

# **A Survey on Customer Satisfaction and Shopping Preferences of Second-Year Physical Science Students of University of Kelaniya**

**STAT 22632- Survey Methods & Sampling Techniques**

**Department of Statistics & computer Science**

**University of Kelaniya**

**Academic Year 2022/2023**

**By**

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## **Acknowledgement**

First and foremost, we express our deepest appreciation to our **Professor Mrs. A.M.C.H. Attanayake**, for her invaluable guidance, encouragement, and constructive feedback, which were instrumental in shaping the direction and quality of this project. Her expertise and mentorship have been a cornerstone of our success.

Furthermore, we would like to extend our gratitude to our demonstrator **Ms. Maleesha Mallawaarachchi** that have provide us with ideas and advices. Her help has been crucial in the successful completion of this survey project, thank the University of Kelaniya for providing us to this great opportunity to work on the survey project.

We are also profoundly grateful to the *second-year Physical Science students of the University of Kelaniya*, whose enthusiastic participation and thoughtful responses made this study possible. Their cooperation and valuable insights provided the foundation for our analysis and findings. We thank all others who contributed to this project, including the Faculty of Science for their support and resources.

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## **Introduction**

Supermarkets play a crucial role in the daily lives of university students, offering a convenient and accessible source for groceries, household items, and other essentials. Understanding customer satisfaction and shopping preferences is vital for improving services and aligning them with the expectations of this unique demographic.

This report presents the findings of a survey conducted among second-year students who are doing Physical Sciences of the Faculty of Science at the University of Kelaniya. The survey aimed to evaluate customer satisfaction levels and shopping preferences concerning supermarkets located near the university. By analyzing student behavior, preferences, and overall satisfaction, the study seeks to provide insights into the factors influencing their shopping choices and identify areas for potential improvement in supermarket services.

The objectives of this research were twofold:

**General Objective:** To assess the overall satisfaction levels and preferences of university students regarding supermarkets in proximity to the campus.

**Specific Objectives:**

- To identify the most preferred supermarkets among the students.
- To evaluate key factors contributing to customer satisfaction, such as pricing, product variety, accessibility, and customer service.
- To understand the frequency and spending patterns of students during supermarket visits.
- This report is structured to provide an overview of the survey methodology, analysis of the collected data, and conclusions based on the findings. The results are intended to assist supermarket managers and stakeholders in tailoring their services to better meet the needs of university students, ultimately enhancing their shopping experience.

## **Methodology**

### **1. Research Design**

- a. Type of Survey: This research employed a descriptive survey design to gather qualitative and quantitative data on customer satisfaction and shopping preferences.
- b. Survey Tool: A structured questionnaire was used to collect data.

### **2. Target Population**

- c. The target population consisted of second-year students who are doing Physical Sciences from the Faculty of Science at the University of Kelaniya.

### **3. Data Collection**

- d. Mode of Collection: The survey was conducted using an online questionnaire.
- e. Duration: The data collection period lasted from 2nd week to 4th week of December.

### **4. Questionnaire Design**

- f. The questionnaire consisted of 16 sections, each focusing on specific aspects of customer satisfaction:
  - i. General demographic information.
  - ii. Shopping frequency and spending habits.
  - iii. Satisfaction levels with various attributes such as product quality, pricing, accessibility, and customer service.
  - iv. Suggestions for improvement in supermarket services.

### **5. Pilot Survey**

- g. A pilot survey was conducted with a small sample of 40 students to refine the questionnaire and ensure clarity, relevance, and comprehensiveness of the questions.

### **6. Ethical Considerations**

- h. Participants were informed about the purpose of the survey, and consent was obtained before collecting data.
- i. Confidentiality and anonymity of responses were maintained in compliance with university research ethics guidelines

## 7.Sampling Method

- j. Sampling Technique: Simple Random Sampling. We used R to generate random numbers by compilimg a list of students and numbering each of them. The numbers are as follows

```
random_integers <- sample(1:278, 162, replace = FALSE)
print(random_integers)
# [1] 206 187 180 54 85 202 195 233 209 87 141 2 29 272 278 245
# [19] 115 93 198 23 274 225 105 104 10 136 86 106 157 264 110 230 242
# [37] 111 183 228 194 223 122 185 47 276 139 94 119 189 38 56 42 257 43
# [55] 135 38 252 281 190 163 243 161 176 78 149 135 5 53 247 234 129 200
# [73] 197 114 71 216 27 4 128 126 81 192 14 204 269 95 82 68 166 103 168
```

```
# [91] 45 277 66 172 147 171 124 165 100 237 16 143 226 184 253 50 271
# [109] 258 215 13 51 101 52 88 118 11 239 174 231 128 199 203 210 80 102
# [127] 129 267 262 155 76 244 255 31 89 266 96 140 196 98 236 21 19 159
# [145] 112 142 224 218 205 278 232 219 263 179 121 62 213 83 259 158 133 8
# [163] 12
```

Figure 1:Random number generated using R

- k. Sample Size: A sample size of 165 students was determined based on statistical calculations to ensure representativeness and reliability.

### Sample Size:

$$n = \frac{N(p)(1-p)}{(N-1)(D) + (p)(1-p)}, \quad D = \frac{B^2}{4}$$

**n - Sample Size**

**N - Population Size**

**p - Estimated Proportion**

**D - Margin of Error**

**B - Bound of error**

### **Calculate sample size:**

$$n = \frac{N(p)(1-p)}{(N-1)(D) + (p)(1-p)}, \quad D = \frac{B^2}{4}$$

$$n = \frac{(278)(0.5)(0.5)}{(277) \left(\frac{0.05^2}{4}\right) - (0.5)(0.5)}$$

$$n = \frac{69.5}{0.423125}$$

$$n = 164.25 \cong 165$$

# **QUESTIONNAIRE:**

Link: <https://forms.gle/yYu6KSt9sifcQ1a38>

The screenshot shows a Google Forms survey titled "Customer Satisfaction and Shopping Preferences Survey - Physical Science - Second Year Student of The Faculty of Science, University of Kelaniya". The survey is described as a Data Collection Form, consisting of 16 sections, with the current view being Section 1 of 16.

**Welcome to our survey!**

We are conducting a survey to gather insights into the shopping preferences and satisfaction levels of Physical Science 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.*

After section 1 Continue to next section

**Section 2 of 16**

**Demographics**

Description (optional)

**Age \***

Under 20  
 20  
 21  
 22  
 23  
 24  
 25  
 26 and above

**Gender \***

Male  
 Female  
 prefer not to say

**Academic Year in the Faculty of Science \***

Second Year

**Degree Program \***

Physical Science

Section 3 of 16

**Shopping Habits**

Description (optional)

How often do you visit supermarkets? \*

Daily

Weekly

Monthly

Rarely

Which supermarket do you shop at most frequently? \*

Cargills Foodcity

Keells

Spar

Other

Section 4 of 16

**Cargills Foodcity Supermarket Proximity and Accessibility**

Description (optional)

How close is the nearest supermarket to your university or residence? \*

Less than 1 km

1-5 km

More than 5 km

How important is proximity when choosing a supermarket? \*

Very Unimportant

Unimportant

Neutral

Important

Very Important

After section 4 Continue to next section

**Section 5 of 16**

**Cargills Foodcity Supermarket Affordability and Promotions**

Description (optional)

How affordable are the prices of the goods for your budget as a student? \*

Very Affordable

Affordable

Neutral

Expensive

Very Expensive

How often do you find student-friendly discounts or promotions? \*

All the time

Frequently

Occasionally

Rarely

Never

**Section 6 of 16**

**Cargills Foodcity Supermarket Product Variety and Availability**

Description (optional)

How satisfied are you with the availability of essential items like books, stationery, and food? \*

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

Does the supermarket provide healthy and affordable meal options? \*

Always

Often

Sometimes

Rarely

Never

**Section 7 of 16**

**Cargills Foodcity Supermarket Customer Satisfaction**

Description (optional)

What are the reasons you choose this supermarket? \*

	Strongly Disag...	Disagree	Neutral	Agree	Strongly Agree
It's close to me	<input type="radio"/>				
It has a wide va...	<input type="radio"/>				
The prices are ...	<input type="radio"/>				
There are disco...	<input type="radio"/>				
It's clean and o...	<input type="radio"/>				
The customer s...	<input type="radio"/>				

What is your main purpose for visiting supermarkets? \*

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

How would you rate the cleanliness and organization of the supermarket? \*

- Very Poor
- Poor
- Average
- Good
- Excellent

How likely are you to recommend this supermarket to other students? \*

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Overall, how satisfied are you with your experience at the supermarket you chose? \*

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

What improvements would you suggest for the supermarket to make it better for customers?  
(Please provide any suggestions or comments)

Short answer text

Section 16 of 16

Non-Users of Keells, Cargills, or Spar

X ::

Description (optional)

Why do you not shop at Keells, Cargills Foodcity, or Spar? \*

(You can select more than one option)

- Higher Prices
- Limited Product Selection
- Inconvenient Location
- Poor Customer Service
- Better Options Elsewhere
- Not Satisfied with Quality
- I Prefer Other Stores
- Other...

Where do you usually shop for groceries and household items? \*

(You can select more than one option)

- Local Market
- Online Store (e.g., Daraz, AliExpress)
- Wholesale markets
- Other...

