



MARIA GRANEL

Consumer Satisfaction and Service Improvement

MARKET RESEARCH | 2020

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1. Executive Summary

The main purpose of this market research is to understand the overall satisfaction of the customers of Maria Granel towards the brand, and what they feel could be improved and how. We hope this will help Maria Granel in attracting more customers and be more competitive. This conclusive research is based on the results from the exploratory analysis performed previously by us.

We started by defining the principal and secondary objectives which are very similar with the ones from the exploratory analysis. After this, we defined our target population which is composed of anyone above 16 years of age that has shopped in a Maria Granel store in the last 3 months (September-November 2020). The Decision Alternatives, Criteria and Rules are also based on the exploratory research and, therefore, are very similar to the ones in the previous project.

As for the sampling frame, we were unable to obtain one. From a theoretical standpoint, for the desired precision ($d=0.15$), we would need a sample of 62 individuals. However, because we do not have a sampling frame, this was impossible. In this case, due to the difficulty in reaching the target population, we applied a convenience sampling obtaining a total of 50 responses. Our data collection method was CAWI (Computer-Assisted Web Interview) and it was done through a Google Forms questionnaire.

Later, we present the questionnaire structure explaining in further detail the sections and the different questions asked. We also used qualification questions to ensure our respondents belong to the target population. We also highlighted the most important indicators and variables for the study. Additionally, we implemented quality control measures to ensure that our respondents were correctly chosen and honest, and that there were no errors in registering the answers.

Finally, we analysed our results. The customers of Maria Granel were satisfied, in general, with the physical stores. However, there was some dissatisfaction regarding store accessibility and employee number. Furthermore, most of the respondents agree with the opening of a new store, mostly in Porto or in Baixa/Terreiro do Paço. Concerning the online stores, the respondents also agreed with the implementation of Credit Card as a payment method. As for shipping fees a maximum value of 4€ was proposed as well as an exemption in purchases over 40€. They also showed interest in the creation of a personal account. Regarding the Services, most people were unaware of them but interested. Therefore, we believe these should be promoted and developed. Additionally, promotion of the brand through influencers and traditional markets was also widely accepted. Moreover, the subjects agreed that fruits and vegetables should be sold at the store alongside second-hand clothes. At last, the implementation of a discount card and of an automatic machine that provides discounts in exchange for used products were also agreed upon by the respondents.

2. Problem Definition

This Market Research focuses on customer satisfaction and product/service improvement of Maria Granel stores. Maria Granel is an organic grocery store which sells its products in bulk, aiming to promote a more sustainable consumer behaviour and simultaneously improve health benefits and environmental impact. With this, we hope to aid Maria Granel in attracting new customers from their competitors, as well as raising awareness regarding environmental issues to more people through new or better products/services. Through this, we will be able to better understand the overall satisfaction of the customers and what they feel can be improved and how.

3. Main Objectives

As stated before, the main goal of the study is to identify ways in which the brand can increase customer satisfaction and understand what their opinion concerning the store is. Adding to that, it would be of interest to perceive which changes clients would value in the shopping experience, considering the current panorama.

Some of the key points to be discussed and analysed are:

- Level of satisfaction with overall shopping experience and products;
- Matters that need change/renewal;
- Improvements for the stores (more space, new locations, etc.);
- New or better products that can be implemented.

4. Secondary Objectives

- Create a consumer profile in order to better understand customer characteristics;
- Understand whether the customers feel safe and comfortable with shopping in a physical store given the pandemic situation;
- Assess whether, considering the current pandemic, the clients use the online platform more often;
- Understand the impact of the online store and how it can become more user-friendly;
- Understand the relationship between Maria Granel and his customers on social media.

5. Target Population

The target population of this Market Research has 2 restrictions.

The first one is that the participants had to buy at least one product in the Maria Granel's store in the last three months (September, October and November 2020), either on the online store or the physical shops (Alvalade or Campo de Ourique). We made this restriction in order to have a target population who was recently acquainted with the experience of shopping in Maria Granel and, also, we wanted to have a population who knows what is buying in the Maria Granel store during the Covid-19 crisis.

The second one concerns the age of the target population. We established that we would only interview people who are at least 16 years old since at this age the individuals have reached a certain maturity level that allows them to express what they believe and think.

6. Context

Maria Granel was the first organic in bulk grocery store to appear in Portugal. Their objective is to reduce food waste and to promote sustainable behaviors. In order to achieve this, they introduced "zero waste stores" where you can buy organic, biological and nutritious food exclusively in bulk, dispensing the need of plastic packaging. A wide variety of products are available at the store, such as spices, cereals, rice, sugars, tea, olive oil, dry fruits, among others. They even sell toys, books, and cosmetics. This way, they can drastically reduce the use of plastic bags required and contribute to the sustainability of the planet.

Additionally, the brand also puts a lot of effort on educating the general public as well as younger people through consulting, conferences and workshops provided by the *Programa Z(h)ero*. Also, the brand offers a service in which the client is guided both in terms of nutrition and pantry organization known as *Pantry Makeover*. Besides these two services, Maria Granel launched a Podcast where topics such as sustainable shopping and nutrition are debated.

All these combined with personalized and attentive service from the working members. Besides two physical stores (one in Alvalade, the first, and another one in Campo de Ourique), Maria Granel also has an online store.

In order to understand which measures are needed to improve Maria Granel customers' satisfaction, our team has performed a conclusive study to know the current situation of the store and

to comprehend which are the reasons that make an individual opt for a grocery concept such as Maria Granel instead of competitors, which are divided in two major groups:

- **Direct Competitors:** In bulk stores (#Granel and Granel do Bairro);
- **Indirect Competitors:** Organic stores (Celeiro and Go Natural) and supermarkets (Continente and Pingo Doce).

Between all these stores, we believe the biggest competitor of Maria Granel is #Granel, as it is situated in Benfica, has a developed online store, and has around 10 thousand followers in Instagram.

The Maria Granel Brand has great contact and engagement with their clients using social media platforms. Nowadays, in December 2020, Maria Granel has a Facebook page with over 32 thousand followers, an Instagram page with over 68 thousand followers and 2524 posts, a YouTube page with 169 subscribers and around 6000 visualizations and a Pinterest Page with 752 followers.

7. Decision Alternatives, Decision Criteria and Decision Rules

Having in consideration that the main objective from the market research study is to improve customer satisfaction in the Maria Granel's organic grocery store, our team has proceeded with the definition of the decision alternatives, decision criteria and decision rules. This way, it is possible to achieve our conclusions in a clear and efficient manner.

Problem: What implementations or innovations can Maria Granel do in order to increase customer satisfaction both in physical and online stores, and to reach as many people as they can while maintaining their sustainable standards?

Decision Alternatives: Implement new changes/services? Yes or no.

If yes, define which implementation measures should be made, for example:

- Open a new physical store in Portugal;
- Implement new types of products, such as fruits and vegetables;
- Full transition of their service to an online platform due to the pandemic;
- Reduce delivery time of the products bought through the online store;
- Reduce transportation fees of the online store;
- Introduce new purchase methods on the online store (PayPal, Credit Card);
- Implement a discount/fidelity card.

- Promotion of the brand through social media influencers
- Promotion of the brand through their presence in traditional markets

Decision Criteria: Agreeing with the implementation of at least one of the measures.

Decision Rule:

If 51% of the clients agree with the implementation of a measure related to physical stores, new products or services, it will be implemented. Since our sample is relatively small, we conclude that unless the majority of the interviewees agree with the measure, the brand should not implement it.

If 65% of the clients agree with the implementation of a measure related to the online store, it will be implemented. Since improving the online service requires more investment and time than implementing the remaining measures, the acceptance rate should be higher.

8. Exploratory Research Results' Summary

Considering the sample profile gathered in the exploratory analysis, we were able to draw a series of conclusions which will now be used for conclusive research purposes.

Concerning the **general questions about Maria Granel**, we came to the conclusion that more than half of the interviewees do not follow the brand's social media accounts. However, we still feel that it is important to find out, through the questionnaire, in which of these platforms Maria Granel can take more advantage of publicity campaigns. Despite this, Maria Granel could promote the store by being more present in traditional markets and supermarkets or by hiring digital influencers to help increasing the reach of their products, topics which will be discussed in the questionnaire.

Concerning the **implementation questions about the physical stores**, as for accessibility, half of the respondents complained about the lack of parking spaces near the store. For that reason, we tried to understand which were the most common ways for customers to go to the stores in order to realize if the lack of parking spaces is indeed a problem. Regarding the opening of new stores, the individuals agreed that new ones should be established both inside and outside the metropolitan area of Lisbon. Therefore, in order to create the questions for the questionnaire we have taken into consideration the suggestions given in the exploratory analysis, in which the interviewees were satisfied with both the number of employees and their behaviour. However, we still felt the need to assure that in a larger sample the results would be equal.

Concerning the **online stores**, all the 3 interviewees were pleased with the existent payment methods, despite believing that expanding their possibilities of payment (PayPal and credit card) would be beneficial for the online store. As for the delivery fees, the individuals were not happy with the high prices. Due to this, we decided to ask again in the questionnaire about the transportation fees and from what values of purchases the customers would like to be free of charge. All the individuals demonstrated willingness in the idea of sharing their personal data in order to improve their online shopping experience. Therefore, we have asked in the questionnaire if they would be interested in creating an online personal account to the effect.

Regarding the **services** provided by Maria Granel, most respondents were unaware of their existence. For this reason, they all agreed that these services should be promoted through the focus on seminars and workshops and admitted their interest in participating in such activities. In the questionnaire, we are going to understand if this also happens in a larger scale.

