**Store Environment Alphas In Class Exercise (ICE)**

In a mall survey with 700+ shoppers in the city of Chennai, the following questions (to elicit responses regarding shopper perception of in-store lighting, assortment and employees in stores; all 5-point Likert scales) were administered:

**Light**

1. The store is well- lit.
2. The store is correctly-lit (Neither too bright nor dull).
3. Lighting in the store is pleasant.
4. Lighting in the store was awful

**Assortment**

1. The store has a wide variety of products.
2. The store has many brands in most of the product categories.
3. The store has different price ranges in different products.
4. The store has amazing variety.

**Employees**

1. The store had knowledgeable employees
2. The store had friendly employees
3. The store had helpful employees

The data are in the file “se alphas.xls”. Please calculate the Cronbach alphas. Are they acceptable?