How often do you shop for groceries? \*

- Daily
- Weekly
- Monthly
- Rarely

What factors are most important to you when choosing where to shop? \*  
(Please rate each factor)

	Very Unimportant	Unimportant	Neutral	Important	Very Important
How close the ...	<input type="radio"/>				
The quality of t...	<input type="radio"/>				
The prices are ...	<input type="radio"/>				
There are disco...	<input type="radio"/>				
Good customer...	<input type="radio"/>				
A wide variety ...	<input type="radio"/>				
The store is cle...	<input type="radio"/>				

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

- Yes
- No

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)

Short answer text

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

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

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

Description (optional)

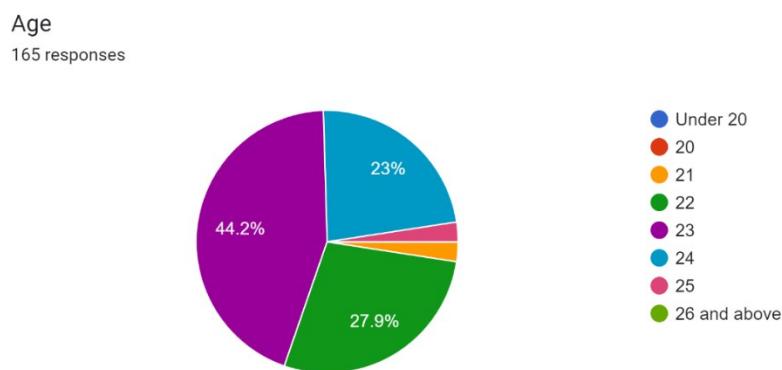
Image title



# **ANALYSIS AND INTERPRETATION**

## **1. Demographics**

### **1.1 Respondents by Age**



*Figure 2: Respondents by Age*

#### **Interpretation:**

The pie chart illustrates the age distribution of second-year Physical Science students at the University of Kelaniya. It reveals a clear pattern:

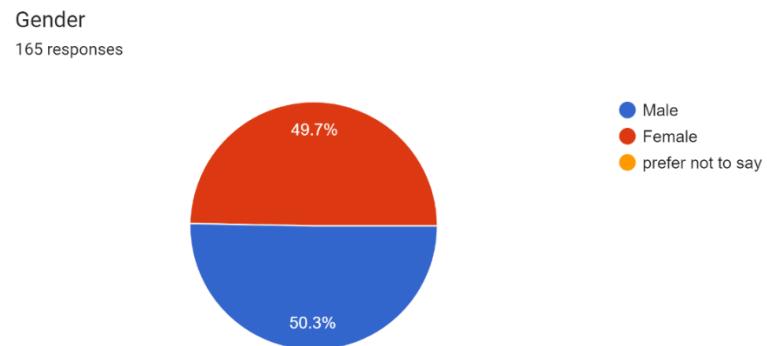
- Concentration in the Mid-20s: The majority of students fall within the 22-24 age range, with 23-year-olds forming the largest group at 44.2%. This suggests that most students in this program are in their early to mid-20s.
- Smaller Groups at the Extremes: Both the younger (21) and older (25) age groups represent a much smaller portion of the student population, each accounting for only 2.4%.

#### **Conclusion:**

Based on the age distribution depicted in the pie chart, we can conclude that the typical second-year Physical Science student at the University of Kelaniya is likely between 22 and 24 years old. This information can be useful for various purposes, such as:

- **Student Support Services:** Tailoring support services to the specific needs and preferences of this age group.
- **Curriculum Development:** Designing curriculum that is relevant and engaging for students in this age range.
- **Student Recruitment:** Targeting recruitment efforts towards potential students within this age range.

## **1.2 Respondents by Gender**



*Figure 3: Respondents by Gender*

### **Interpretation:**

The pie chart presents the gender distribution of respondents to a survey.

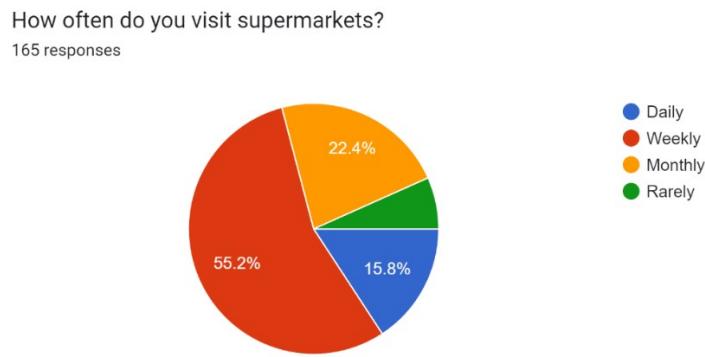
- **Male Respondents:** Represent 50.3% of the total 165 responses.
- **Female Respondents:** Account for 49.7% of the total responses.
- **"Prefer Not to Say":** No respondents chose this option.

### **Conclusion:**

Based on the pie chart, we can conclude that the survey respondents were almost evenly split between male and female. There appears to be a slight majority of male respondents, but the difference is minimal.

## **2. Shopping Habits**

### **2.1 Visiting Frequency of the Students**



*Figure 4:Visiting Frequency of the Students*

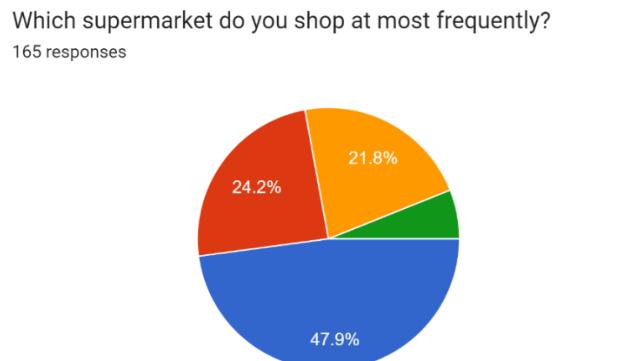
#### **Interpretation:**

- The majority of respondents (55.2%) visit supermarkets weekly. This suggests that weekly grocery shopping is a common practice for many people.
- A significant portion of respondents (22.4%) visit supermarkets monthly. This indicates that some people prefer to shop for groceries less frequently, perhaps due to time constraints or storage limitations.
- Daily visits to supermarkets are relatively uncommon, accounting for only 15.8% of the responses. This suggests that most people do not need to visit supermarkets every day.
- A small percentage of respondents (6.7%) visit supermarkets rarely. This could be due to various reasons, such as living in a rural area with limited access to supermarkets or preferring to shop at smaller local stores.

#### **Conclusion:**

- Based on the data presented, the most frequent shopping frequency for supermarkets is weekly. This suggests that supermarkets play a significant role in the weekly shopping routines of many individuals. However, there is also a significant portion of the population that shops monthly or less frequently. This highlights the diversity of shopping habits and preferences among consumers.
- Exploring the reasons behind the different shopping frequencies could provide valuable insights for supermarkets and other retailers. For example, understanding why some people prefer to shop weekly could help supermarkets tailor their offerings and promotions to meet the needs of this segment

## **2.2 Supermarket choice by the students**



*Figure 5:Supermarket choice by the students*

### **Interpretation:**

- Cargills Foodcity emerges as the most popular supermarket, with a substantial 47.9% of respondents indicating it as their preferred choice.
- Keells follows closely as the second most favored option, accounting for 24.2% of the responses.
- Spar occupies the third position, with 21.8% of respondents preferring it.
- Other supermarkets collectively represent 6.1% of the responses.

### **Conclusion:**

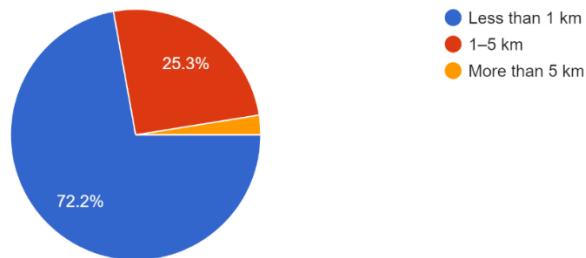
- Based on the data presented, Cargills Foodcity appears to be the most frequented supermarket among the surveyed individuals. It has a significant lead over the other options, suggesting its strong appeal to consumers in the region.
- Exploring the reasons behind the popularity of Cargills Foodcity, such as price, product selection, location, or customer service, could provide valuable insights for businesses in the supermarket industry.

### **3. Evaluation of Each Super Market:**

#### **3.1 Cargills Food City**

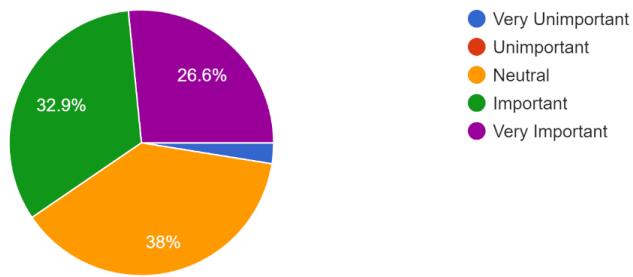
##### **3.1.1 Proximity to Cargills food city.**

How close is the nearest supermarket to your university or residence?  
79 responses



*Figure 6:Proximity to Cargills food city from university or residence*

How important is proximity when choosing a supermarket?  
79 responses



*Figure 7: how important Proximity to Cargills food city.*

#### **Interpretation:**

Figure 6 explores the distance of the nearest supermarket from the respondents' universities or residences.

- **Less than 1 km:** 72.2% of respondents live within 1 kilometer of a supermarket, indicating convenient access.
- **1–5 km:** 25.3% of respondents reside between 1 and 5 kilometers away from the nearest supermarket.
- **More than 5 km:** A relatively small percentage, 2.5%, live more than 5 kilometers away from the nearest supermarket.

Figure 7 presents the responses of 79 individuals on the importance of proximity when selecting a supermarket.

- **Very Important:** 26.6% of respondents strongly agree that proximity is a crucial factor.
- **Important:** 32.9% consider proximity to be an important factor.
- **Neutral:** 38% of respondents are neutral, neither strongly agreeing nor disagreeing with the importance of proximity.
- **Very Unimportant:** 2.5% find proximity to be very unimportant when choosing a supermarket.

### Conclusion:

By looking at these two pie charts, we can see that proximity is a significant factor for most respondents when choosing a supermarket and a significant majority of respondents have convenient access to supermarkets, with 72.2% residing within a kilometer. This suggests that supermarket accessibility is generally good. Combining the "Important" and "Very Important" categories in Figure 6, we see that 59.5% of individuals prioritize proximity to some degree. This suggests that convenience and accessibility play a crucial role in their supermarket selection process.

### 3.1.2 Students Take on discounts and Promotions at Cargills food city

How affordable are the prices of the goods for your budget as a student?  
79 responses

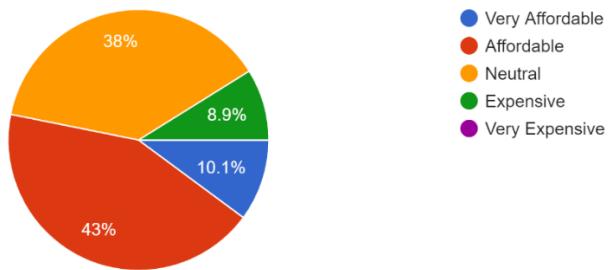


Figure 8: Students take on affordable prices at Cargills food city

How often do you find student-friendly discounts or promotions?  
79 responses

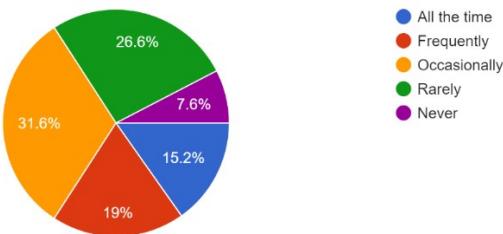


Figure 9: Students take on discounts at Cargills food city

### **Interpretation:**

Figure 8 shows how affordable the goods for the students.