As for the adoption of **new products**, the majority of the individuals demonstrated interest in the possibility of having fruits and vegetables. As for the sale of art made from recycled materials and the automatic recycling machine, more than half of the respondents agreed they should be implemented. Additionally, all the individuals were of the opinion that a discount card should be introduced. In the questionnaire, we will understand if this also occurs in a larger sample.

9. Sampling Plan

9.1 Definition of the Target Population

The target population of this Market Research has 2 restrictions. The first one is that the participants had to buy at least one product in the Maria Granel's store in the last three months (September, October and November 2020) and the second one we established that we would only interview people who are at least 16 years old.

The main difference between the target population in this study and the one in the Exploratory Research is that we extended the number of months a customer could buy at least an item at Maria Granel. Therefore, we included the month of November.

9.2 Sampling Frame

In this study, it had been impossible to obtain a sampling frame of the Maria Granel customers because they did not disclose their client database. Thus, it is not possible to use probabilistic sampling, since obtaining a sampling frame would be indispensable for this in the way that the probability of selecting each individual would be known. In this market study, we will then use a non-probabilistic (or empirical) sample, in which it is not necessary to use a sampling frame and the probability of selecting each individual is unknown.

9.3 Sample Size Definition

For the calculation of n , that is, the sample size, we decided to use the Simple Random Sampling method without replacement. In addition, the formula used will depend on the estimation we intend to make, which in this case is the mean.

The variables that we have considered for this calculation are the ones shown below, as they measure the overall satisfaction regarding various aspects of the Maria Granel brand:

- “Qual o seu nível de satisfação quanto às seguintes características das lojas de Alvalade? (Tamanho da loja, Disposição dos produtos na Maria Granel, Número de funcionários existente, Atendimento prestado, Acessibilidade às lojas)” – Question number 16;
- “Qual o seu nível de satisfação quanto às seguintes características das loja de Campo de Ourique? (Tamanho da loja, Disposição dos produtos na Maria Granel, Número de funcionários existente, Atendimento prestado, Acessibilidade às lojas)” – Question Number 17;
- “Está satisfeito com os meios de pagamento existentes (IBAN e MBWay)?” – Question Number 24;
- “Quão satisfeito está com os tempos de entrega?” – Question Number 29;

We considered that the mean was the most suitable parameter since the key questions in our questionnaire, which were directly linked to the main objectives of the study, have interval scales from 1 to 4. Adding to that, the implementation of certain measures in physical and online stores will be advised according to the decision rules defined a priori.

Therefore, the formula to be used is:

$$n = \frac{Z_{1-\frac{\alpha}{2}}^2 \times N \times S^2}{N \times d^2 + Z_{1-\frac{\alpha}{2}}^2 \times S^2}$$

We started by attributing values to Z , N , S^2 and d :

$$Z_{1-\frac{\alpha}{2}}^2 = Z_{1-\frac{0.05}{2}}^2 = Z_{0.975}^2 = 1.96^2 = 3,8416 (\alpha = 0.05)$$

$$N = 80000$$

$$S^2 = \frac{4-1}{5} = 0.6$$

$$d = 0.05 \text{ OR } d = 0.075 \text{ OR } d = 0.1 \text{ OR } d = 0.125 \text{ OR } d = 0.15$$

To start with, we defined the level of significance as 0.05 (5%). We resorted to a 95% confidence level. We considered that, being this the most used value, it would be adequate for the calculations, making it unnecessary to use values such as 1 or 10%.

Regarding the population size, there was not an exact value to be used since there is no register of the number of clients that Maria Granel has had in the last 3 months. Therefore, the number we chose is based on the number of followers in social media channels since this value depicts how many potential customers the brand had. Instagram and Facebook are the platforms where this number is greater, with 68 thousand and 32 thousand followers, respectively. However, some people might follow the brand in both channels, others might follow in only one, others may follow but not be clients and others, who are clients, might not even follow at all. Considering this, we decided to go for a population size of 80 thousand people, being this the aggregation of the 68 thousand followers in Instagram and the remaining clients who do not follow any social media platform. This choice also took into consideration the population profile and the fact that a significant number of clients do not follow Maria Granel on social media platforms.

As for the estimation of the corrected variance of the population, due to the lack of data that can be used, we resorted to the approximation by the response scale, dividing its amplitude by 5.

Finally, regarding absolute precision, which is the maximum difference between the estimate and the true value of the population average for a given level of confidence (in this specific case is 95%), we decided to test more than one value. The smaller the error, the better, but the smaller the absolute precision, the larger the sample size and, consequently, the more expensive the data collection process can become. This trade-off can be visualized in the table below.

| | d | Results | Sample Dimension |
|----|-------|---------|------------------|
| n1 | 0.05 | 549.391 | 550 |
| n2 | 0.075 | 245.109 | 246 |
| n3 | 0.1 | 138.058 | 139 |
| n4 | 0.125 | 88.413 | 89 |
| n5 | 0.15 | 61.42 | 62 |

Table 1 - Sample Dimension

We considered that among the five options, n5 would be the most appropriate due to the fact that it is extremely difficult to collect adequate data because of the topic itself and the fact that the pandemic situation adds to that existing difficulty. Despite this fact, we could maintain an acceptable absolute precision for the study, 0.15 to be precise, using a sample size of 62 people.

9.4 Sampling Selection Methods

If we were conducting a real market study with access to a sampling frame, we considered that the best option would be to use the Stratified Random Sampling, making the selection using a probabilistic sample, as already described at the end of the Sample sizing. We also believe that this was the ideal situation since it would be possible to increase the diversity of behaviors in the sample and have a smaller bias from the start.

In a real market study without access to a sampling frame, it would be mandatory to use an empirical sample. We believe that the best option would be to use the quota sampling, which is a stratified selection without the existence of a sampling frame. Each quota should be created based on appropriate variables, such as gender, age group, preferred store, among others. We think that the ideal solution is to choose only two variables, with the preferred store variable having to be mandatory. The composition of the quotas would be defined a priori, but not the individuals to be questioned since in each quota the selection would be made through random sampling.

Regarding the study, we do not have access to a sampling frame of the target population or empirical sample. Thus, we will use convenience sampling to select individuals, when sharing the questionnaire online, mostly on social media, and also by asking close people to answer. We will therefore contact the most "convenient" individuals. There will also be a greater bias in the results and less diversity in the sample. However, we considered that this method would be the most viable due to the context of this study.

9.5 Data Collection Methods

In a real market research, the ideal method to collect the data would be through Computer-Assisted Telephone Interview (CATI), that is telephone interviews carried out using software. This should be implemented through a call center and the interviews should not take more than 5 minutes.

Interviewers should be instructed on how to proceed with the interviews:

- be polite and emphasize the importance of the time spent by the interviewee;
- apply measures to avoid a high interviewer bias;

- be aware of recurring assessments through real-time reports (stimulus to collect quality data), among others.

In addition, phone numbers would be generated with Random Digit Dialling (RDD), unless there was a sampling frame with the telephone contacts of individuals in the population. Telephone numbers should be both landline and mobile network. Calls should be made throughout the week, at different times of the day, given the likely diversity of habits and behaviours that the target population has. In addition, interviewers should agree to reschedule the interview if the interviewee was unavailable at the time of the first call. Furthermore, the intended scale for the majority of questions would be interval for easier collection and analysis of data.

In case of Stratified Random Sampling or quota sampling, interviewers should be aware of this, having to comply with the respective limits transmitted a priori.

We thought about the relevance of resorting to incentives that would increase response rates. These could include a final summary provided to the interviewee depicting the conclusions of the study, as well as coupons to be used in Maria Granel stores (both physical and online) assuming a partnership could be established with the brand.

From the group's perspective, despite leading to high costs, this is one of the most suitable methods, since it does not require personal interviews and can provide high quality information in abundance given the type and content of the questionnaire. In addition, it would be possible to create reports in real time with data such as number of calls made, number of interviews conducted, average time of interviews, among others.

Furthermore, CATI would allow to easily define panels of respondents who would be interested in answering an identical questionnaire a few months later, for example. This could be very useful to assess the evolution the level of satisfaction of clients.

Due to the context of the study, we need a method that does not lead to a large investment (unlike CATI) and which is simpler to implement. Therefore, we opted for the Computer-Assisted Web Interview (CAWI). This technique is based on using a website to create the questionnaires and applying them on the internet, in this case through Google Forms.

In our opinion, this is the most appropriated method in this context, since it is free, and answers are obtained quickly. On the other hand, not all citizens are present in social media channels, a problem which we solved by directly sending the questionnaire.

9.6 Fieldwork

Fieldwork would depend on the method used to collect the data, being relevant to the obtaining of quality data, where individuals with fieldwork are essential for this to happen.

In an ideal scenario, with the use of CATI (telephone interviews) in the context of a market study fieldwork, as described in the Data Collection Methods, fieldwork would encompass several important phases.

Some details have already been mentioned, such as the moments to conduct the interviews (phone calls). In addition, interviewers should select the interviewed correctly based on the criteria defined in Stratified Random Sampling or Quota Sampling, motivate people to participate by giving real and honest answers, correctly record answers in the software, among others.

In the first phase of selection, the interviewers must be chosen taking into account the nature of the study and the method for collecting data. They must have good communication skills, be educated and, if possible, there should be a good mix of experienced interviewers with others not so experienced.

In the training phase, interviewers should be aware of how to present themselves and how they should create the first contact with the interviewee, how they should present the questions correctly, how they should guide the interview without generating biases, how they should record answers in the software used in the call centre and how they should finish the interview. In addition, they must follow the questionnaire thoroughly and it is important to highlight the confidentiality of responses.

The supervision phase would be useful to ensure the quality of the selected individuals interviewing and the questionnaire application process. This supervision can be automated thanks to the chosen method for data collection: CATI. With all the reports generated in real time, combined with the indicators and information that the call software centre maintains, control would be greatly simplified. In fact, we consider that at an early stage supervision should be done side by side with the interviewers, in order to provide to possibility of improving, and later on in a remote way.

