1.41) based on the standard deviation scores for these factors, while their means indicate customers tend to agree that these factors are rated highly.

The results suggest that it's the Bunnings staff who get the highest rating by customers with the scores for the speed of checkout staff (M = 5.48, SD = 1.2), as well as their politeness (M = 5.83, SD = 1.17) and the friendliness of floor staff (M = 5.68, SD = 1.2) means being among the highest of the factors being investigated and the standard deviations show little variance between customers with some of the lowest average scores.

Overall satisfaction (M = 5.24, SD = 1.34) is high for most customers and positive on average with little variance between scores, as is their intention to revisit again in future (M = 6.45, SD = 1.07) which the means and standard deviations suggesting that is almost a certainty for the majority of customers sampled. The intention of customers to recommend Bunnings

Warehouse to others (M = 5.52, SD = 1.6) while still very high on average from the mean score, varies considerably between customers based on the standard deviation value.

Bivariate correlations

Correlation analysis is used in statistics to analyse the relationships between variables. The Pearson product-moment correlation coefficient or simply the Pearson Correlation is a mathematical formula (figure 3) that results in a number between -1 and +1 represented by *r* that describes both the strength and direction of the relationship, as a reflection of the similarities in the measurements between two variables. (Turney, 2022).

Figure 3

Pearson correlation coefficient

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Note. From *Pearson correlation coefficient (r): guide & examples* by S. Turney (2022). Scribbr. (https://www.scribbr.com/statistics/pearson-correlation-coefficient/)

A positive correlation means as one variable changes, the other changes in the same direction; or in other words, as one goes up the other goes up or as one goes down so too the other goes down. On the other hand, a negative correlation means the other changes in the opposite direction, that is as one goes up the other goes down and vice versa. The strength of the relationship between variables can be interpreted from the value of the correlation coefficient (table 68) for the effect size, with a number greater than 0.5 or less than -0.5 indicating a strong relationship between two variables as a general rule of thumb, but still only as a crude estimate of the strength of the correlating movements between the variables.

Statistical significance is a statistical term for the probability value and is used to represent “no difference” or the likelihood of a correlation having been generated by chance. A result is considered statistically significant as long as the value is less than 0.05 and statistically highly significant if less than 0.001, which in other words would mean that there is less than one in a thousand chance of the result given for the correlation being wrong (StatsDirect, 2000). As a measure of probability, statistical significance can never result in an absolute zero value.

Table 68

Effect size of the relationship between variables

Correlation coefficient	Strength	Direction
r > 0.5	strong	positive
0.3 < r < 0.5	moderate	positive
0 < r < 0.3	weak	positive
0	none	none
-0.3 < r < 0	weak	negative
-0.5 < r < -0.3	moderate	negative
r < -0.5	Strong	negative

Note. Adapted from *Pearson correlation coefficient (r): guide & examples* by S. Turney (2022). Scribbr. (https://www.scribbr.com/statistics/pearson-correlation-coefficient/)

Using our summated scales, the correlations between each independent variable as a factor associated with the dependent variables that measure customers' overall satisfaction, intention to revisit and intention to recommend follow, with all of the relationships between variables being positive in the sense that as one increases, so does the other and all results are considered statistically significant (table 69), with the exception of one result that is not statistically significant.

Table 69

Correlations

		Overall Satisfaction	Intention To Revisit	Intention To Recommend
Opening Hours Length	Pearson Correlation	**.279****	**.455****	**.368****
	Sig. (2-tailed)	.002	.000	.000
	N	121	120	119
Store Cleanliness	Pearson Correlation	**.625****	**.470****	**.475****
	Sig. (2-tailed)	.000	.000	.000
	N	122	121	120
Car Parking Availability	Pearson Correlation	**.401****	**.564****	**.303****
	Sig. (2-tailed)	.000	.000	.001
	N	122	121	120
Product Quality	Pearson Correlation	**.613****	**.435****	**.614****
	Sig. (2-tailed)	.000	.000	.000
	N	119	118	117
Product Variety	Pearson Correlation	**.642****	**.589****	**.523****
	Sig. (2-tailed)	.000	.000	.000
	N	122	121	120