- **Affordable** emerges as the most popular choice, with a substantial 43% of student respondents finding the prices to be affordable.
- **Neutral** follows closely as the second most favored option, accounting for 38% of the responses.
- **Very Affordable** occupies the third position, with 10.1% of respondents indicating that the prices are very affordable.
- **Expensive** represents 8.9% of the responses, suggesting that a smaller portion of students find the prices to be too high.
- **Very Expensive** is not mentioned in the provided data, so we can assume that no student responded with this option.

Figure 9 displays the results of a survey with 79 respondents, focused on student perceptions of discounts and promotions at Cargills Foodcity.

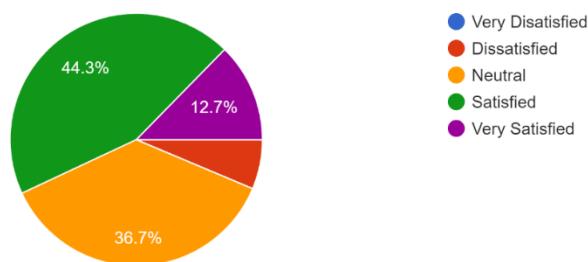
- **Frequently:** The largest portion (31.6%) indicates they "frequently" find student-friendly discounts or promotions. This suggests a good level of awareness and availability of such offers.
- **Rarely:** A significant number (26.6%) responded with "rarely." This implies that while there might be some discounts, they are either not easily found, not applicable to a wide range of products, or not promoted effectively.
- **All the time:** 15.2% answered "all the time," which is positive, but indicates room for improvement in reaching the majority of students.
- **Occasionally:** 19% selected "occasionally," suggesting inconsistency in the availability or visibility of student-focused deals.
- **Never:** A small portion (7.6%) said they "never" find such promotions. This group likely feels the establishment doesn't cater to their needs as students

### **Conclusion:**

- Based on the data presented, a majority of student respondents (53.1%) perceive Cargills Foodcity's prices as **affordable** or **very affordable**. This suggests that the supermarket is effectively catering to the budget constraints of its student clientele

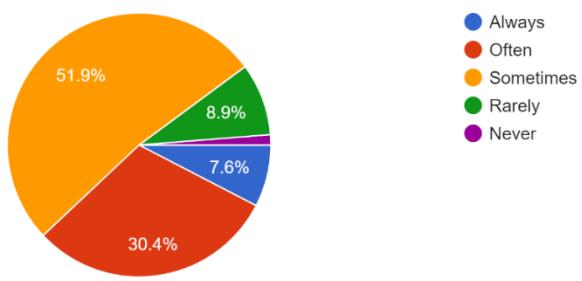
### **3.1.3 Students take on product variety and availability at Cargills food city**

How satisfied are you with the availability of essential items like books, stationery, and food?  
79 responses



*Figure 10:Students take on essential items at Cargills food city*

Does the supermarket provide healthy and affordable meal options?  
79 responses



*Figure 11:Students take on healthy items at Cargills food city*

#### **Interpretation:**

Figure 10 depicts,

- Satisfied emerges as the most popular choice, with a substantial 44.3% of respondents indicating they are satisfied with the availability of essential items.
- Neutral follows closely as the second most favored option, accounting for 36.7% of the responses.
- Very Satisfied occupies the third position, with 12.7% of respondents indicating they are very satisfied.
- Dissatisfied represents 6.3% of the responses, suggesting that a smaller portion of respondents are dissatisfied with the availability of essential items.

- Very Dissatisfied is not mentioned in the provided data, so we can assume that no respondent indicated being very dissatisfied.

Figure 11 shows the response distribution for whether the supermarket provide healthy and affordable meal options.

- **Sometimes** emerges as the most popular choice, with a substantial 51.9% of respondents indicating that the supermarket provides healthy and affordable meal options sometimes.
- **Often** follows closely as the second most favored option, accounting for 30.4% of the responses.
- **Always** occupies the third position, with 7.6% of respondents indicating that the supermarket always provides healthy and affordable meal options.
- **Rarely** represents 8.9% of the responses, suggesting that a smaller portion of respondents find healthy and affordable meal options rarely.
- **Never** represents 1.3% of the responses, suggesting that a very small percentage of respondents never find healthy and affordable meal options.

### **Conclusion:**

- Based on the data presented, a majority of respondents (81%) perceive the availability of essential items like books, stationery, and food as either **Satisfied** or **Neutral** while the majority of respondents (82.3%) perceive that the supermarket provides healthy and affordable meal options **Sometimes** or **Often**. This suggests that, for most people, the availability of these items is generally acceptable and while healthy and affordable meal options are also available, but they may not be consistently present or readily accessible.

### **3.1.5 Overall Customer Satisfaction at Cargills Food City**

What are the reasons you choose this supermarket?

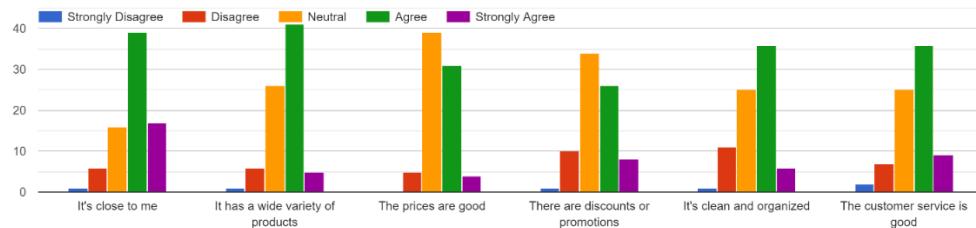


Figure 12:Overall Customer Satisfaction at Cargills food city

#### **Interpretation:**

Figure 12 uses a Likert scale with responses ranging from "Strongly Disagree" to "Strongly Agree" to assess the importance of various factors in choosing a supermarket.

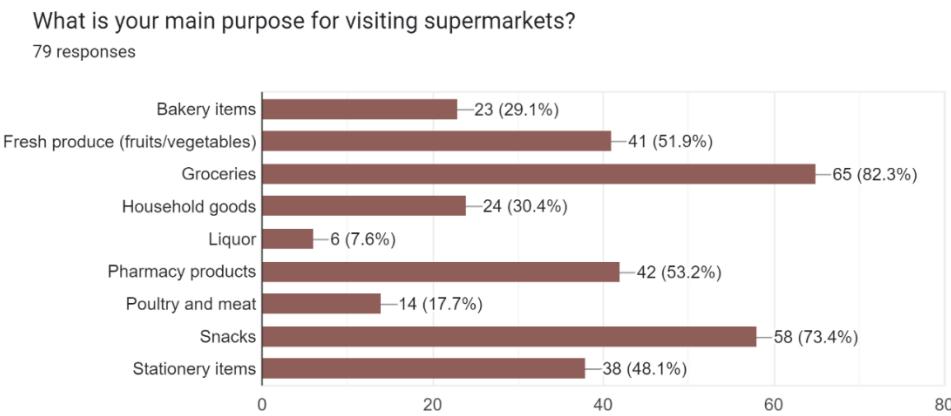
- **It's close to me:** A large majority "Agree" or "Strongly Agree" that the supermarket's proximity is a significant factor in their choice.
- **It has a wide variety of products:** A significant number "Agree" or "Strongly Agree" that the supermarket's product variety is important.
- **The prices are good:** A large number "Agree" that the prices are good, with a smaller number "Strongly Agreeing."
- **There are discounts or promotions:** A significant number "Agree" that the availability of discounts and promotions influences their choice.
- **It's clean and organized:** A large number "Agree" that the cleanliness and organization of the supermarket is important.
- **The customer service is good:** A significant number "Agree" that good customer service is important, with a smaller number "Strongly Agreeing."

#### **Conclusion:**

Based on the data presented, the key factors influencing the choice of supermarket for respondents are:

1. **Proximity:** Convenience and accessibility are highly valued.
2. **Product variety:** A wide selection of products is considered important.
3. **Price and value:** Affordable prices and discounts are significant factors.
4. **Cleanliness and organization:** A clean and well-organized shopping environment is appreciated.
5. **Customer service:** Good customer service is also valued, but may be less influential than other factors.

### **3.1.6 Primary Reasons for Visiting Cargills Food City.**



*Figure 13:primary Reasons for visiting Cargills Food city.*

#### **Interpretation:**

The image presents a bar graph illustrating the primary reasons why people visit supermarkets. Based on the data, it's evident that "Groceries" is the most common purpose, with a substantial 82.3% of respondents citing it as their main reason. This indicates that supermarkets are primarily perceived as places to stock up on essential food items.

Following "Groceries," "Pharmacy products" (53.2%) and "Fresh produce (fruits/vegetables)" (51.9%) are the next most popular reasons. This suggests that supermarkets are also seen as convenient places to purchase medications and fresh food items.

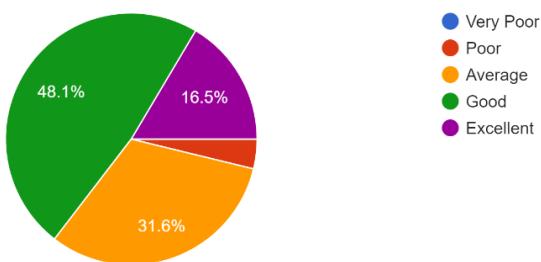
Other reasons, such as "Snacks" (73.4%), "Stationery items" (48.1%), and "Household goods" (30.4%), are also popular, although to a lesser extent. This indicates that supermarkets are seen as one-stop shops for a variety of needs beyond just food.

#### **Conclusions:**

- Supermarkets are primarily seen as grocery stores:** The high percentage of respondents citing "Groceries" as their main reason highlights the primary function of supermarkets as places to purchase food and beverages.
- Supermarkets are also seen as convenient destinations for other needs:** The significant percentages for "Pharmacy products," "Fresh produce," "Snacks," "Stationery items," and "Household goods" suggest that supermarkets are increasingly serving as one-stop shops for various consumer needs.
- The data suggests a shift in consumer behavior:** The high percentage of respondents citing "Pharmacy products" and "Fresh produce" might indicate a shift in consumer behavior towards convenience and one-stop shopping experiences.