The validation phase is used to ensure the quality of the data collection, after the interview has already been done. A percentage of respondents should be questioned again. The qualification questions could be, for example, the chosen ones where the answers will be objective and will not change after a few days or even weeks.

Finally, in the evaluation phase, the costs and time required to finish the process, the percentage of responses, the quality of the interviews and the quality of the data should be evaluated.

In the case of this study, in which the data will be collected using CAWI, fieldwork is very different and on a much smaller scale, even more considering there are no interviewers with fieldwork, and this

is an academic study. In fact, questionnaires will be self-administered, that is, completed without the help of an interviewer. In addition, sharing will be done on social networks, so there is no need to pay extra attention to the first contact with the possible respondent.

Thus, the most important thing will be to formulate the questionnaire so that all interviewees understand the questions in the same way, that is, they must have an intuitive and simple language and be easily understood by the entire population. Therefore, it is essential that the design of the questionnaire (created in Google Forms) and its characteristics, by themselves, maximize the collection of data with quality.

10. Structure of the questionnaire

| Section Number | Section Name |
|----------------|----------------------------------|
| 1 | Maria Granel - Introduction |
| 2 | Qualification Questions |
| 3 | General Questions |
| 4 | Questions Regarding Maria Granel |
| 5 | Filter-question: Physical Stores |
| 6 | Physical Stores |
| 7 | Opening of New Stores |
| 8 | Filter-question: Online Store |
| 9 | Online Store |
| 10 | Services |
| 11 | New Products |
| 12 | Final Question |
| 13 | Characterization Questions |
| 14 | Thank You Very Much - Conclusion |

Table 2 - Questionnaire section names

10.1 Questionnaire structure description

The implemented questionnaire begins with a brief presentation with the identification of the curricular unit in question, the degree and the faculty, and, finally, the general theme of our project. We also guarantee the anonymity of the respondent, inform the estimated duration of the questionnaire (6 minutes) and also let the interviewee know that he can drop out of the questionnaire at any time. Furthermore, we emphasize the importance of getting honest answers from the respondents.

Firstly, we start with the qualification questions in order to know if the respondent belongs to our target population. The first question, concerning the interviewee's age, is a filter-question. If the respondent is younger than 16 years of age, then the questionnaire ends. Otherwise, we continue with the qualification questions. The second question, also a filter-question, ensures that the respondent has shopped in a Maria Granel store in the last 3 months (September to October of 2020), meaning that they belong to the target population. If they do not belong, the questionnaire ends automatically.

After the qualification questions, we move on to some general questions concerning personal habits of sustainability and biological shopping. We start by defining what biological and in bulk products are. Then, we evaluate how many times per month the interviewees buy these types of products (one question for each one of the product types). Then, we assess what type of biological/in bulk products they usually buy (multiple options may be selected). Finally, we ask which type of sustainable products the respondents usually buy.

In the next section of our questionnaire, we inquire the interviewees about general questions regarding the Maria Granel brand and their relationship with it. We start by determining in which stores the respondents usually frequent (between the physical stores of Alvalade and Campo de Ourique and the online store). We also ask why they prefer buying in those stores (multiple reasons may be selected). Next, we gauge how the interviewee became aware of Maria Granel and on which social media platforms, if any, they follow the brand. After that, we evaluate people's receptiveness respecting the promotion of Maria Granel through influencers and through the presence in traditional supermarkets.

Before we advance to the physical store's questions (section 6), we must first add another filter-question assessing if they ever bought in such stores and, if so, they move on to the next questions. Otherwise, they go directly to the online store filter-question (section 8).

As for the physical stores, we begin by inquiring how often the respondent brings their own bags/recipients when shopping at Maria Granel and, also, how safe they feel buying there given the current pandemic. Next, we assess the interviewee's satisfaction level with the following aspects of each physical store: store size, product disposition, number of existing employees, service provided and store

accessibility. Then, we apprise what are the respondent's main means of transportation to the store are (maximum of two options may be selected).

As for the opening of more physical stores, we include a filter-question to know if the respondents agree with this implementation and, if so, they move on to section 7 (Opening of new stores). Otherwise, they move on to section 8.

In section 7, we start by asking if the interviewees think the new stores should be opened inside or outside Lisbon's metropolitan area (they can either choose one or both). If the subjects believe the new store should be opened inside Lisbon's metropolitan area (LMA), we then ask them to choose a maximum of 3 possible locations within those limits. If they are of the opinion that the store should be opened outside LMA, we ask them to choose a maximum of 3 districts for said opening.

Section 8 consists in one filter-question regarding the online store. It serves to differentiate the respondents that have bought in Maria Granel's online store from those who have not. If they have bought there, they will move on to section 9 (Online Store). Otherwise, they continue to section 10 (Services).

In the Online Store section, we begin by inquiring the level of satisfaction of the interviewee concerning the means of payment made available in the online store of Maria Granel. Subsequently, we ask which additional payment method the store should implement. After that, we move on to questions respecting product shipping, where we try to understand what a reasonable value for the delivery cost would be (in the eyes of the respondents), if they believe this should be free after a certain threshold (based on the money spent), and also what that threshold should be (based on intervals going 10 by 10). Next, we ask how satisfied they are with the delivery time. Finally, we explain in what a personal account consists and if they are interested in creating one, and also if they felt the need to buy online more frequently given the current epidemic situation.

Section 10 deals with the services of Maria Granel. Here, we start by understanding which of the services they are aware of. After that, we briefly explain what the 2 existing services consist of and assess how interested they would be in using each of them (we make one question for each service).

The next section focuses on new products that could be implemented in the Maria Granel store. We start by evaluating the respondents' level of interest with the implementation of fruits and fresh vegetables in the store. Then, we give them a list of products they could be sold in the stores and ask the interviewees to select the ones they believe are most appropriate. We also gauge the level of interest of the respondents concerning the implementation of a discount card, and of a machine that would reward customers for recycling in the store.

Finally, in section 12, we make an open-end question where we ask if there is anything else the interviewee would like to see implemented in Maria Granel in order to increase the satisfaction of the clients.

To conclude, in section 13 we ask some Characterization Questions about the respondents, where we assess their gender, level of instruction, social situation, and household size.

In section 14 we thank the interviewees and reinforced the importance of their collaboration.

10.2. Pilot test

Before implementing the questionnaire, we made a pilot test to ensure there were no errors (such as question phrasing). At the end of this pilot test, we asked the respondents if they felt the duration of the questionnaire was adequate and if the questions were clear. Additionally, we also made an open-ended question where we inquired if there was anything else that could be done in order to improve said questionnaire. The test consisted of 15 people. Having done this test and having obtained the opinion of the respondents, we conclude that, in general, the questions were well phrased, and the duration was adequate. However, some people were confused when we asked them about both physical stores (in section 6) even if they had not visited both. For this reason, we decided to add an explanation to those questions in which we explain that if they have not visited the store in question, they should answer 'No Opinion'.

Because the questionnaire remained basically unchanged, we decided to use the answers from the pilot test in our research and further analyses.

11. Indicators and Variables

11.1 Indicators

According to the decision alternatives defined and the objectives of our study, we decided to remark 10 indicators.

1. In the section **Lojas Físicas**, the question “*Considera necessária a abertura de novas lojas Maria Granel?*”.

This question enables us to understand whether the Maria Granel’s customers who bought recently in physical stores feel the need of having a new physical store or not. Therefore, from the answers we can retrieve if the decision alternative “Open a new physical store” should be implemented.

2. In the section **Novos Produtos**, the question “*Quão interessado estaria na implementação de frutas e legumes frescos nas lojas Maria Granel?*”.

This question allows us to comprehend the level of interest that the clients have on implementing fresh fruit and vegetables in the Maria Granel’s store. With this question, we can conclude if it is of interest to implement the decision alternative “Implement new types of products” into Maria Granel stores.

3. In the section **Novos Produtos**, the question “*Dos seguintes artigos, quais gostaria que a Maria Granel vendesse?*”.

The previous question permits us to acknowledge what the new types of products the customers think Maria Granel should implement. Whether it is second-hand clothing or recycled bijou or artwork made from recyclable materials or others. Thus, we can decide if Maria Granel should ponder on adding these new types of products.

4. In the section **Loja Online**, the question “*Desde o início da pandemia, sentiu a necessidade de passar a comprar mais vezes online?*”.

The question above enables us to understand the necessity of the clients on buying online more frequently. This question is correlated to the decision alternative “Full transition of their service to an online platform due to the pandemic”. However, we cannot make a decision only based on this question.

5. In the section **Loja Física**, the question “Quão segura/o se sente ao comprar numa loja da Maria Granel relativamente à situação pandémica atual?”.

This question helps us to recognize how safe the clients feel about going to Maria Granel’s physical stores. Likewise the previous indicator (4), this question is correlated to the decision alternative “Full transition of their service to an online platform due to the pandemic”.

6. In the section **Loja Online**, the question “Quão satisfeito está com os tempos de entrega?”.

The previous question shows the levels of satisfaction the customers feel about the delivery time of products bought online. By this, it is possible to understand whether Maria Granel should apply measures with the intention of improving its distribution.

7. In the section **Loja Online**, the question “Qual o valor que considera adequado para custos de transporte/entrega?”.

The question above grants us the perspective of the clients on the most ideal price, regarding the transportation fees. With this question we can determine if it is necessary to change said fees.

8. In the section **Loja Online**, the questions “Acha que deveria haver uma isenção no custo de transporte com base no valor das compras?” and “Se respondeu sim, a partir de que valor seria razoável tal isenção?”.

These questions help us to understand if the clients would appreciate an exemption of the transportation fees and when to apply this rule. This indicator is correlated to the previous one (7) since they both are used to determine if we should implement the decision alternative “Reduce transportation fees of the online store”.