Product Availability	Pearson Correlation	**.584****	**.358****	**.500****
	Sig. (2-tailed)	.000	.000	.000
	N	122	120	119
Finding Products Easiness	Pearson Correlation	**.553****	**.336****	**.470****
	Sig. (2-tailed)	.000	.000	.000
	N	122	121	120
Returning Products Easiness	Pearson Correlation	**.386****	**.576****	**.425****
	Sig. (2-tailed)	.000	.000	.000
	N	122	121	120
Product Prices	Pearson Correlation	**.503****	**.289****	**.413****
	Sig. (2-tailed)	.000	.001	.000
	N	121	120	119
Discount Attractiveness	Pearson Correlation	**.531****	**.380****	**.398****
	Sig. (2-tailed)	.000	.000	.000
	N	123	122	121
Community Sausage Sizzle Attractiveness	Pearson Correlation	**.338****	**.233***	**.310****
	Sig. (2-tailed)	.000	.011	.001
	N	121	120	119
Nursery Attractiveness	Pearson Correlation	**.494****	**.604****	**.561****
	Sig. (2-tailed)	.000	.000	.000
	N	119	117	117
Children’s Play Area Usefulness	Pearson Correlation	**.341****	**.042**	**.253****
	Sig. (2-tailed)	.000	.654	.006
	N	119	118	117
Floor Staff Availability	Pearson Correlation	**.434****	**.300****	**.325****
	Sig. (2-tailed)	.000	.001	.000
	N	123	122	121
Floor Staff Product Knowledge	Pearson Correlation	**.544****	**.329****	**.395****
	Sig. (2-tailed)	.000	.000	.000
	N	123	122	121
Floor Staff Friendliness	Pearson Correlation	**.560****	**.528****	**.538****
	Sig. (2-tailed)	.000	.000	.000
	N	122	121	120
Checkout Staff Speed	Pearson Correlation	**.534****	**.550****	**.476****
	Sig. (2-tailed)	.000	.000	.000
	N	121	120	120
Checkout Staff Politeness	Pearson Correlation	**.542****	**.554****	**.500****
	Sig. (2-tailed)	.000	.000	.000
	N	120	119	118

For the length of opening hours, the correlation with overall satisfaction is weak (r = .279, p < .05), as is the correlation with intention to revisit (r = .455, p < .001) and that with intention to recommend (r = .368, p < .001).

The correlation of store cleanliness with overall satisfaction is strong (r = .625, p < .001) and moderate with intention to revisit (r = .470, p < .001) as well as intention to recommend (r = .475, p < .001).

Car parking availability and its correlation with overall satisfaction is moderate (r = .401, p < .001), strong with intention to revisit (r = .564, p < .001) yet weak with intention to recommend (r = .303, p < .001).

Product quality and its correlations with overall satisfaction (r = 6.13, p < .001) and intention to recommend (r = .614, p < .001) are strong but the relationship is only moderate with intention to revisit (r = .435, p < .001).

When it comes to product variety however, the correlations with overall satisfaction (r = .642, p < .001), intention to revisit (r = .589, p < .001) and intention to recommend (r = .523, p < .001) are all strong.

The correlation between product availability and overall satisfaction is strong (r = .584, p < .001) as is the relationship with intention to recommend (r = .500, p < .001) but moderate with intention to revisit (r = .358, p < .001).

The relationships between the customers' ease in finding products and their overall satisfaction is strong (r = .553, p < .001), and moderate with intention to revisit (r = .336, p < .001) and intention to recommend (r = .470, p < .001).

For the ease of returning products to Bunnings, the correlation with customers' overall satisfaction is moderate (r = .386, p < .001), strong with intention to revisit (r = .576, p < .001) and moderate with intention to recommend (r = .425, p < .001).

The correlation between product prices and overall satisfaction is strong (r = .503, p < .001) yet weak with intention to revisit (r = .289, p < .001) and moderate with intention to recommend (r = .413, p < .001)

The attractiveness of the discounts offered at Bunnings has a strong relationship with overall satisfaction (r = .531, p < .001) but the relationships only moderate with intention to revisit (r = .380, p < .001) and intention to recommend (r= .398, p < .001).