### **3.1.7 Customer Perspectives on Cleanliness and Organization at Cargills Food City.**

How would you rate the cleanliness and organization of the supermarket?  
79 responses



*Figure 14:Customer Perspectives on Cleanliness and Organization at Cargills Food city.*

#### **Interpretation:**

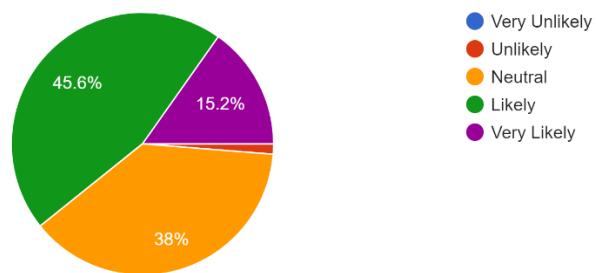
- 48.1% rated cleanliness and organization as "Good," indicating this is a strength of the supermarket.
- 31.6% rated it as "Excellent," suggesting high satisfaction in this aspect for many respondents.
- A smaller proportion (16.5%) rated it as "Average," and a minimal percentage rated it as "Poor" or "Very Poor."

#### **Conclusion:**

Cleanliness and organization are generally well-rated, with nearly 80% of respondents expressing positive feedback. This could contribute significantly to customer satisfaction and loyalty.

### **3.1.8 Willingness to Recommend Cargills Food City to Peers**

How likely are you to recommend this supermarket to other students?  
79 responses



*Figure 15: Willingness to Recommend the Cargills food city to Peers*

#### **Interpretation:**

- 45.6% of respondents indicated they are "Likely" to recommend the supermarket, while 38% said "Very Likely."
- 15.2% were neutral, and no respondents expressed a negative likelihood of recommending it.

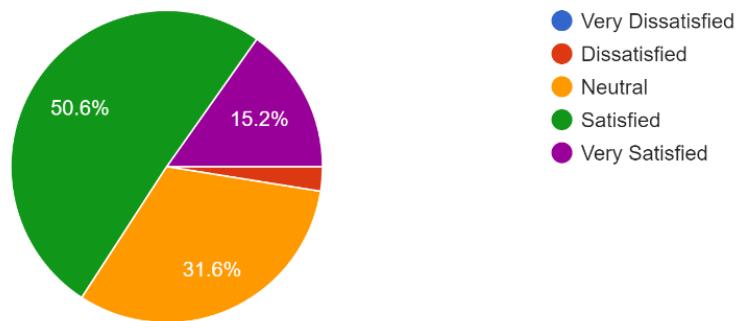
#### **Conclusion:**

Most customers are likely to recommend the supermarket to others, showcasing a positive reputation and strong word-of-mouth potential.

### **3.1.9 Evaluating Overall Supermarket Experience at Cargills Food City.**

Overall, how satisfied are you with your experience at the supermarket you chose?

79 responses



*Figure 16:Evaluating Overall Supermarket Experience at Cargills Food city.*

#### **Interpretation:**

- 50.6% reported being "Satisfied," and 31% said "Very Satisfied," indicating that the supermarket meets or exceeds expectations for most customers.
- 15.2% of respondents were neutral, and very few were dissatisfied.

#### **Conclusion:**

Overall satisfaction is high, with over 80% expressing positive sentiments. This reflects good performance but also hints at room for improvement to address neutral and less satisfied customers.

#### **Customer Suggestion**

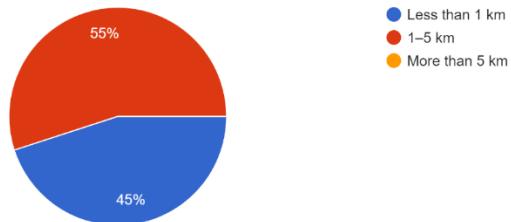
Customers suggest that Foodcity could improve by offering more frequent promotions, increasing the number of cashiers and counters, ensuring continuous availability of goods, maintaining cleanliness (especially near refrigerators), and providing fresh food. Additional recommendations include better customer service, extended working hours, and increased baggage storage

## **3.2 Keells**

### **3.2.1 Proximity to Keells.**

How close is the nearest supermarket to your university or residence?

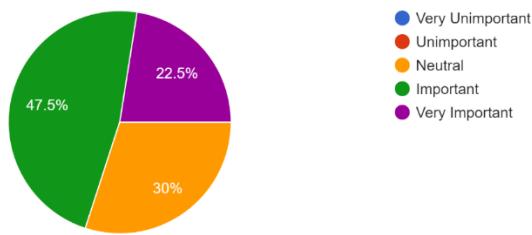
40 responses



*Figure 17:Proximity to Keells from university or residence*

How important is proximity when choosing a supermarket?

40 responses



*Figure 18:how important Proximity to Keells*

#### **Interpretation:**

Figure 17,

- 55% of respondents stated that the supermarket is **1–5 km away**, while 45% mentioned it is **less than 1 km**.
- This indicates that most students find the supermarket relatively accessible, with only short travel distances.

In Figure 18,

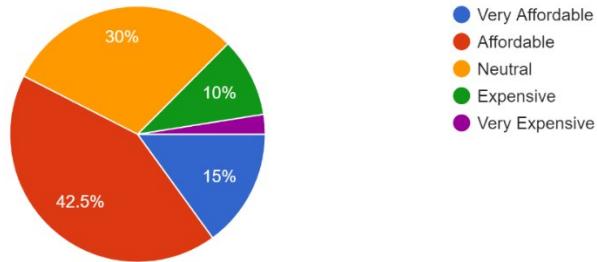
- A combined 77.5% (47.5% “Very Important” + 30% “Important”) consider proximity to be a critical factor in choosing a supermarket.
- This suggests that being near the university is a strong determinant of student preference.

#### **Conclusion:**

- Proximity is a key factor influencing students' choices. Keells' relatively close location to most respondents likely contributes positively to its appeal.

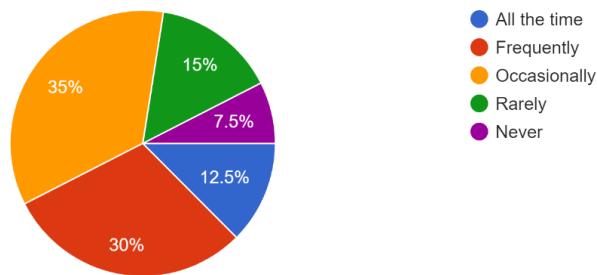
### **3.2.2 Students take on Affordability and Promotions at Keells.**

How affordable are the prices of the goods for your budget as a student?  
40 responses



*Figure 19:Students take on prices at Keells*

How often do you find student-friendly discounts or promotions?  
40 responses



*Figure 20:Students take on discounts on Keells*

#### **Interpretation:**

Figure 19 shows that,

- 42.5% found the prices **Expensive**, and 30% considered them **Neutral**.
- Only 25% rated prices as **Affordable** or **Very Affordable**, suggesting that affordability is a concern for many students.

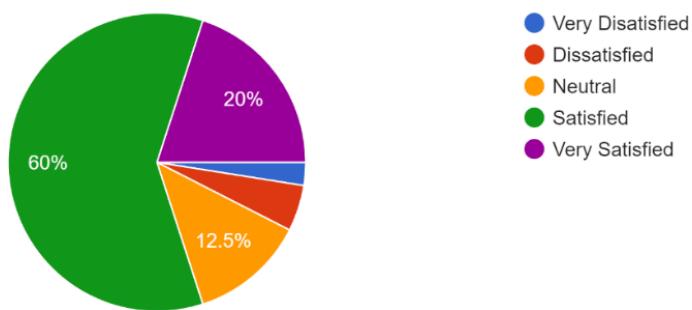
The Figure 20 shows that,

- 35% stated discounts or promotions are **Rare**, while 30% said they occur **Occasionally**.
- Only 15% find promotions available **All the time**, indicating room for improvement in offering consistent discounts to students.

**Conclusion:** Students find Keells' pricing relatively high, and discounts or promotions for students appear infrequent. This could deter some students from choosing Keells as their primary supermarket.

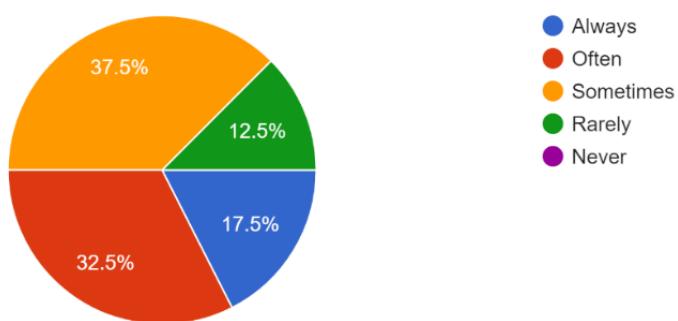
### **3.2.3 Students Take on Product Variety and Availability at Keells.**

How satisfied are you with the availability of essential items like books, stationery, and food?  
40 responses



*Figure 21:Students take on essential items at Keells*

Does the supermarket provide healthy and affordable meal options?  
40 responses



*Figure 22:Students take on healthy foods at Keells*

### **Interpretation:**

Figure 21 tells us that,

- 60% are **Satisfied**, and 12.5% are **Neutral** about the availability of essential items like books, stationery, and food.
- However, 27.5% (20% “Dissatisfied” + 7.5% “Very Dissatisfied”) believe availability could be improved.

Figure 22 tells us that,

- 37.5% of students reported that Keells provides healthy and affordable meal options only **Sometimes**, and 32.5% said **Rarely**.
- Only 12.5% find such options available **Often** or **Always**.

**Conclusion:** While essential items are reasonably available, there is a significant demand for more healthy and affordable meal options. Keells could address this gap to enhance student satisfaction.

### **3.2.3 Overall Customer Satisfaction at Keells.**

What are the reasons you choose this supermarket?



Figure 23:Overall Customer Satisfaction at Keells.

### **Interpretation:**

- **Proximity:**
  - A majority of respondents strongly agree or agree that proximity is an important reason for choosing the supermarket.
  - Convenience of location plays a significant role in customer preference.
- **Wide Variety of Products:**
  - Many respondents strongly agree or agree that having a wide variety of products is an attractive factor.
  - A diverse product selection is essential for customer satisfaction.

- **Price:**
  - Responses are mixed, with some agreeing that prices are good while others remain neutral or disagree.
  - Price competitiveness appears to be an area for improvement.
- **Discounts or Promotions:**
  - There is less agreement on discounts or promotions, with some customers being neutral or disagreeing.
  - Offering more appealing promotions could enhance customer loyalty.
- **Cleanliness and Organization:**
  - A strong majority agree or strongly agree that the supermarket is clean and well-organized, which positively influences their shopping experience.
- **Customer Service:**
  - Many customers agree that customer service is good, although a few remain neutral or disagree.
  - There may be an opportunity to improve service consistency.