9. In the section **Loja Online**, the question “Que outros meios de pagamento adicionais gostaria que a Maria Granel tivesse?”.

This question manifests which new purchase methods the clients would like Maria Granel website to provide. Consequently, the methods most appreciated by the clients should be the ones to add.

10. In the section **Novos Produtos**, the question “Quão interessado estaria na implementação de um cartão de descontos?”.

The previous question states the level of interest of the customers concerning the implementation of a discount card. Thus, we can take direct conclusions regarding the application of the decision alternative “Implement a discount/fidelity card”.

11. In the section **Maria Granel**, the question “De modo a divulgar a marca, concorda com a promoção da mesma através de influencers?”.

This question enables us to understand what the Maria Granel’s customers think about using digital influencers to promote the brand. Therefore, from this answer we can retrieve if the decision alternative regarding the use of digital influencers to promote Maria Granel should be implemented or not.

12. In the section **Maria Granel**, the question “De modo a divulgar a marca, concorda com a presença de produtos da Maria Granel em supermercados/mercados tradicionais?”.

The previous question permits us to acknowledge what the clients think on having Maria Granel products on traditional Markets. Thus, we can decide whether the brand should ponder or not on being present in these markets.

11.2 Variables

In order to measure some decision alternatives, it is necessary to join several indicators. Therefore, we decided to create the following variables:

- Implement new types of products decision alternative

In order to evaluate this decision alternative, we decided to join the indicators 2 and 3.

- Full transition of their service to an online platform due to the pandemic decision alternative

In order to assess this decision alternative, we joined the indicators 4 and 5.

- Reduce transportation fees of the online store decision alternative

In order to estimate this decision alternative, we merged the indicators 7 and 8.

12. Quality Control

In order to obtain good and valid results, there are several measures which should be implemented as so to guarantee the quality of our data. These factors alone do not assure that our data will be perfect, however they will give us the certainty that it was scrutinized by these quality control measures. Some of the implemented factors are:

- **Selection of a diverse and correct sample** – First of all, we need to be sure that we are selecting a sample that is correct or, in other words, that belongs to the target population. To achieve this, we have qualification questions in the beginning of the questionnaire. This eliminates any overcoverage that could exist. Additionally, the selected sample should be diverse enough in order to correctly represent the population. To do this, we were careful to obtain respondents through several different means (social media, personal interviews from exploratory research, family, etc).
- **Reducing non-response rate and promoting honest answers** – Secondly, we focused on reducing the number of people that would either not answer the questionnaire or stop answering during it. For this, we ensured the respondents (in the beginning of the questionnaire) that their answers would be completely anonymous, and we also gave them a reasonable approximation of the time needed to complete the questionnaire. Additionally, we also made sure that we had a ‘No Opinion’ or ‘Prefer not to Answer’ option for questions where the respondents could be uncomfortable answering or might not know the answer. All these measures also serve to promote honesty of the answers as they make subjects more comfortable when answering. Moreover, we also remind the respondents of the importance of their honesty in the beginning of the questionnaire.
- **Registering the answers** – In our conclusive research, we used CAWI for applying the questionnaire. By doing this, we eliminated any processing errors that could arise from the process of registering the answers of the interviewees. Furthermore, this also allowed us to analyse our answers in an easier and quicker fashion. Finally, by using CAWI, we had the possibility of automatically filtering the questions which would be answered by the subjects depending on their responses. This allows for a quicker questionnaire for the interviewees.

13. Results

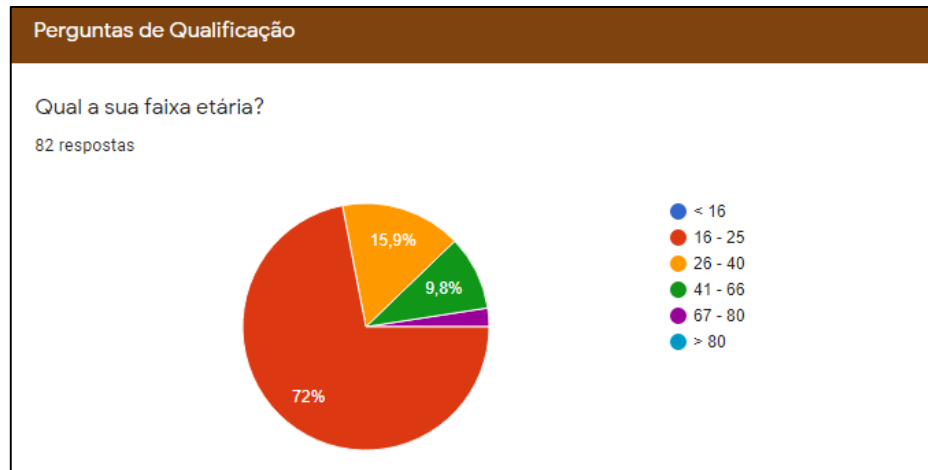


Figure 1 - Age Group

In order to know which individuals belong to the target population, the qualification questions were crucial. Firstly, we asked about their age group, obtaining the results shown above. From the graphic, we can retain that most of our respondents are between 16 and 25 years old and that, as the age increases the number of respondents decreases. It is also important to remark that, since no respondent is 15 years old or younger, no individuals were excluded taking this question into consideration.

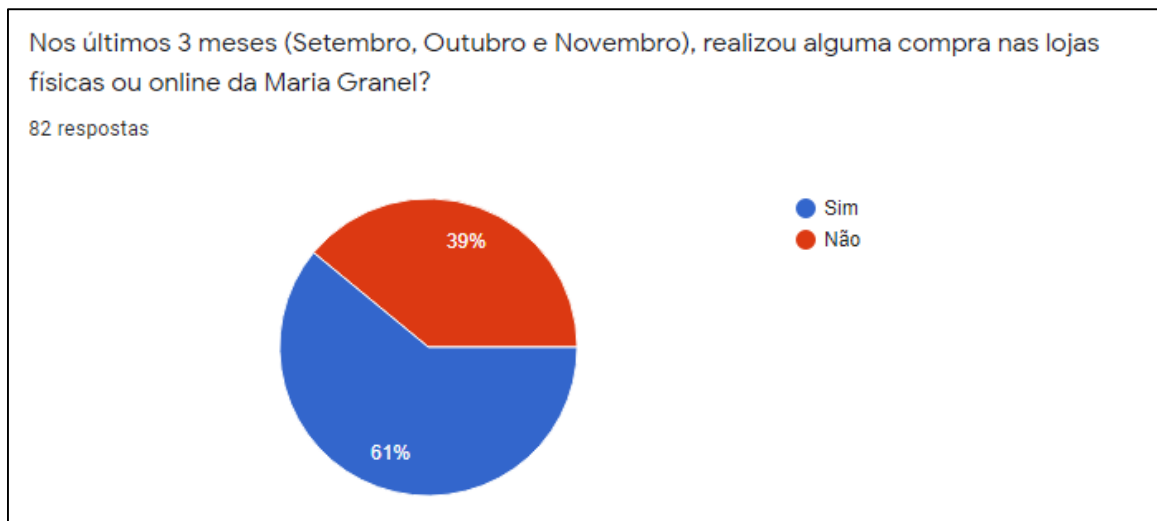


Figure 2 - Shopped in the last 3 months

Regarding our second and last qualification question, it was queried if the individual had made, in the months of September, October or November, any purchase in the physical or online stores of Maria Granel. From the 82 responses, 50 affirmed 'Sim' and the other 32 'Não'. This way, we excluded 32 individuals since they did not belong to the target population of our study.

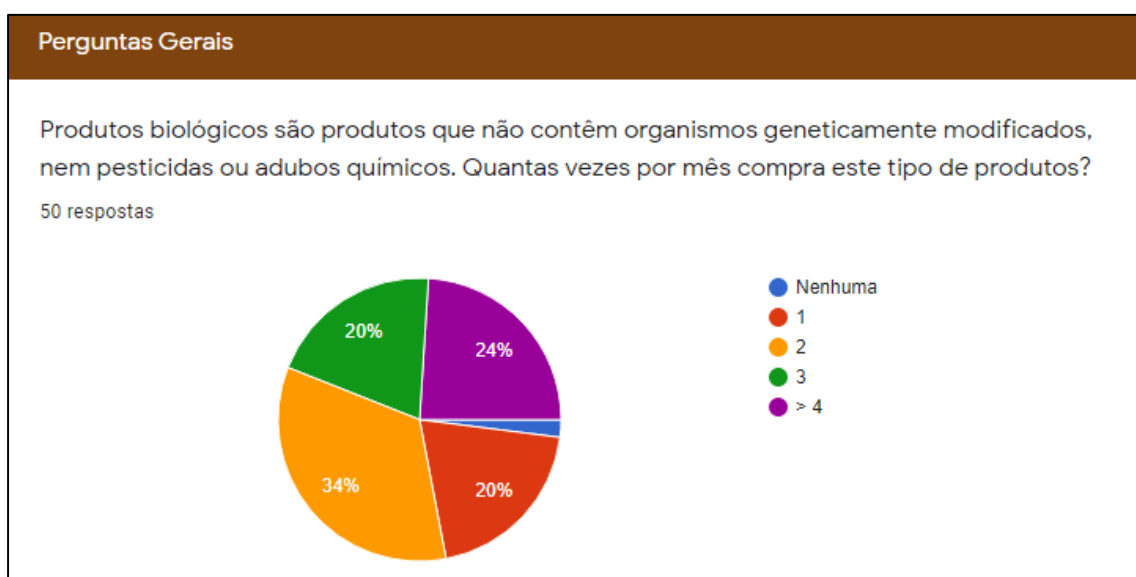


Figure 3 - Purchase of biological products

Concerning the question “*Quantas vezes por mês compra produtos biológicos?*” we can conclude that the majority of our interviewees buy at least once biologic product per month. The answers are quite distributed, having 20% buying once per month, 34% buying twice, 20% three times and 24% four or more times.