The correlation between the attractiveness of having a community sausage sizzle is only moderate with overall satisfaction (r = .338, p < .001) and intention to recommend (r = .310, p < .001) yet low with intention to revisit (r = .233, p < .05).

However, the correlations between the attractiveness of having a nursery is strong with intention to revisit (r = .604, p < .001) and intention to recommend (r = .561, p < .001) but more moderate with overall satisfaction (r = .494, p < .001).

While there is a moderate relationship between the usefulness of having a children's play area and overall satisfaction (r = .341, p < .001), it is weak with intention to recommend (r = .253, p < .05) and very weak with intention to revisit (r = .042, p < .654) but not statistically significant.

The correlation between the number of floor staff available to respond to customer enquiries and customers' overall satisfaction is moderate (r = .434, p < .001) but weak with intention to revisit (r = .300, p < .001) and intention recommend (r= .325, p < .001).

The product knowledge of floor staff has a strong correlation with overall satisfaction (r = .544, p < .001) but is more moderate with intention to revisit (r = .329, p < .001) and intention to recommend (r = .395, p < .001).

When it comes to their friendliness though, the relationships with overall satisfaction (r = .560, p < .001), intention to revisit (r = .528, p < .001) and intention to recommend (r = .535, p < .001) are all strong.

Similarly, the correlations between the speed of checkout staff with overall satisfaction (r = .534, p < .001) and intention to revisit (r = .550, p < .001) are both strong yet with intention to recommend (r = .476, p < .001) is moderate.

However, the relationships between the politeness of checkout staff and overall satisfaction (r = .542, p < .001), intention to revisit (r = .554, p < .001) and intention to recommend (r = .500, p < .001) are all strong.

While the correlation coefficient gives a good indication of a relationship existing between one variable and a dependent variable, it does not reveal if that independent variable has caused the relationship or the degree of impact on that variable.

Multiple Regression Analysis

Multiple Linear Regression otherwise known simply as multiple regression, is a statistical technique for measuring the degree to which multiple independent variables simultaneously

influence the result for a dependent variable (figure 4) by looking for trends existing in the data. The coefficient of determination or R^2 (table 70) is a metric for determining how much the variation in the results of the independent variables play on the variation of the results of the dependent variables. Regression analysis provides a value for the measurement of this effect, along with the F statistic that is used as a test of overall statistical significance (table 71) that confirms the formula is an accurate measurement, while the beta coefficients or β (table 72) compare the relative importance of each independent variable's relative contribution to the value for the dependent variables, assuming the others remain constant (Glenn, 2022).

Figure 4

Multiple Linear Regression

$$yi=\beta 0+\beta 1xi1+\beta 2xi2+\ldots+\beta pxip+\epsilon$$

Note. From *Multiple Linear Regression (MLR)* by A. Hayes, Investopedia, 2022. (https://www.investopedia.com/terms/m/mlr.asp)

The degree to which the independent variables or predictors effect a dependent variable can be interpreted from results of this analysis in the tables that follow.

Overall Satisfaction

Table 70

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	.693	**.641**	.79464

a. Predictors: (Constant), Checkout Staff Politeness, Children's Play Area Usefulness, Product Availability, Car Parking Availability, Community Sausage Sizzle Attractiveness, Discount Attractiveness, Floor Staff Availability, Opening Hours Length, Returning Products Easiness, Finding Products Easiness, Nursery Attractiveness, Product Prices, Store Cleanliness, Product Quality, Floor Staff Product Knowledge, Product Variety, Floor Staff Friendliness, Checkout Staff Speed

Table 71

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.355	18	8.409	**13.316**	**.000**[b]
	Residual	66.934	106	.631		
	Total	218.289	124			

a. Dependent Variable: Overall Satisfaction

b. Predictors: (Constant), Checkout Staff Politeness, Children's Play Area Usefulness, Product Availability, Car Parking Availability, Community Sausage Sizzle Attractiveness, Discount Attractiveness, Floor Staff Availability, Opening Hours Length, Returning Products Easiness, Finding Products Easiness, Nursery Attractiveness, Product Prices, Store Cleanliness, Product Quality, Floor Staff Product Knowledge, Product Variety, Floor Staff Friendliness, Checkout Staff Speed