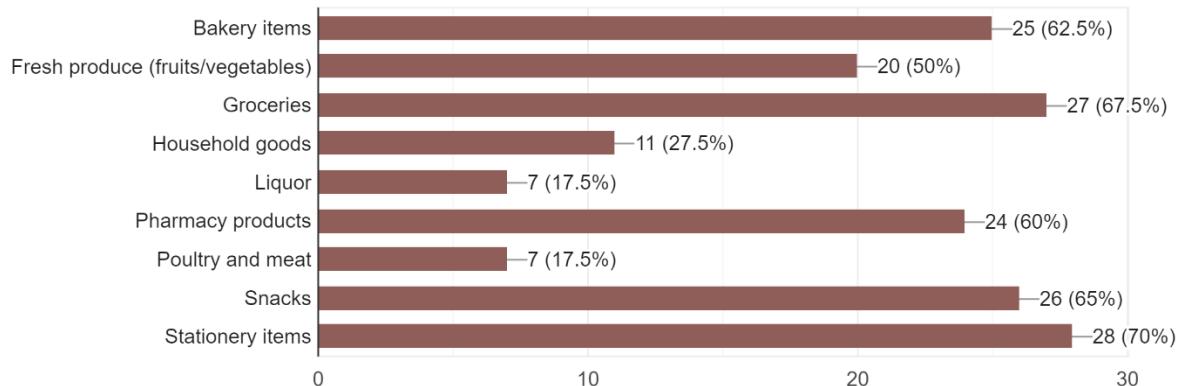
#### **Conclusion:**

- Customers choose Keells mainly due to its proximity, product variety, and cleanliness. Price sensitivity and limited discounts or promotions are areas where Keells can make improvements to better satisfy its customer base.

#### **3.2.4 Primary Reasons for Visiting Keells.**

What is your main purpose for visiting supermarkets?

40 responses



*Figure 24:primary Reasons for visiting Keells.*

### **Interpretation:**

This bar graph highlights what customers primarily shop for at supermarkets:

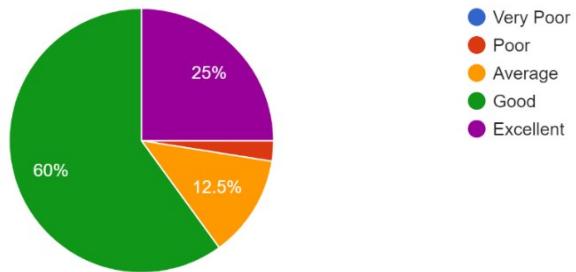
- **Groceries:**
  - 67.5% (27 out of 40) visit supermarkets to purchase groceries.
  - Groceries are the main driver of customer traffic.
- **Stationery Items:**
  - 70% (28 out of 40) purchase stationery items, which is surprising and suggests a strong demand for non-grocery products.
  - This could indicate Keells' ability to cater to diverse customer needs.
- **Snacks:**
  - 65% (26 out of 40) buy snacks, reflecting the popularity of convenience foods.
- **Pharmacy Products:**
  - 60% (24 out of 40) purchase pharmacy items, showing that Keells successfully serves health and wellness needs.
- **Bakery Items:**
  - 52.5% (25 out of 40) shop for bakery items, which highlights the importance of fresh baked goods.
- **Fresh Produce (Fruits/Vegetables):**
  - 50% (20 out of 40) purchase fresh produce, indicating that Keells could focus on maintaining high-quality fruits and vegetables.
- **Household Goods and Liquor:**
  - 27.5% (11 out of 40) shop for household goods, and 17.5% (7 out of 40) purchase liquor. These are less frequent but important categories for certain customer segments.
- **Poultry and Meat:**
  - Only 17.5% (7 out of 40) purchase poultry and meat, suggesting potential room for improvement in this category to attract more shoppers.

### **Conclusion:**

- Keells attracts customers primarily for groceries, stationery, snacks, and pharmacy products. These categories should remain a focus for the supermarket. There is potential to increase customer engagement with discounts on fresh produce, bakery items, and possibly better offerings in poultry/meat and household goods.

### **3.2.5 Customer Perspectives on Cleanliness and Organization at Keells.**

How would you rate the cleanliness and organization of the supermarket?  
40 responses



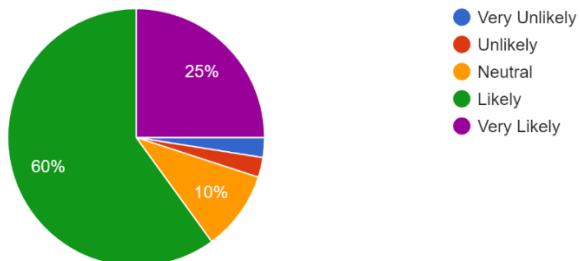
*Figure 25:Customer Perspectives on Cleanliness and Organization at Keells*

#### **Interpretation:**

- 60% rated cleanliness and organization as **Good**, while 25% found it **Excellent**.
- Only 12.5% found it **Average**, indicating high satisfaction in this area.

### **3.2.6 Willingness to Recommend the Keells to Peers**

How likely are you to recommend this supermarket to other students?  
40 responses



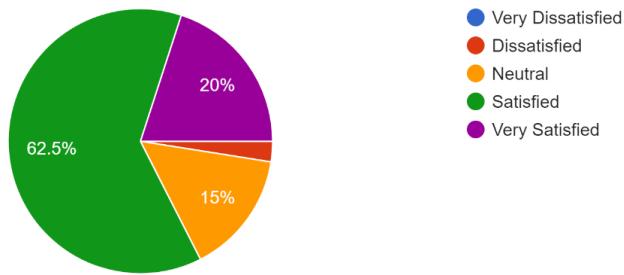
*Figure 26:Willingness to Recommend the Keells to Peers*

#### **Interpretation:**

- 60% are **Likely** to recommend, and 25% are **Very Likely**, suggesting a positive perception among students.
- Only 10% remain **Neutral**, and 5% are unlikely to recommend it.

### **3.2.7 Evaluating Overall Supermarket Experience at Keells.**

Overall, how satisfied are you with your experience at the supermarket you chose?  
40 responses



*Figure 27:Evaluating Overall Supermarket Experience at Keells.*

#### **Interpretation:**

- 62.5% of students are **Satisfied**, and 15% are **Very Satisfied** with their experience.
- However, 20% are either **Dissatisfied** or **Very Dissatisfied**, indicating areas for improvement.

#### **Conclusion:**

The findings indicate a generally positive perception of Keells among students:

Cleanliness and Organization: Most students (85%) rated cleanliness and organization as "Good" or "Excellent," showcasing high satisfaction in this area.

Willingness to Recommend: A significant majority (85%) are likely or very likely to recommend Keells, suggesting strong customer loyalty.

Overall Experience: While 78.5% of students are either "Satisfied" or "Very Satisfied," a notable 20% expressed dissatisfaction, indicating room for improvement in certain aspects of the shopping experience.

This overall positive sentiment suggests Keells is well-regarded but could further enhance its services to address the concerns of dissatisfied customers.

#### **Customer Suggestions**

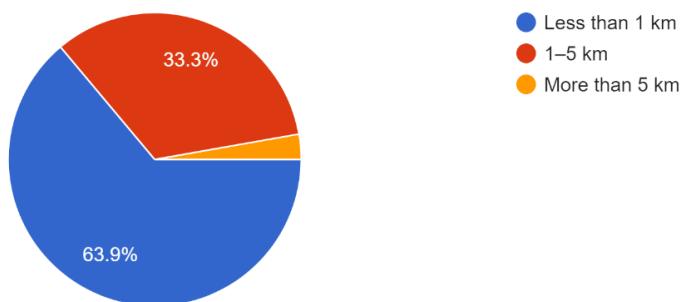
Customers appreciate Keells for its good service and fresh products but suggest improvements such as adding more billing counters, offering a wider variety of products, and enhancing the store layout for a better shopping experience

### **3.3 Spar**

#### **3.3.1 Proximity to Spar**

How close is the nearest supermarket to your university or residence?

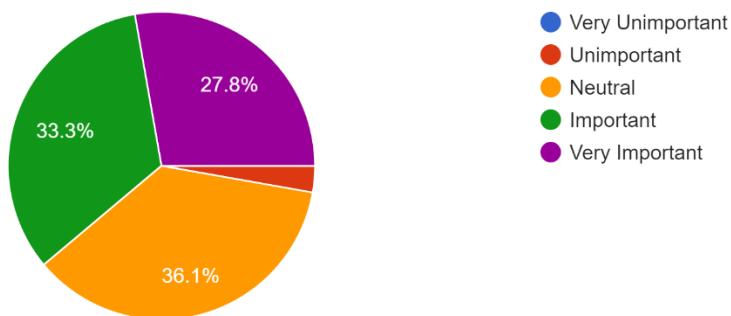
36 responses



*Figure 28:Proximity from university or residence to spar.*

How important is proximity when choosing a supermarket?

36 responses



*Figure 29:Proximity when choosing Spar*

#### **Interpretation:**

Figure 28 examines the proximity of the nearest Spar supermarket to respondents' universities or residences. The data is based on 36 responses.

- **Less than 1 km:** 63.9% of respondents reported living within 1 kilometer of a Spar supermarket, highlighting a high level of convenience.
- **1–5 km:** 33.3% of respondents live between 1 and 5 kilometers away, indicating moderate accessibility for a substantial portion of respondents.

- **More than 5 km:** Only 2.8% of respondents reside more than 5 kilometers away from the nearest supermarket, reflecting a minimal accessibility challenge for this group

Figure 29 reflects respondents' opinions about the importance of proximity in their decision-making process when selecting a supermarket. The responses are categorized into five levels of importance, based on feedback from 36 respondents.