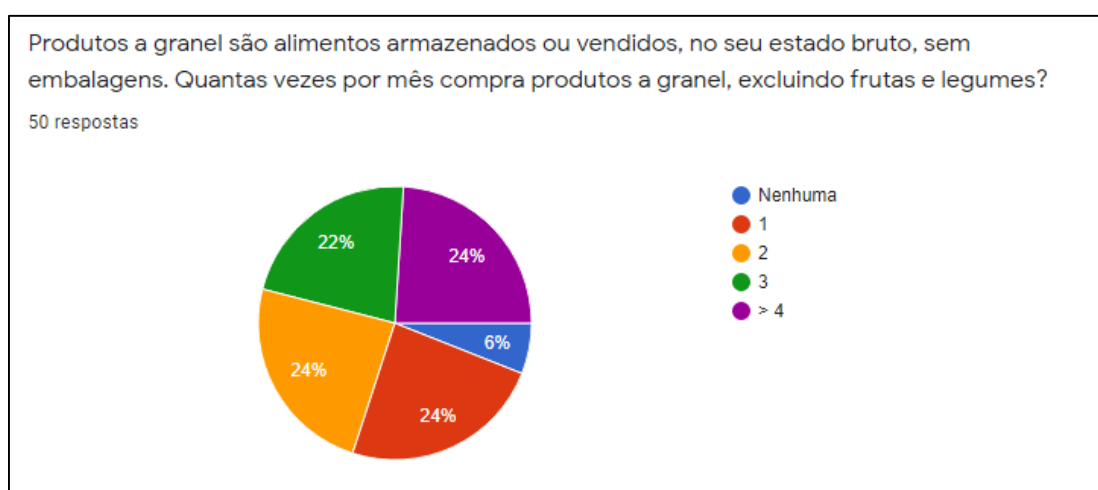


Figure 4 - Purchase of product in bulk

About the question “*Quantas vezes por mês compra produtos a granel?*” we can infer that almost all of our interviewees buy at least once bulk product per month. The answers are even more distributed than in the previous question, having 24% buying once per month, 24% buying twice, 22% three times and 24% four or more times.

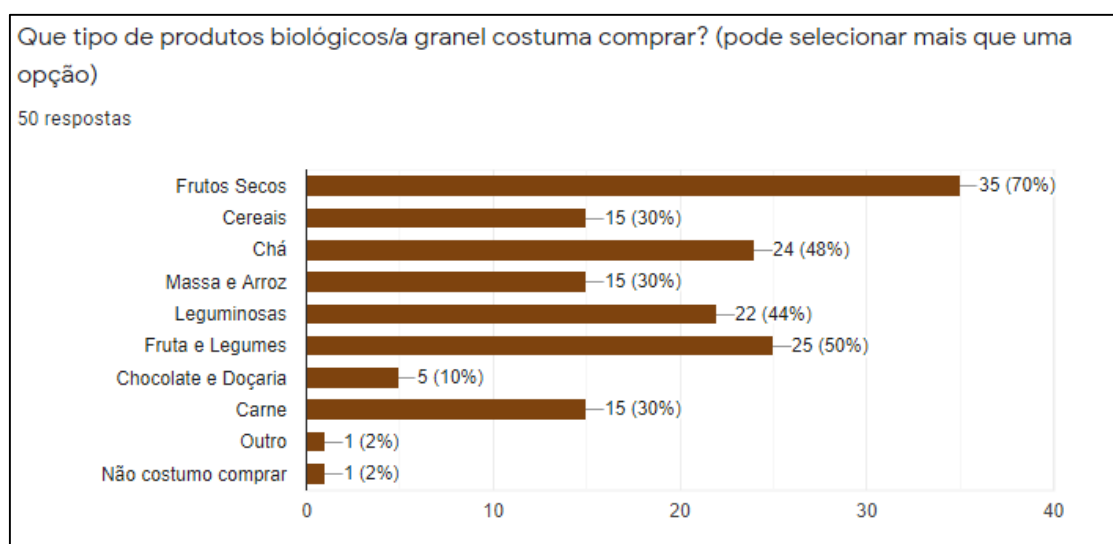


Figure 5 - Types of biological products

The previous question intends to discover what biologic products our interviewees buy the most. The majority (70%) buys dried fruits. Then, there are other products such as fruits and vegetables, tea and legumes with 44% or higher rate. Finally, it is still important to mention that 30% of the respondents usually buy cereals, pasta and rice and meat.

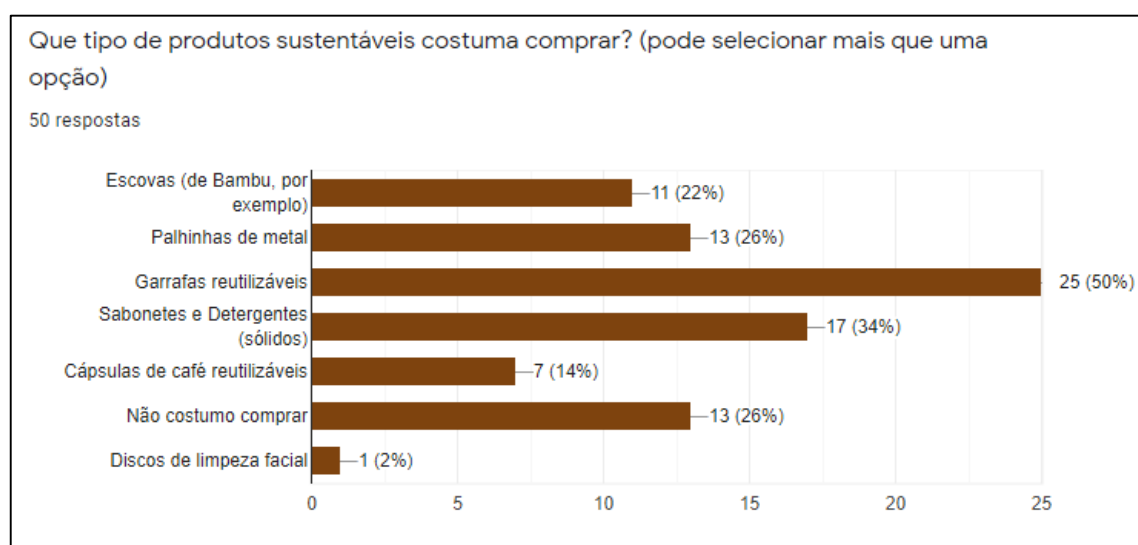


Figure 6 - Types of sustainable products

The question above aims to find out what sustainable products our interviewees buy the most. Half of the individuals buys reusable bottles. Then, there are other products such as brushes, metal straws and solid soaps and detergents with a 22% or higher selection rate. Lastly, it is worth noting that 26% of the respondents do not usually buy these types of products.

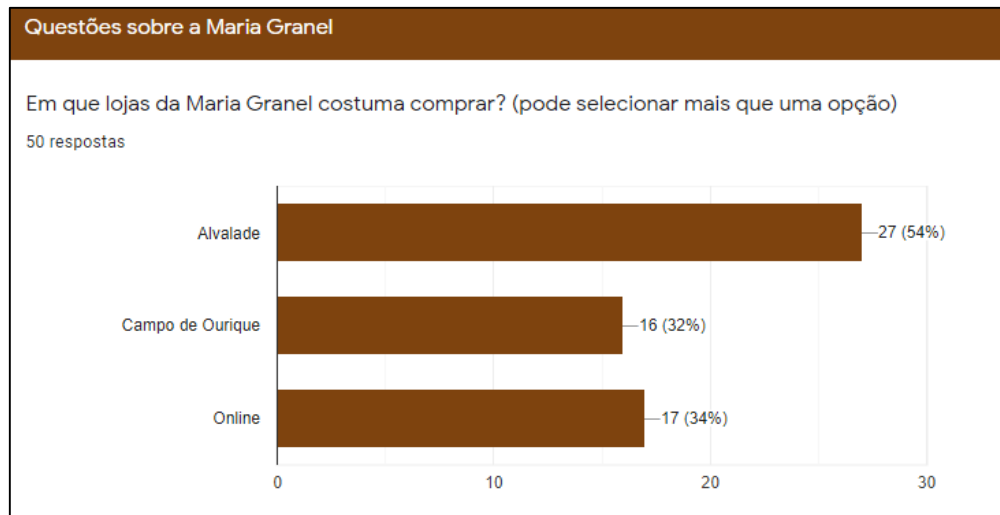


Figure 7 - Maria Granel's stores

After making some general questions, we started by asking what stores the interviewee usually buys. As we can see in the bar chart, 54% ordinarily go to Alvalade store, having the highest percentage of the three stores. Furthermore, 34% affirm to buy online and 32% to buy in Campo de Ourique.