Table 72

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-.728	.469		-1.552
	Opening Hours Length	-.196	.074	**-.185**	-2.650
	Store Cleanliness	.224	.075	**.227**	3.004
	Car Parking Availability	.022	.071	**.022**	.304
	Product Quality	.123	.081	**.118**	1.529
	Product Variety	.235	.098	**.212**	2.391
	Product Availability	.136	.090	**.132**	1.514
	Finding Products Easiness	.077	.071	**.080**	1.075
	Returning Products Easiness	.055	.067	**.058**	.808
	Product Prices	.092	.086	**.080**	1.060
	Discount Attractiveness	.093	.077	**.091**	1.206
	Community Sausage Sizzle Attractiveness	.031	.043	**.046**	.711
	Nursery Attractiveness	-.063	.068	**-.070**	-.925
	Children's Play Area Usefulness	.079	.047	**.108**	1.691
	Floor Staff Available	-.019	.070	**-.021**	-.273
	Floor Staff Product Knowledge	.041	.080	**.043**	.509
	Floor Staff Friendliness	.070	.104	**.064**	.676
	Checkout Staff Speed	.143	.109	**.128**	1.306
	Checkout Staff Politeness	.055	.128	**.048**	.430

The coefficient of determination suggests that 64% of Bunnings customers' overall satisfaction is driven by the independent values tested as a whole and the F statistic confirms the regression model has worked *(R^2* = .641, *F* = 13.316). The results show store cleanliness is most important in relative contribution as a predictor of overall satisfaction (β = .227), followed by product variety (β = .212) and opening hours length (β = -.185). Floor staff availability (β = -.021) and car parking availability (β = .022) are of least importance in their relative contribution as predictors of overall satisfaction.

Intention to revisit

Table 73

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807[a]	.651	**.592**	.67158

a. Predictors: (Constant), Checkout Staff Politeness, Children's Play Area Usefulness, Product Availability, Car Parking Availability, Community Sausage Sizzle Attractiveness, Discount Attractiveness, Floor Staff Availability, Opening Hours Length, Returning Products Easiness, Finding Products Easiness, Nursery Attractiveness, Product Prices, Store Cleanliness, Product Quality, Floor Staff Product Knowledge, Product Variety, Floor Staff Friendliness, Checkout Staff Speed

Table 74

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.216	18	4.956	**10.989**	**.000[b]**
	Residual	47.809	106	.451		
	Total	137.025	124			

a. Dependent Variable: Intention To Revisit

b. Predictors: (Constant), Checkout Staff Politeness, Children's Play Area Usefulness, Product Availability, Car Parking Availability, Community Sausage Sizzle Attractiveness, Discount Attractiveness, Floor Staff Availability, Opening Hours Length, Returning Products Easiness, Finding Products Easiness, Nursery Attractiveness, Product Prices, Store Cleanliness, Product Quality, Floor Staff Product Knowledge, Product Variety, Floor Staff Friendliness, Checkout Staff Speed

Table 75

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.621	.396		4.087
	Opening Hours Length	.017	.062	**.021**	.276
	Store Cleanliness	.041	.063	**.052**	.650
	Car Parking Availability	.175	.060	**.220**	2.905
	Product Quality	.070	.068	**.084**	1.021
	Product Variety	.228	.083	**.259**	2.750
	Product Availability	-.024	.076	**-.029**	-.312
	Finding Products Easiness	-.046	.060	**-.061**	-.763
	Returning Products Easiness	.192	.057	**.256**	3.373
	Product Prices	-.056	.073	**-.062**	-.765
	Discount Attractiveness	.001	.065	**.001**	.018
	Community Sausage Sizzle Attractiveness	.013	.036	**.025**	.361
	Nursery Attractiveness	.154	.057	**.215**	2.675
	Children's Play Area Usefulness	-.091	.040	**-.158**	-2.307
	Floor Staff Availability	.004	.059	**.006**	.073
	Floor Staff Product Knowledge	-.069	.068	**-.093**	-1.020
	Floor Staff Friendliness	.039	.088	**.044**	.438
	Checkout Staff Speed	.134	.092	**.152**	1.451
	Checkout Staff Politeness	.009	.108	**.010**	.085