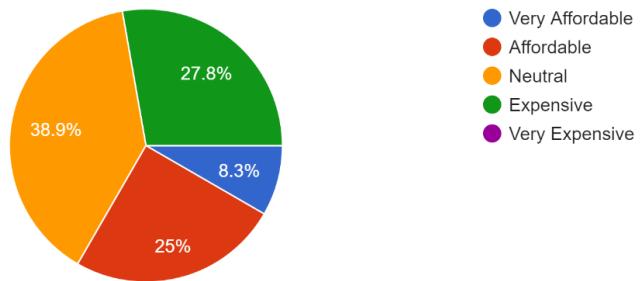
- **Very Important:** 27.8% of respondents consider proximity to be very important when choosing a supermarket.
- **Important:** 33.3% view proximity as important, forming the largest group, emphasizing its significance for the majority.
- **Neutral:** 36.1% remain neutral, indicating that proximity may not significantly influence their supermarket choice.
- **Unimportant:** A very small proportion, 2.8%, feel proximity is unimportant.
- **Very Unimportant:** No respondents rated proximity as very unimportant, showing its general relevance.

### **Conclusion:**

Based on the data, proximity is a key factor for a majority of respondents, with 61.1% (combining "important" and "very important") emphasizing its role in supermarket selection and the majority (63.9%) of respondents enjoy convenient access to Spar supermarket, with the largest group residing within a 1-kilometer radius. However, a smaller portion of the respondents face moderate or limited accessibility.

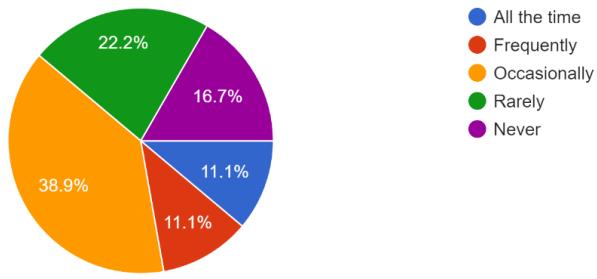
### **3.3.2 Students Take on Promotions and Affordability at Spar**

How affordable are the prices of the goods for your budget as a student?  
36 responses



*Figure 30: Students take on prices of goods at Spar*

How often do you find student-friendly discounts or promotions?  
36 responses



*Figure 31: Students take on Discounts at Spar*

#### **Interpretation:**

Figure 30 reflects students' perceptions of the affordability of goods at Spar Supermarket. The feedback from 36 respondents is distributed across five affordability categories.

respondents is distributed across five affordability categories.

- **Very Affordable:** 8.3% of respondents find the prices very affordable, indicating a minority of students view the prices as highly student-friendly.
- **Affordable:** 25% consider the prices affordable, representing a significant portion of respondents with positive views on pricing.
- **Neutral:** 38.9% are neutral about the affordability, suggesting that the prices are neither particularly affordable nor expensive for this group.

- **Expensive:** 27.8% believe the prices are expensive, showing a concern for affordability among more than a quarter of respondents.
- **Very Expensive:** No respondents selected "very expensive," suggesting that while affordability might be a concern, prices are not deemed excessively high.

Figure 31 displays the results of a survey with 36 respondents, likely focused on student perceptions of discounts and promotions at Spar. The responses to the question "How often do you find student-friendly discounts or promotions?" reveal the following insights:

- **Never (16.7%):** Some respondents have never come across student-friendly promotions, which indicates a gap in promotional outreach to this demographic.
- **Rarely (22.2%):** A significant proportion of respondents report that they rarely encounter discounts or promotions tailored for students.
- **Occasionally (38.9%):** The majority of participants find such discounts or promotions occasionally, suggesting that while they exist, they may not be frequent or widely accessible.
- **Frequently (11.1%):** Another small percentage reports frequent availability, though not as consistently as "all the time."
- **All the Time (11.1%):** A small segment of respondents finds these promotions consistently available, implying that some supermarkets or locations may have robust promotional strategies.

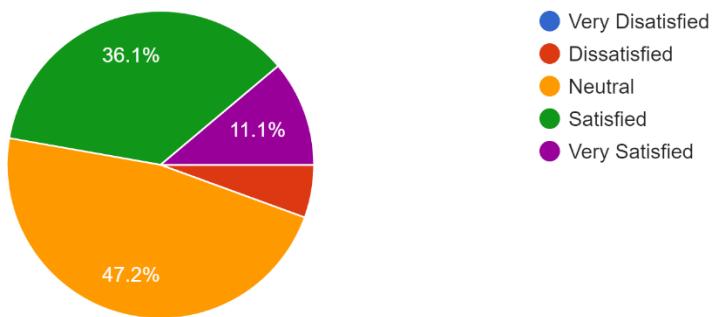
### **Conclusion:**

The data suggests that while student-friendly discounts or promotions are available, they are not consistently accessible to most students. On the other hand, there are mixed responses regarding the affordability.

### **3.3.3 Students Take on Product Variety and Availability at Spar**

How satisfied are you with the availability of essential items like books, stationery, and food?

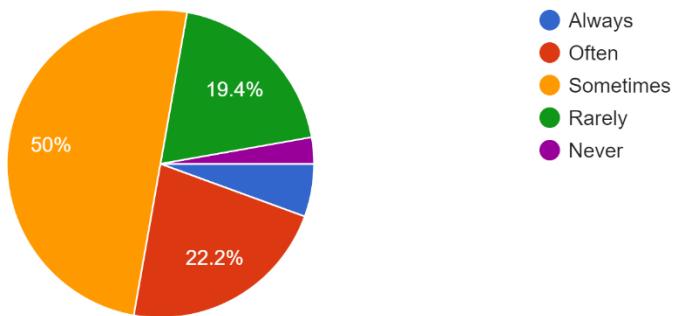
36 responses



*Figure 32:Students take on essential Items at Spar*

Does the supermarket provide healthy and affordable meal options?

36 responses



*Figure 33: students take on provide healthy and affordable meal at Spar.*

#### **Interpretation:**

Figure 32 shows details as follows:

- **Very Satisfied (11.1%)**: A small percentage of respondents are highly satisfied with the availability of essential items, indicating that the supermarket meets the needs of a select group.
- **Satisfied (36.1%)**: A significant portion of respondents is satisfied, suggesting that the supermarket generally meets their expectations for essential items.

- **Neutral (47.2%)**: Nearly half of the respondents feel neutral about the availability, indicating that while the supermarket is adequate, it may not stand out in this aspect.
- **Dissatisfied (5.6%)**: A small group of respondents expresses dissatisfaction, pointing to potential gaps in the availability of essential items.
- **Very Dissatisfied (0%)**: No respondents reported being very dissatisfied, implying that the supermarket does not significantly fail in providing essential items

Figure 33 represents respondents' opinions on the availability of meal options that are both healthy and affordable at the supermarket. The distribution of it is categorized as follows:

- **Very Satisfied (50%)**: A small percentage of respondents are very satisfied with the availability of healthy and affordable meal options, indicating that the supermarket meets the expectations of a select group.
- **Satisfied (22.2%)**: A significant portion of respondents are satisfied, suggesting that the supermarket generally meets their expectations in providing such meal options.
- **Neutral (19.4%)**: A considerable number of respondents feel neutral, indicating that while the supermarket is adequate, it may not be exceptional in this regard.
- **Dissatisfied (10.5%)**: A small group expresses dissatisfaction, pointing to potential areas for improvement in offering healthy and affordable meals.
- **Very Dissatisfied (5.7%)**: A minimal or zero percentage of respondents feel very dissatisfied, implying that the supermarket does not significantly fall short in providing these options.

### **Conclusion:**

As the data shows, a portion of respondents are satisfied with the availability of essential items like books, stationery, and food and affordable meal options, there is room for improvement, as a notable percentage remain neutral or dissatisfied.

### **3.3.4 Overall Customer Satisfaction at Spar.**

What are the reasons you choose this supermarket?

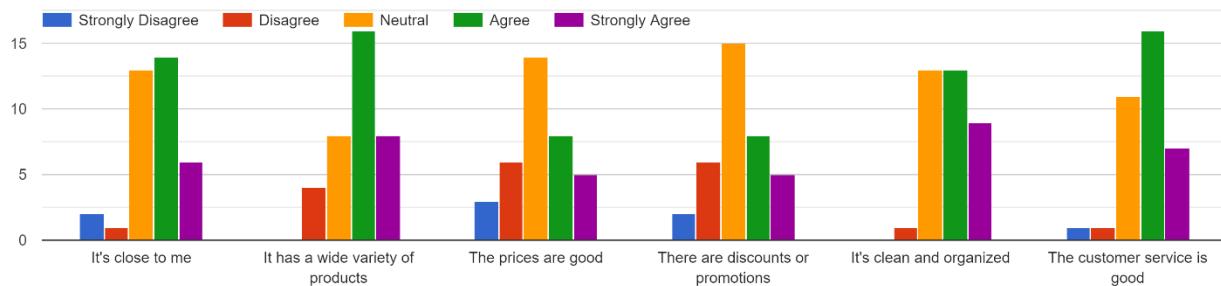


Figure 34:Overall Customer Satisfaction at Spar.

#### **Interpretation:**

- **Proximity (It's close to me):**
  - **Strongly Agree & Agree:** A significant number of respondents highlight proximity as a major factor.
  - **Neutral & Disagree:** A smaller group either feels neutral or disagrees, indicating that location might not be the primary factor for all customers.
- **Variety of Products (It has a wide variety of products):**
  - **Strongly Agree & Agree:** Many respondents agree that product variety is an important reason for choosing this supermarket.
  - **Neutral:** A considerable number are neutral, suggesting that while the variety is appreciated, it might not be outstanding for everyone.
- **Pricing (The prices are good):**
  - **Strongly Agree & Agree:** Price is another critical factor, with a significant number of respondents agreeing that it contributes to their choice.
  - **Neutral:** A moderate group is neutral, possibly perceiving the prices as neither a major advantage nor a disadvantage.
- **Discounts and Promotions:**
  - **Strongly Agree & Agree:** Discounts and promotions are influential for many customers, making them a key driver of loyalty.
  - **Neutral & Disagree:** Some respondents are neutral or disagree, suggesting variability in how customers perceive the frequency or value of promotions.
- **Cleanliness and Organization:**
  - **Strongly Agree & Agree:** Cleanliness and organization receive strong agreement, indicating that this is a notable strength of the supermarket.
  - **Neutral:** Some respondents remain neutral, which could reflect varying experiences or expectations.
- **Customer Service:**
  - **Strongly Agree & Agree:** Good customer service stands out as a positive factor for many respondents, showcasing a customer-centric focus.

- **Neutral & Disagree:** A smaller group is neutral or disagrees, hinting at potential areas for improvement in service interactions.

## Conclusion:

- Key drivers for choosing Spar Supermarket include proximity, cleanliness, customer service, and discounts. Product variety and pricing are also important, though with more neutral opinions. The supermarket appears well-positioned but could refine specific aspects like promotions or service to increase satisfaction further

### 3.3.5 Primary Reasons for Visiting Spar.

What is your main purpose for visiting supermarkets?