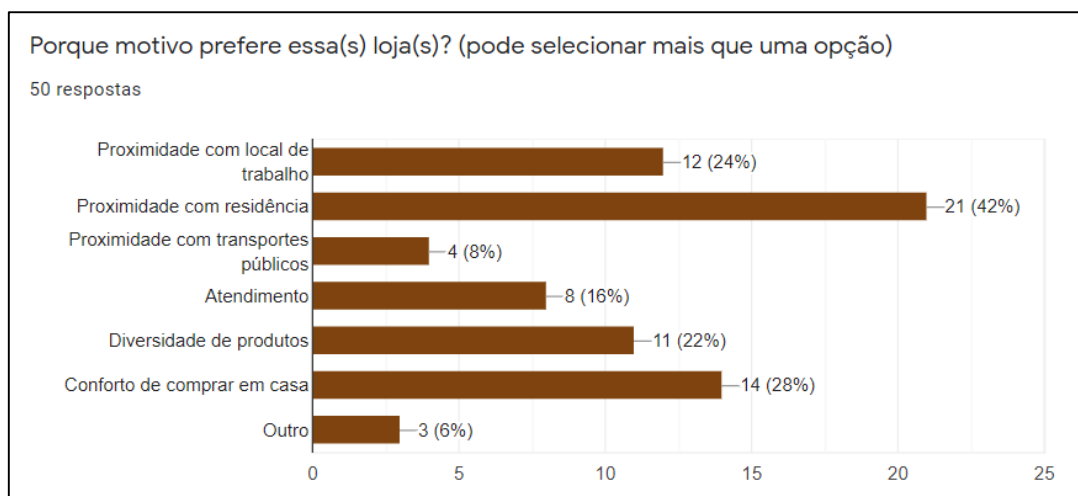


Figure 8 - Motives to buy in Maria Granel's stores

The next question tries to understand the preferences for the stores of Maria Granel. The main motive, chosen by 42% of the interviewees, is the proximity with residence. It is also important to consider other motives such as: the comfort of buying in home with 28%, the proximity with work place with 24% and also the diversity of products with 22%.

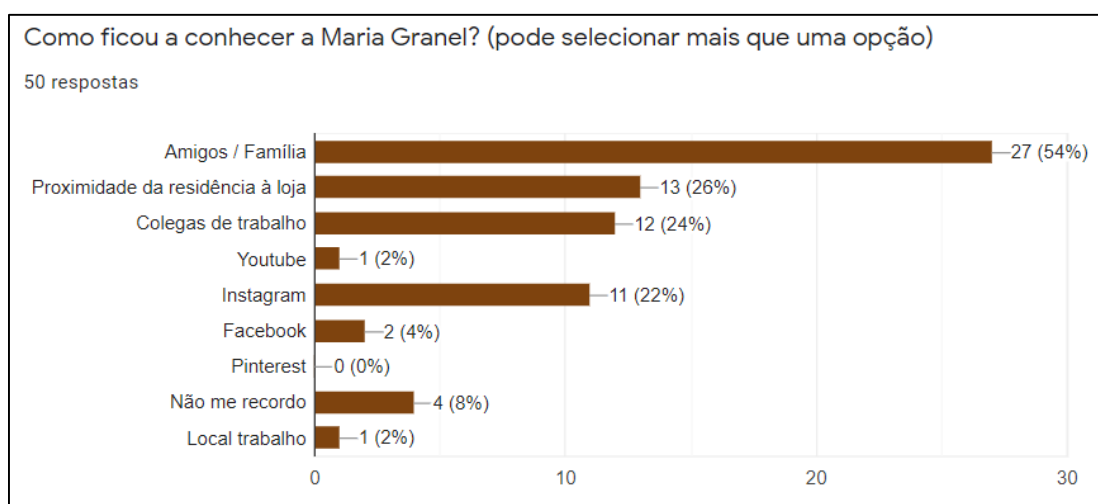


Figure 9 - How interviewee got to know Maria Granel

Asking about how the interviewees became aware of the existence of Maria Granel, more than half of the interviewees have responded friends or family. Others reasons with some impact are: the proximity of stores from the residence with 26% and by work colleges with 24%. It is also important to highlight that from this data, the only significant social platform that have helped to spread the brand is the Instagram with 22%.

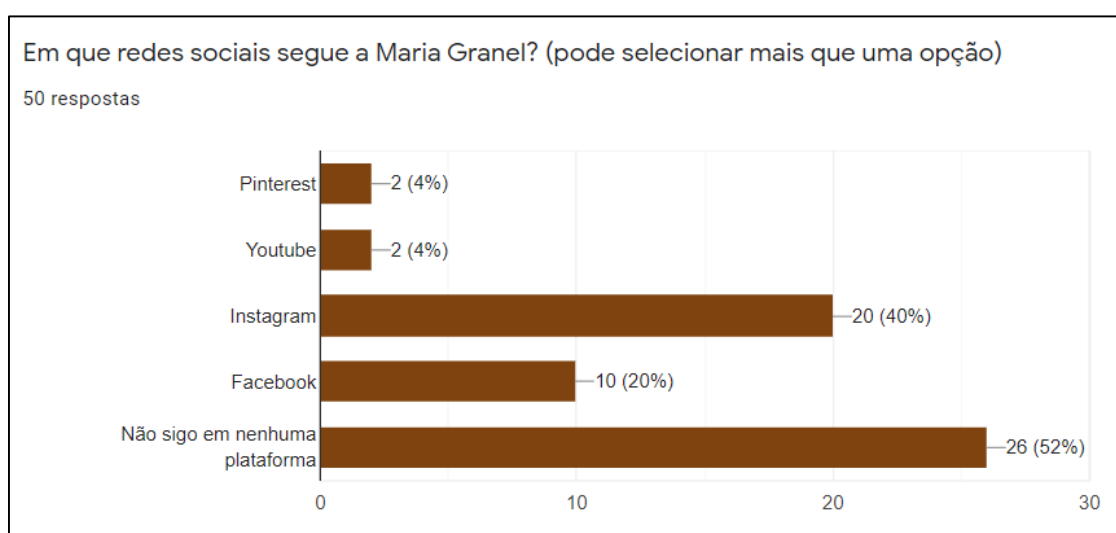


Figure 10 - Maria Granel social media accounts

Considering which social media platforms the interviewees follow, more than half do not follow Maria Granel in any platform. Regarding the ones that do follow, we can consider that the only ones that are relevant are Instagram and Facebook since, in accordance with our sample, 2 in 5 clients follow Maria Granel on Instagram and 1 in 5 clients follow it on Facebook.

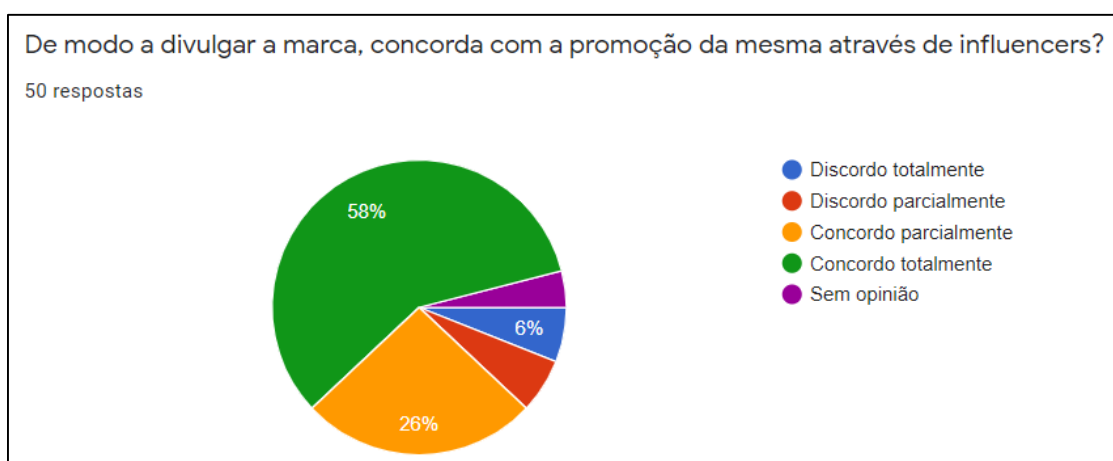


Figure 11 - Promote the brand through influencers

Asked about if they agree with the promotion of the brand using influencers, 84% of the responds agree with this idea completely or partially. 12% of the respondents do not agree with this idea completely or partially and only 4% do not have opinion about this proposal.



Figure 12 - Promote the brand through traditional markets

Asked about if they agree with the presence of Maria Granel Brand in traditional supermarkets or markets, 96% of the responds agree with this idea completely or partially. Only 4% partially disagree with this idea.

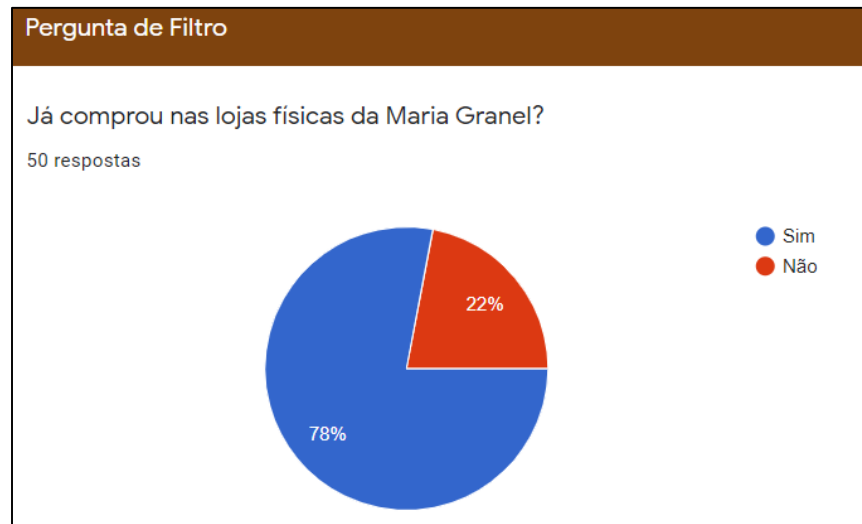


Figure 13 - Physical stores filter-question

From the 50 respondents that our sample have, only 78% of the respondents have bought at least one time in Maria Granel's physical stores, being these individuals the ones that have responded to the questions concerning this topic.