The coefficient of determinations suggests that 59% of Bunnings customers' intention to revisit is driven by the independent values tested as a whole and the F statistic confirms the regression model has worked (R^2 = .592, F = 10.989). The results show that product variety (β = .259) and the ease of returning products (β = .256) are of most importance in relative contribution as predictors of intention to return, along with car parking availability (β = .220) and having a nursery (β = .215). The attractiveness of the discounts at Bunnings Warehouse (β = .001) along with the availability of floor staff (β = .006) and the politeness of checkout staff (β = .010) appearing to be the least important in relative contribution as predictors of a customers' intention to revisit.

Intention to Recommend

Table 76

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744[a]	.554	**.478**	1.13605

a. Predictors: (Constant), Checkout Staff Politeness, Children's Play Area Usefulness, Product Availability, Car Parking Availability, Community Sausage Sizzle Attractiveness, Discount Attractiveness, Floor Staff Availability, Opening Hours Length, Returning Products Easiness, Finding Products Easiness, Nursery Attractiveness, Product Prices, Store Cleanliness, Product Quality, Floor Staff Product Knowledge, Product Variety, Floor Staff Friendliness, Checkout Staff Speed

Table 77

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.045	18	9.447	**7.320**	**.000[b]**
	Residual	136.805	106	1.291		
	Total	306.850	124			

a. Dependent Variable: Intention To Recommend

b. Predictors: (Constant), Checkout Staff Politeness, Children's Play Area Usefulness, Product Availability, Car Parking Availability, Community Sausage Sizzle Attractiveness, Discount Attractiveness, Floor Staff Availability, Opening Hours Length, Returning Products Easiness, Finding Products Easiness, Nursery Attractiveness, Product Prices, Store Cleanliness, Product Quality, Floor Staff Product Knowledge, Product Variety, Floor Staff Friendliness, Checkout Staff Speed

Table 78

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-.919	.671		-1.370
	Opening Hours Length	.087	.106	**.069**	.823
	Store Cleanliness	.061	.107	**.052**	.570
	Car Parking Availability	-.103	.102	**-.087**	-1.010
	Product Quality	.373	.115	**.301**	3.233
	Product Variety	.097	.140	**.074**	.692
	Product Availability	.069	.128	**.057**	.538
	Finding Products Easiness	.122	.102	**.107**	1.194
	Returning Products Easiness	.083	.096	**.074**	.862
	Product Prices	.076	.124	**.056**	.611
	Discount Attractiveness	-.083	.110	**-.069**	-.754
	Community Sausage Sizzle Attractiveness	.056	.061	**.070**	.905
	Nursery Attractiveness	.181	.097	**.170**	1.865
	Children's Play Area Usefulness	.025	.067	**.029**	.374
	Floor Staff Availability	-.076	.100	**-.070**	-.763
	Floor Staff Product Knowledge	-.046	.115	**-.041**	-.402
	Floor Staff Friendliness	.212	.149	**.161**	1.420
	Checkout Staff Speed	.036	.156	**.027**	.232
	Checkout Staff Politeness	.074	.183	**.055**	.405

The coefficient of determinations suggests that 48% of Bunnings customers' intention to recommend is driven by the independent values tested as a whole and the F statistic confirms the regression model has worked *(R^2* = .478, *F* = 7.32). The results show that product quality (β = .301) is the most important in relative contribution as a predictor of intention to recommend and almost double that of the relative contribution that stems from having a nursery (β = .170) or friendly floor staff (β = .161). The speed of checkout staff (β = .027) and their politeness (β = .055) are least important in their relative contribution as predictors of intention to recommend.