36 responses

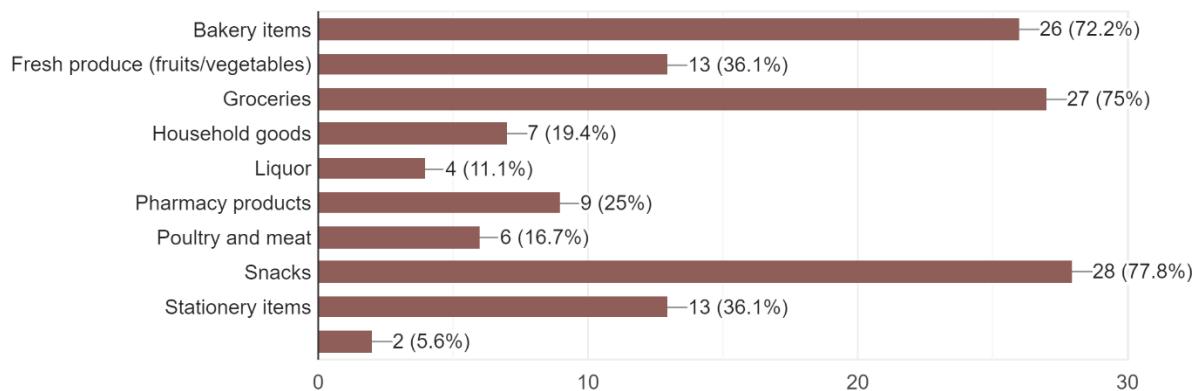


Figure 35:primary Reasons for visiting Spar.

## Interpretation:

- Snacks (77.8%):** The most popular reason for visiting supermarkets, indicating a strong demand for snack items, making it a key product category.
- Groceries (75%):** A close second, showing that supermarkets are a primary destination for grocery shopping, fulfilling an essential need for customers.
- Bakery items (72.2%):** Another significant purpose, reflecting the popularity of freshly baked goods among shoppers.
- Fresh produce (36.1%):** Chosen by over a third of respondents, suggesting moderate importance for fruits and vegetables in supermarket visits.
- Pharmacy Products (25%):** A notable portion of customers visit for pharmacy-related items, indicating potential for growth in this segment.
- Household Goods (19.4%):** A smaller but relevant category, highlighting a secondary need for household essentials.
- Poultry and Meat (16.7%):** Limited interest in this category, which may reflect preferences or availability issues.
- Liquor (11.1%):** A niche category, with relatively low demand compared to others.
- for household essentials.

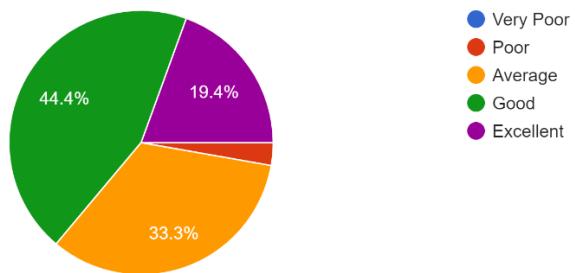
- **Poultry and Meat (16.7%)**: Limited interest in this category, which may reflect preferences or availability issues.
- **Liquor (11.1%)**: A niche category, with relatively low demand compared to others.

### **Conclusion:**

The majority of respondents visit supermarkets primarily for snacks, groceries, and bakery items, while other categories like fresh produce and pharmacy products show moderate interest. Categories like liquor and stationery are niche and less significant for most customers.

### **3.3.6 Customer Perspectives on Cleanliness and Organization at Spar.**

How would you rate the cleanliness and organization of the supermarket?  
36 responses



*Figure 36:Customer Perspectives on Cleanliness and Organization at Spar.*

### **Interpretation:**

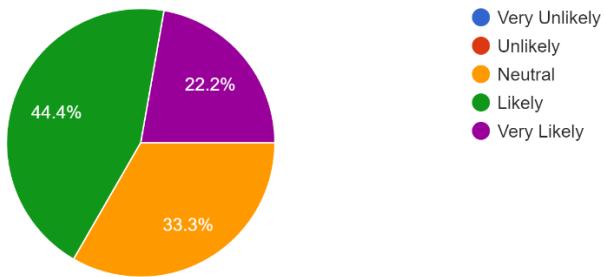
- **Good (44.4%)**:
  - Nearly half of the respondents rated the cleanliness and organization as "Good," indicating that the supermarket generally meets expectations in these areas.
- **Average (33.3%)**:
  - A significant portion of respondents rated it as "Average," showing room for improvement in cleanliness and organization.
- **Excellent (19.4%)**:
  - A smaller percentage of respondents feel the supermarket excels in this area, reflecting that only a minority finds it outstanding.
- **Poor (2.5%)**:
  - No respondents rated the supermarket as "Poor," which is a positive sign that the supermarket maintains a basic standard.
- **Very Poor (0%)**:
  - Similarly, no respondents gave the lowest rating, suggesting that customers do not encounter major issues in cleanliness or organization.

### **Conclusion:**

- The majority of respondents rated the cleanliness and organization of the supermarket as either "Good" (44.4%) or "Average" (33.3%), indicating that while the supermarket is satisfactory in this regard, there is potential for further improvement.

### **3.3.7 Willingness to Recommend the Spar to Peers**

How likely are you to recommend this supermarket to other students?  
36 responses



*Figure 37: Willingness to Recommend the Spar to Peers*

#### **Interpretation:**

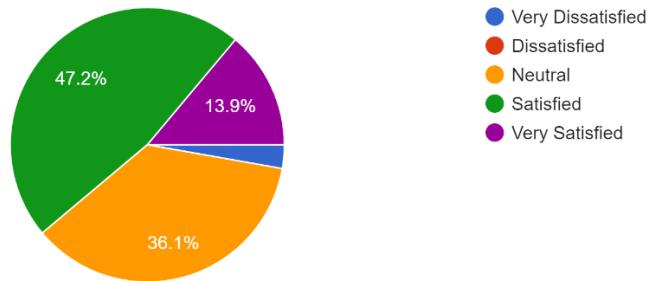
- **Likely (44.4%):**
  - The largest portion of respondents is "Likely" to recommend the supermarket, indicating that a significant majority finds it satisfactory and worth endorsing to others.
- **Neutral (33.3%):**
  - A substantial number of respondents feel neutral about recommending the supermarket, which may indicate a lack of a standout experience.
- **Very Likely (22.2%):**
  - A smaller but notable group of respondents is "Very Likely" to recommend the supermarket, highlighting a satisfied customer base that strongly values the store.
- **Unlikely (0%):**
  - No respondents rated the likelihood as "Unlikely," reflecting minimal dissatisfaction.
- **Very Unlikely (0%):**
  - Similarly, there are no "Very Unlikely" responses, which is a positive sign indicating no significant issues with the supermarket's offerings or services.

#### **Conclusion:**

- Most respondents are either "Likely" (44.4%) or "Very Likely" (22.2%) to recommend the supermarket, showing strong customer satisfaction overall. However, the 33.3% neutral responses suggest an opportunity to create a more compelling shopping experience to convert neutral opinions into stronger endorsements.

### **3.3.8 Evaluating Overall Supermarket Experience at Spar**

Overall, how satisfied are you with your experience at the supermarket you chose?  
36 responses



*Figure 38:Evaluating Overall Supermarket Experience at Spar*

#### **Interpretation:**

- **Satisfied (47.2%):**
  - Nearly half of the respondents are "Satisfied" with their experience, indicating that the supermarket is meeting the expectations of most customers.
- **Neutral (36.1%):**
  - A significant portion of respondents feel "Neutral," suggesting that the experience is adequate but not exceptional.
- **Very Satisfied (13.9%):**
  - A smaller group is "Very Satisfied," indicating that a minority of respondents find their experience exceptional and highly enjoyable.
- **Dissatisfied (2.8%):**
  - Only a minimal percentage of respondents are "Dissatisfied," pointing to a few isolated issues in meeting customer expectations.
- **Very Dissatisfied (0%):**
  - No respondents reported being "Very Dissatisfied," a positive sign that the supermarket does not have significant shortcomings.

#### **Conclusion:**

- The majority of respondents are either "Satisfied" (47.2%) or "Neutral" (36.1%) about their experience, showing that while the supermarket meets expectations for many, there is room for improvement to deliver a more exceptional experience. The minimal "Dissatisfied" responses reflect that major issues are rare.

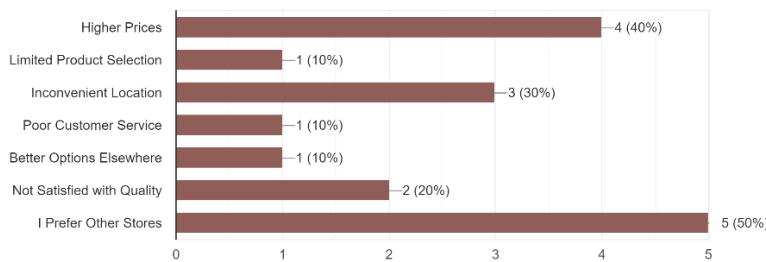
#### **Customer Suggestions**

Customers suggest that Spar could enhance its appeal by offering discounts or special promotions for university students. Overall, feedback is positive.

## **3.4 Non-Users of Keells, Cargills, or Spar**

### **3.4.1 Reason for not purchasing at Keells, Cargills food city and Spar**

Why do you not shop at Keells, Cargills Foodcity, or Spar? (You can select more than one option)  
10 responses



*Figure 39:Non-Users of Keells, Cargills, or Spar*

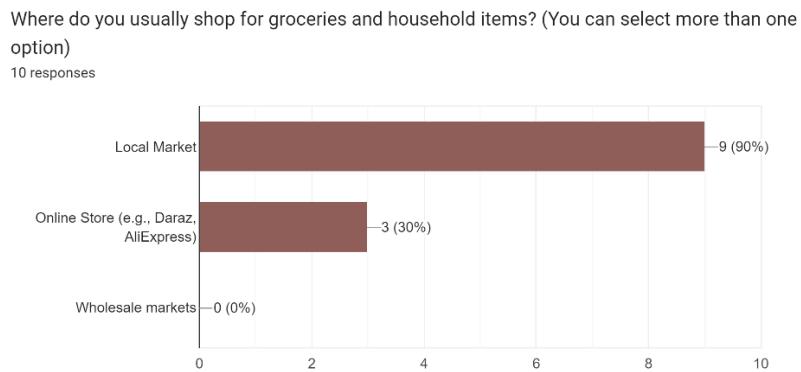
#### **Interpretation:**

- **Higher Prices:**
  - 40% of respondents (4 out of 10) cited higher prices as a reason for avoiding these supermarkets.
  - This aligns with earlier data showing affordability as a concern for students.
- **Inconvenient Location:**
  - 30% (3 out of 10) mentioned that these supermarkets are not conveniently located for them.
  - Proximity seems to be a key factor for many students when choosing where to shop.
- **Preference for Other Stores:**
  - 50% (5 out of 10) prefer shopping at other stores.
  - This could be due to reasons like price, location, or product variety, as indicated by the other responses.
- **Other Issues:**
  - A smaller percentage of students (10% each) mentioned limited product selection, poor customer service, or better options elsewhere as reasons for not shopping at these supermarkets.
  - These factors seem to have less influence compared to price and location.