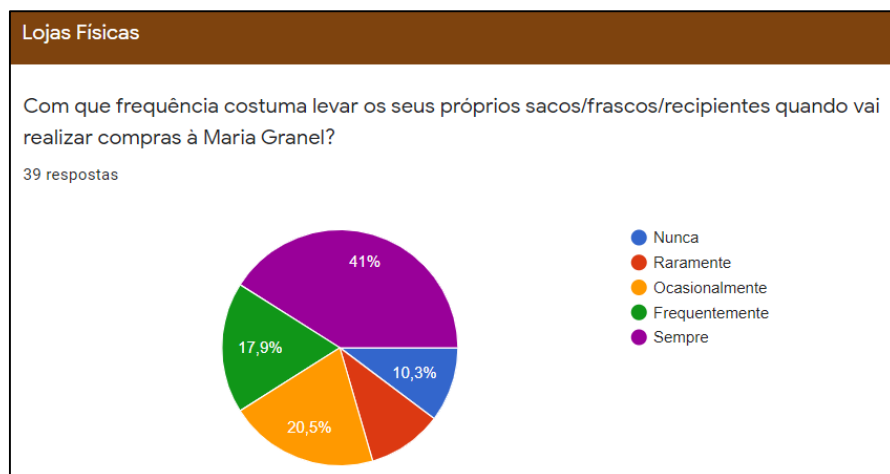


Figure 14 - Bring own recipients to the store

In this question, it had been asked to the respondents how frequently they take their own bags or recipients to conduct purchases in Maria Granel. 41% of the respondents have answered that they always take their own bags or recipients. From our sample, only 10,3% of the individuals never take their own bags or recipients to shop in Maria Granel.

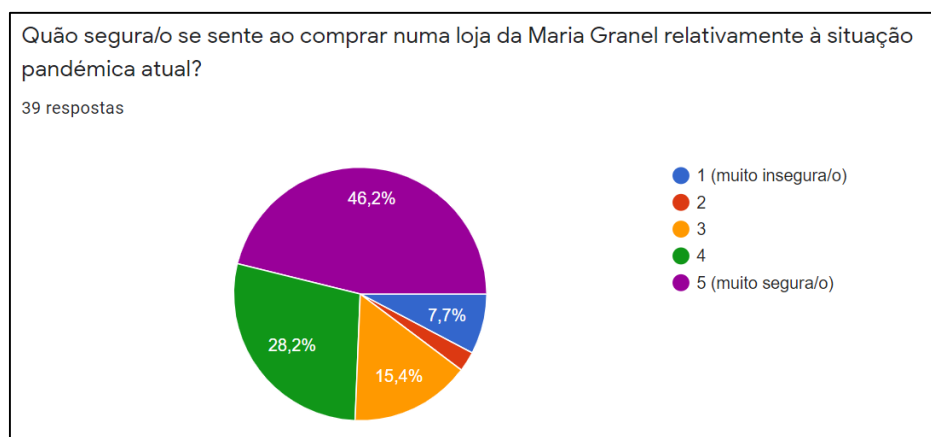


Figure 15 - Shopping safety in the physical stores

As for how safe our interviewees felt when shopping in the physical stores of Maria Granel, we found that the majority (74.4%) felt either very safe, or safe in these stores. On the other hand, only 4 respondents said they felt very unsafe, or unsafe.

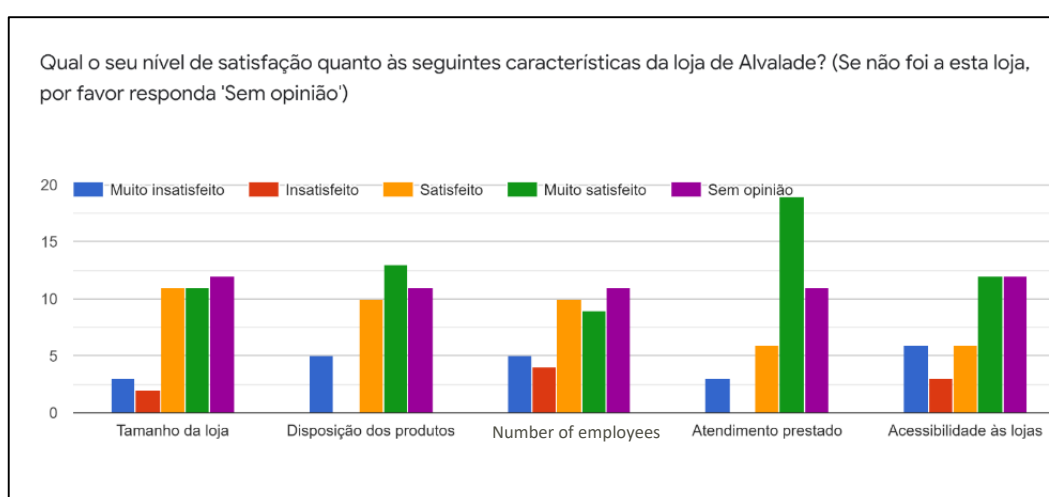


Figure 16 - Alvalade store satisfaction

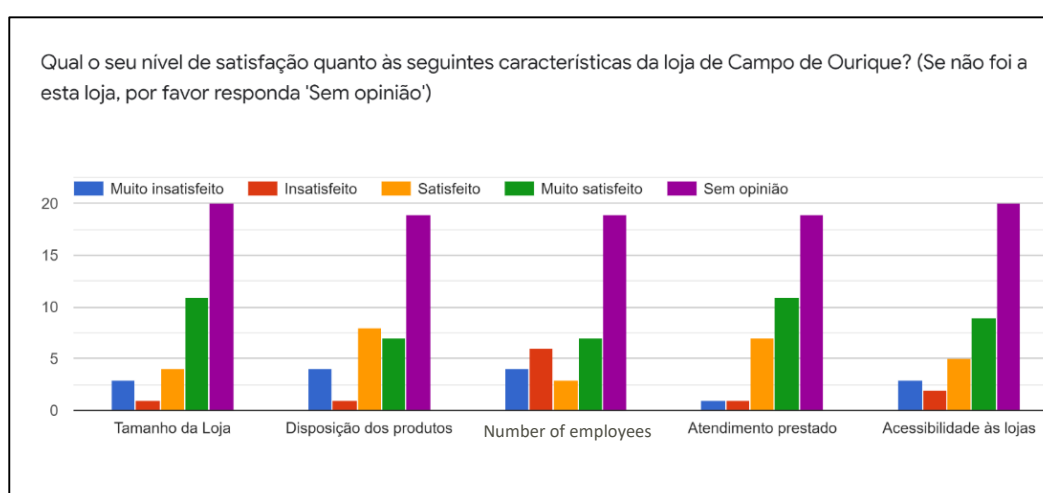


Figure 17 - Campo de Ourique store satisfaction

Then, we evaluated the level of satisfaction of the interviewees with regards to 5 different factors (from left to right in the bar charts above: Store size; Product disposition; Number of employees; Service; Store accessibility). Because most of our subjects that frequent physical stores do so in the Alvalade store, we have a much higher number of 'No Opinion' answers in the Campo de Ourique question.

Moving on to the answers, in general the respondents were quite satisfied with these 5 aspects of the store. The most widely praised was the service, especially in the Alvalade store. On the contrary, and despite the answers being mostly positive, some interviewees were not satisfied with the number of employees in the stores and with the accessibility to said stores. For example, in Campo de Ourique, 10 respondents were satisfied or very satisfied with the number of employees and 10 others were unsatisfied or very unsatisfied.

In sum, the general response to these factors was quite positive with some exceptions. We also found that no store had clear better results than the other concerning the satisfaction level of the customers. This finding, however, can be biased as the behavior of the subjects who visit one store or the other can be different. That is, the people that visit one of the stores can be more "demanding" than the others when it comes to what they expect from the store.

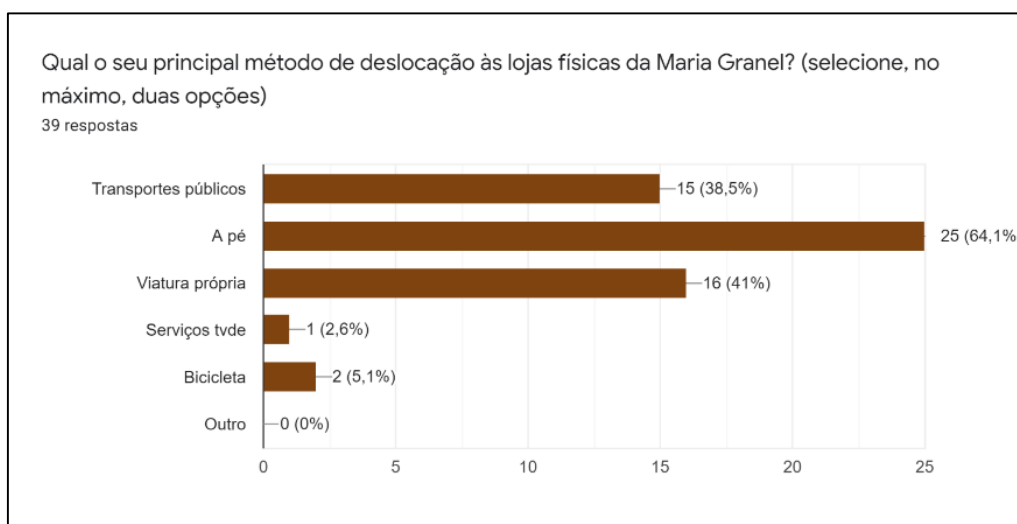


Figure 18 - Means of transportation to the stores

After this, we sought to understand which means of transportation our interviewees most used in order to get to the physical stores of Maria Granel. As shown above, more than half of our respondents walked to the stores (64.1%). Personal vehicles and public transport were also widely used to get to the stores with 41% saying they use their personal vehicle and 38.5% using public transport. Do note that the subjects were allowed to choose up to two options in this question.



Figure 19 - Opening of new stores

Later, we asked if our interviewees deemed the opening of new Maria Granel stores necessary. Only one of them said no, with an overwhelming 97.4% agreeing.