Conclusion

From this research, the factors that contribute to why customers choose to shop at Bunnings Warehouse have been identified and their relevance to customers' overall satisfaction, along with their intention to revisit and recommend have been measured.

For most customers, the research suggests that the staff at Bunnings are of little importance as a determinant of overall satisfaction and that their availability or performance in performing their roles matters little to customers' intention to revisit or in recommending Bunnings Warehouse to others.

Rather, the results of this research attribute both the variety and quality of products available as the most influential factors that contribute to why customers choose to shop at Bunnings Warehouse, whether customers return and when they will recommend the brand to their family and friends.

While further research will be necessary, these initial findings suggest that management may focus less on the role that staff play in any future marketing campaigns but instead place a greater emphasis on both the variety of products available and their quality, as these factors matter the most to customers in their perception of overall satisfaction and as predictors of their intention to revisit and in recommending Bunnings Warehouse to others.

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Appendix

University of Technology, Sydney

A Survey of Customer Satisfaction with Bunnings Warehouse

This survey is being conducted by post-graduate students at the University of Technology as part of the subject, Applied Market Research. The aim of this survey is to identify and measure the factors contributing to why customers choose to shop at Bunnings Warehouse.

The survey should take around five minutes to complete. The information we gather is purely for academic purposes and will be used to write our final report. Your participation is entirely voluntary, and your responses will remain confidential. If you have any questions regarding this survey, please contact Rosie on rosie.i.broad@student.uts.edu.au

In General

Q1. How often do you shop at **Bunnings Warehouse**? Please tick the most appropriate box below. If answered never, thank you for your time but you are not eligible for this survey.

- ❑ Never
- ❑ Once a week
- ❑ Once a fortnight
- ❑ Once a month
- ❑ More than once a month

Q2. What **types of products do you purchase at Bunnings Warehouse**. Please tick all the boxes which apply.

- ❑ Bathroom Accessories
- ❑ Building Products
- ❑ Cleaning Products
- ❑ Curtains & Blinds
- ❑ Gardening
- ❑ Paints

- ❑ Lighting & Electrical
- ❑ Outdoor Living Accessories
- ❑ Storage Products
- ❑ Tools
- ❑ Other: Please specify _____

Q3. How many products do you purchase on average when visiting Bunnings Warehouse? Please tick the most appropriate box below.

- ❑ 1-3 products
- ❑ 4-6 products
- ❑ 7-9 products
- ❑ 10 or + products

Q4. When visiting Bunnings Warehouse what is the average **monetary value of your total purchase**? Please tick the most appropriate box below.

- ❑ 0-$49.99
- ❑ $50-$99.99
- ❑ $100-$149.99
- ❑ $150-$199.99
- ❑ $200- upwards

Q5. Please indicate what **percentage of your purchases are for Personal/Home or Business/Work**. If you spend most for Business/Work, you might answer 90% Business/Work and 10% Personal/Home.

___ % Personal/Home

___ % Business/Work

100% TOTAL

Q6. Now we are interested in **how frequently you use the following services offered at Bunnings Warehouse**. Please pick a number from the scale below and indicate on the line provided.

Scale								
Never	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Very Frequently**

- ❑ Café ____
- ❑ Click and Collect ____
- ❑ DIY Workshops ____
- ❑ Gas Swaps ____
- ❑ Hire Shop ____
- ❑ Key Cutting ____
- ❑ Kids Activities ____
- ❑ Paint Colour Matching ____
- ❑ Pool Water Testing ____
- ❑ Special Orders ____
- ❑ Vehicle Hire ____

Q7. Now we would like to know how you feel about the **length of Bunnings Warehouse opening hours.** Please pick a number from the scale below to indicate how much you agree or disagree with the statement.