#### **Conclusion:**

- Price and location are the primary barriers for students who aren't choosing Keells, Cargills, or Spar. Additionally, out of these 10 students, a significant half of the students have personal preferences for other stores.

### **3.4.2 Places where the purchasing was done.**



*Figure 40:Places where the purchasing was done*

#### **Interpretation:**

- **Local Markets:**
  - 90% (9 out of 10) of respondents shop at local markets.
  - This suggests that local markets are perceived as more affordable or accessible compared to supermarkets.
- **Online Stores:**
  - 30% (3 out of 10) of respondents use online stores like Daraz or AliExpress.
  - This may reflect a growing trend in online shopping for convenience or competitive pricing.
- **Wholesale Markets:**
  - None of the respondents shop at wholesale markets, indicating a preference for smaller, more accessible shopping options like local markets.

#### **Conclusion:**

- Non-users overwhelmingly prefer local markets, likely due to better affordability, convenience, or personal familiarity. Online shopping is a secondary but growing preference.

### **3.4.3 Frequency of purchasing goods and services**



*Figure 41:Frequency of purchasing goods and services*

#### **Interpretation:**

This pie chart shows the frequency of grocery shopping of the students. The breakdown is as follows:

- **Weekly Shopping:**
  - 60% of respondents shop for groceries weekly.
  - This suggests a regular shopping habit among students, likely to meet ongoing needs.
- **Monthly Shopping:**
  - 20% shop monthly, which may reflect a bulk-buying approach to save time or money.
- **Daily and Rarely:**
  - 10% shop daily, possibly for perishable items or urgent needs.
  - Another 10% shop rarely, which could indicate reliance on others or limited personal grocery needs.

#### **Conclusion:**

- Weekly shopping is the most common pattern, emphasizing the importance of proximity and regular availability of essential items for students. Monthly and daily shopping behaviors reflect diverse shopping habits and needs.

### **3.4.5 Factors considered when selecting the place for purchase.**

What factors are most important to you when choosing where to shop? (Please rate each factor)

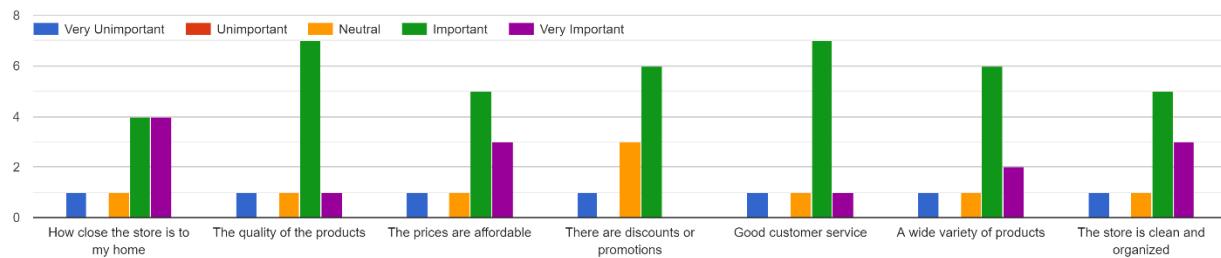


Figure 42:Factors considered when selecting the place for purchase.

#### **Interpretation:**

The graph evaluates the key factors that non-users consider important when selecting a place to shop.

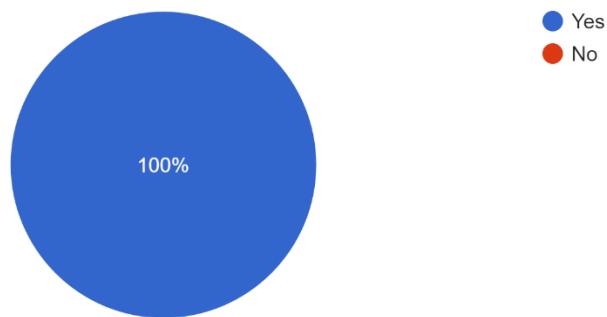
- **The Quality of Products:**
  - Most respondents rated product quality as "Very Important."
  - Ensuring high-quality products is a critical factor for attracting new customers.
- **The Prices Are Affordable:**
  - Many respondents rated affordable prices as "Very Important," while a few marked it as "Important."
  - Competitive pricing is a major deciding factor for these shoppers.
- **A Wide Variety of Products:**
  - This factor also received a high number of "Very Important" and "Important" ratings.
  - Non-users value having diverse product options, which could indicate a gap in the offerings of Keells, Cargills FoodCity, or Spar.
- **Cleanliness and Organization:**
  - Many respondents rated this as "Very Important," showing that a clean and organized store environment strongly influences shopper preferences.
- **Good Customer Service:**
  - Good customer service received a mix of "Important" and "Very Important" responses.
  - Non-users value service quality but may prioritize other factors, such as product variety or affordability.
- **Discounts and Promotions:**

- This factor was considered "Important" or "Neutral" by most respondents, suggesting it's not as critical but still relevant.
- **Proximity:**
  - Proximity received fewer "Very Important" ratings, indicating that many shoppers prioritize quality, price, and variety over location.

### **3.4.6 Future preferences**

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

10 responses



*Figure 43:Future preferences*

#### **Interpretation:**

The pie chart shows that 100% of respondents are open to shopping at Keells, Cargills FoodCity, or Spar in the future.

- This indicates a willingness among non-users to consider these supermarkets if their expectations are met, such as better pricing, product quality, and variety.
- It represents an opportunity for these supermarkets to convert non-users into customers through targeted marketing and improvements.

#### **Conclusion:**

- **Important Factors for Shopping:**
  - Non-users prioritize product quality, affordable prices, and a wide variety of products as the most important factors.
  - Cleanliness and organization are also highly valued, while proximity and promotions are less critical.
- **Openness to Shopping:**
  - All respondents (100%) are open to shopping at Keells, Cargills FoodCity, or Spar in the future, indicating a strong opportunity for these supermarkets to attract new customers by addressing their key concerns.

## **Discussion**

The findings reveal that proximity, affordability, and product variety are critical factors influencing supermarket preferences among second-year Physical Science students. Cargills FoodCity emerged as the most popular choice, attributed to its accessibility and competitive pricing. While Keells and Spar were also frequented, concerns about higher prices and inconsistent promotions were notable deterrents.

The survey highlights a significant reliance on weekly shopping patterns, underscoring the importance of proximity and regular availability of essentials. Despite overall satisfaction being high, areas for improvement include increasing the availability of student-focused discounts and healthy meal options, especially at Keells and Spar.

The data also emphasize a growing preference for local markets and online stores among non-users due to affordability and convenience. This trend signifies the need for supermarkets to adapt their strategies to cater to this demographic, particularly through pricing, product quality, and promotional efforts.

## **Conclusion**

This study provides a comprehensive analysis of the shopping preferences and satisfaction levels of second-year Physical Science students at the University of Kelaniya, revealing critical insights into their consumer behavior and expectations. Supermarkets in proximity to the university serve as essential hubs for students, offering not only groceries but also diverse items ranging from household goods to fresh produce and pharmacy products. However, the findings underscore that meeting this demographic's needs requires a multidimensional approach beyond mere accessibility.

Key factors such as affordability, product variety, proximity, and promotional efforts emerged as decisive influences on supermarket preference. Cargills FoodCity stands out for its balance of affordability and accessibility, earning it the highest patronage among students. Conversely, Keells and Spar face challenges related to pricing and inconsistent student-focused promotions, which dampen their appeal despite their strengths in product variety and cleanliness.

The research also highlights the evolving shopping habits of students, characterized by a preference for weekly purchases and occasional reliance on local markets and online stores. This trend signals a demand for greater convenience, competitive pricing, and tailored offerings that resonate with student lifestyles. The openness of non-users to consider supermarkets like Keells, Cargills FoodCity, and Spar, if their expectations are met, further demonstrates the potential for growth through strategic improvements.

To capitalize on these insights, supermarkets must prioritize dynamic pricing strategies, more robust and consistent promotions, and enhanced availability of healthy, affordable meal options. Moreover, fostering a clean, organized, and welcoming shopping environment paired with excellent customer service can significantly enhance customer loyalty.

Ultimately, by aligning their services more closely with the needs and preferences of university students, supermarkets near the University of Kelaniya can not only improve satisfaction and market share but also contribute to a better shopping experience for one of their key customer segments. This adaptability and customer-centric approach are crucial for long-term success in the competitive retail landscape.

## **Reference Material**

Cochran, W. G., & Cochran, W. G. (1977). Sampling Techniques. John Wiley & Sons.

Link : [https://en.wikipedia.org/wiki/Simple\\_random\\_sample](https://en.wikipedia.org/wiki/Simple_random_sample)

# Individual Contribution

Student Number	Name	Contribution
PS/2021/023	M.T.R. Gunathilaka	Analysis and Interpretation
PS/2021/153	D.C.J. Senarathna	Analysis and Interpretation
PS/2021/142	M.H.P.D. Kusumpriya	Questionnaire
PS/2021/066	K.W.S.S. Jayasekara	Methodology- Main Survey
PS/2021/122	W.P.C. Navoda	Methodology- Pilot Survey
PS/2021/003	H.M.N. Sanjana	Introduction
PS/2021/103	K.G.R. Kaveesha	Conclusion
PS/2021/229	M.M.S.S. Marasingha	Methodology
PS/2021/186	L.A.V.U. Liyanaarachchi	Questionnaire
PS/2021/095	K.N. Chandraraja	Analysis and Interpretation
PS/2021/111	L.M.I.K. Thilakasiri	Discussion