Scale								
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Bunnings Warehouse operating hours are very long ____
- ❑ Whenever I need to go to a hardware store, I know Bunnings is likely to be open ____
- ❑ I think Bunnings stores operate with lengthy hours ____

Q8. Now we would like to know your opinion on **the cleanliness** of Bunnings Warehouse stores. Please pick a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Bunnings stores are always extremely tidy ____
- ❑ Whenever I shop at Bunnings, their stores are always very clean ____
- ❑ I can count on Bunnings Warehouse to be clean when I shop there ____

Q9. Below is a set of statements which refer to the **car parking availability** at Bunnings Warehouse. Please select a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ I can always find a space in Bunnings car park ____
- ❑ The car parking availability at Bunnings is excellent ____
- ❑ Bunnings car park always has a spot for me to park my car ____

<u>Bunnings Warehouse Products</u>

Q10. Now we would like your opinion on the **quality of products** sold in Bunnings Warehouse**.** Please pick a number from the scale below to show much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Overall, the products offered at Bunnings are of high quality ____
- ❑ The quality of the products sold at Bunnings is exceptional ____
- ❑ Bunnings only sell very high-quality products ____

Q11. Now we'd like to know your opinion on the **variety of different products** sold at Bunnings Warehouse. Please select a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Bunnings has a vast array of products for sale _____
- ❑ I know I can count on Bunnings to have what I need, because they have a wide variety of products _____
- ❑ Bunnings stocks an incredible variety of products _____

Q12. Below is a list of statements which refer to Bunnings Warehouse always **having the product you need in stock**. Please select a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ I think Bunnings always has sufficient stock of things that I need to purchase _____
- ❑ I am always able to get what I need from the shelves when I shop at Bunnings _____
- ❑ Bunnings is never out of stock when I need to buy something from them _____

Q13. Below is a set of statements which refer to the **ease of finding products** in Bunnings Warehouse. Please pick a number from the scale below to show much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ I find it very straightforward to find products at Bunnings ____
- ❑ I am always easily able to find what I'm looking for at Bunnings ____
- ❑ Bunnings makes it really easy for me to find products when I'm in their store ____

Q14. Now, thinking about the **ease of returning products** to Bunnings Warehouse, please select a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ It is very easy to return products to Bunnings if I need to ____
- ❑ Bunnings are happy to accept a return, or exchange a purchased product ____
- ❑ I can easily take a product back to Bunnings that's not right or suitable for my needs ____

Q15. Below is a set of statements which refer to the **prices of products** at Bunnings Warehouse. Please pick a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Bunnings has very low priced products ____
- ❑ Whenever I shop at Bunnings, I'm always impressed by how low their prices are ____
- ❑ The product prices at Bunnings are inexpensive ____

Q16. Below is a set of statements which refer to the **attractiveness of the discounts** offered by Bunnings Warehouse. Please select a number from the scale below to indicate how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ The products on special at Bunnings are always very attractively priced ____
- ❑ When I buy discounted products at Bunnings, I believe I am getting a really good deal ____
- ❑ Products on sale at Bunnings are a real bargain ____

Bunnings Warehouse Features

Q17. Below is a set of statements regarding the **attractiveness of having a community sausage sizzle** at Bunnings Warehouse. Please use the scale below to indicate how much you agree or disagree with the statements.

Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ The Bunnings sausage sizzle is a really great thing about going to Bunnings ____
- ❑ I love that Bunnings Warehouse has a sausage sizzle there on weekends ____
- ❑ The Bunnings sausage sizzle is a big part of the appeal in going there to shop ____

Q18. Below is a set of statements which refer to the **attractiveness of having a nursey** at Bunnings Warehouse. Please pick a number from the scale below to indicate how much you agree or disagree with the statement.

Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ It's really appealing to me that Bunnings Warehouse has a plant nursery ____
- ❑ I really like Bunnings having a plant nursery ____
- ❑ Bunnings plant nursey is fantastic ____

Q19. Now we would like to know how you feel about the **usefulness of the children's play area** provided by Bunnings stores. Please pick a number from the scale below to indicate how much you agree or disagree with the statement.

Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ The children's play area creates a seamless experience when shopping at Bunnings Warehouse ____
- ❑ It is really useful that Bunnings has a children's play area ____
- ❑ The availability of the children's play area positively adds to my experience of shopping at Bunnings stores ____

Bunnings Warehouse Floor Staff Members

Q20. Now, we'd like your opinion on the **number of floor staff available for customer enquiries** at Bunnings stores. Please use the scale below and place your answers on the scale provided.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Whenever I visit Bunnings there is always a floor staff member ready to help me ____
- ❑ There are always a lot of Bunnings floor staff available whenever I shop there ____
- ❑ If I have an enquiry, I can always find a Bunnings floor staff member to help me ____

Q21. Below is a set of statements which refer to the **product knowledge of floor staff** at Bunnings Warehouse. Please select a number below which reflects how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Bunnings staff are always informed about their products and services ____
- ❑ If I need information about a product, a member of the Bunnings floor staff will be able to provide it ____
- ❑ Floor staff are well aware of all the important details about their products and services ____

Q22. Now, thinking about the **friendliness of floor staff** at Bunnings Warehouse, we'd like to know how you feel about the statements below. Please select a number which reflects how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ The floor staff at Bunnings are always very friendly ____
- ❑ You can count on Bunnings floor staff to be very approachable ____
- ❑ Bunnings floor staff operate with a welcoming manner ____

Bunnings Warehouse Checkout Staff Members

Q23. Now, thinking about the **speed of checkout staff** at Bunnings Warehouse. Please select a number below which reflects how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ The checkout staff at Bunnings process my transactions quickly ____
- ❑ Whenever I purchase something at Bunnings, the checkout staff are very fast to process my transaction ____
- ❑ Checkout staff are always fast whenever I shop at Bunnings ____

Q24. Below is a set of statements which refer to the **politeness of Bunnings Warehouse checkout staff.** Please select a number below which reflects how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ The checkout staff at Bunnings are always very polite ____
- ❑ Whenever I purchase at Bunnings, the checkout staff are extremely well-mannered ____
- ❑ Bunnings checkout staff process my transaction very politely ____

Bunnings Warehouse Overall Experience

Q25. Below is a set of statements which refer to your **overall satisfaction** with your shopping experience at Bunnings Warehouse. Please pick a number from the scale below to show much you agree or disagree with this statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ Whenever I go to Bunnings Warehouse, I always leave feeling very satisfied ____
- ❑ Shopping at Bunnings Warehouse is always an experience I thoroughly enjoy ____
- ❑ I am never disappointed by my decision to go shopping at Bunnings ____

Q26. Below is a set of statements which refer to your **intention to re-visit** Bunnings Warehouse. Please pick a number from the scale below to indicate how much you agree or disagree with this statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ I will definitely shop at Bunnings again ____
- ❑ If I need to buy something from a hardware store, I will definitely go back to Bunnings ____
- ❑ In future I am sure I will definitely return to Bunnings ____

Q27. Below is a set of statements which refer to your **intention to recommend** Bunnings Warehouse products and services. Please select a number below which reflects how much you agree or disagree with the statement.

	Scale							
Strongly Disagree	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**Strongly Agree**

- ❑ I definitely intend to recommend Bunnings Warehouse to others who need hardware ____
- ❑ Whenever I am asked about where I prefer to shop for hardware, I always say Bunnings ____
- ❑ I always highly recommend Bunnings Warehouse products and services to others ____

Demographics

Q28. What is your gender? Please tick one box below

- ❑ Male
- ❑ Female
- ❑ Non-binary
- ❑ Prefer not to say

Q29. How old are you? Please tick one box below

- ❑ 18-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65 and older

Q30. What is your highest level of education? Please tick one box below

- ❑ No non-school qualifications
- ❑ High School
- ❑ Diploma
- ❑ Bachelor's degree and above
- ❑ Master's degree
- ❑ Doctorate

Q31. What is your annual income? Please tick one box below

- ❑ Less than $10,000
- ❑ $10,000-$39,000
- ❑ $40,000-$59,999
- ❑ $60,000-$79,999
- ❑ $80,000-$99,999
- ❑ Above $100,000
- ❑ Prefer to not say

Q32. What is your occupation? Please write your answer on the line below.

_____

Q33. What is your suburb of residence? Please write your answer on the line below.

_____

Thank you for participating in this survey.