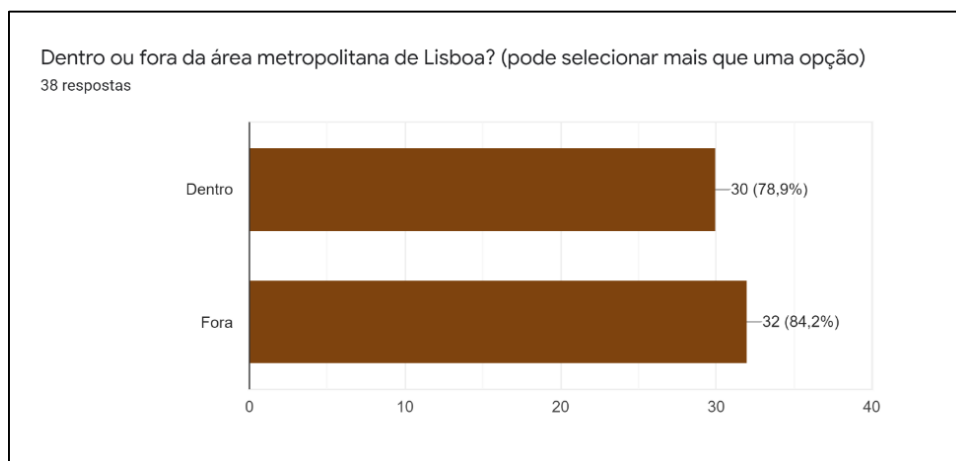


Figure 20 - Inside or outside Lisbon

The subjects who answered yes in the previous question were then asked to choose whether they believed that Maria Granel would benefit more from opening new stores inside Lisbon's metropolitan area, outside said are, or both. We verified that most of our respondents answered both as 78.9% said inside and 84.2% said outside.

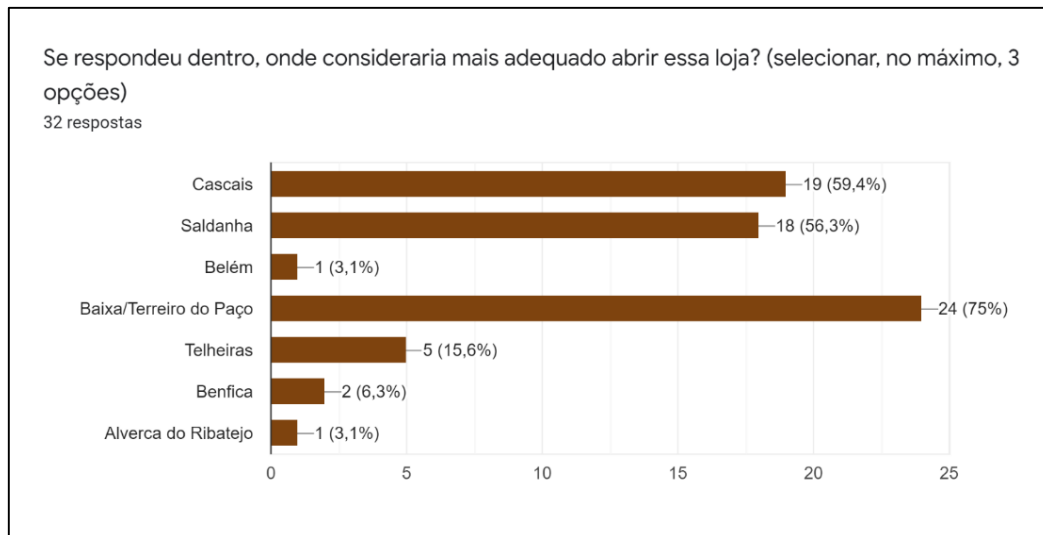


Figure 21 - Store location inside Lisbon

Following this, we asked the interviewees who answered “inside” to select up to three locations to open the new store. As we can see in the previous chart, the crushing majority of the selection went towards three options. These are Cascais, Saldanha and Baixa/Terreiro do Paço with the latter being the most popular.

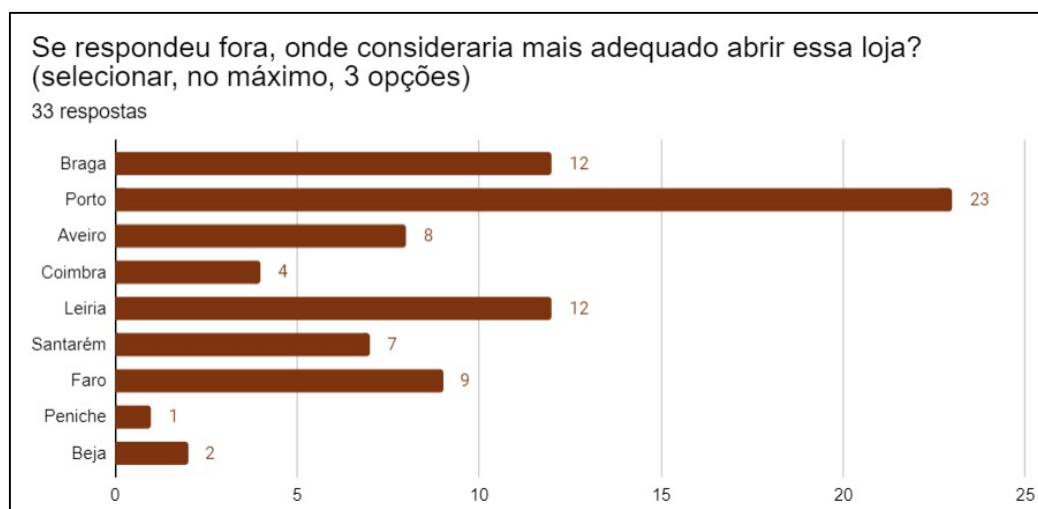


Figure 22 - Store location outside Lisbon

Then, we questioned the interviewees who answered “outside” to select up to three possible locations to open a new store. The tree most common choices were Porto, Braga and Leiria.

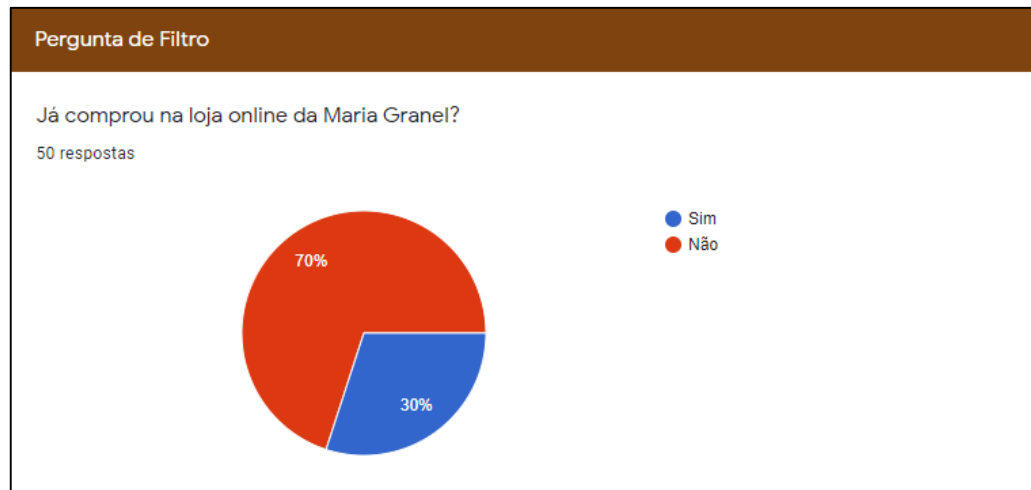


Figure 23 - Online store filter-question

In order to only select the respondents who have already bought at least one product from the Maria Granel's website from those who did not, we decided to implement a filter question. 30% of the interviewees have already bought from the online store.

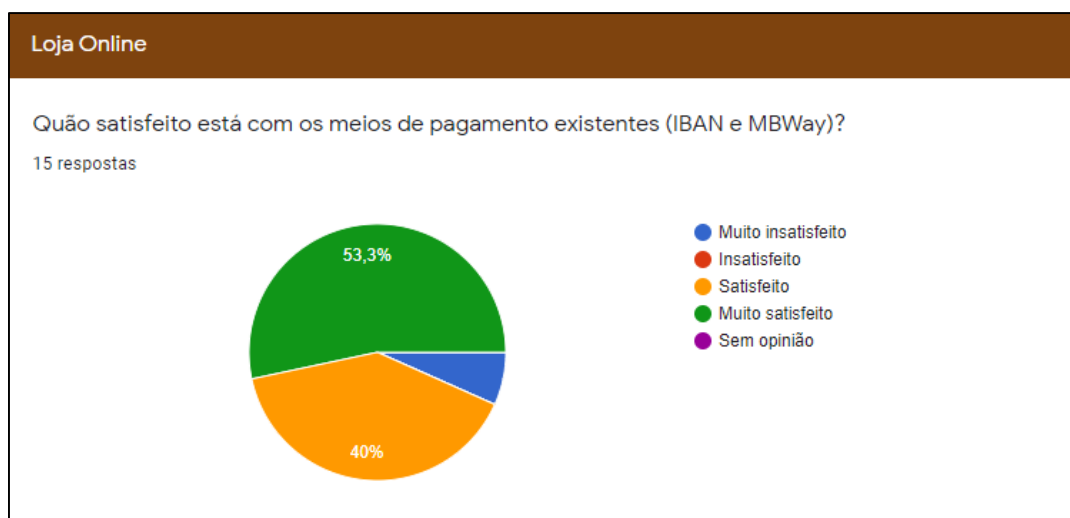


Figure 24 - Payment methods

The objective of the following question is to understand the level of satisfaction regarding the payment methods that Maria Granel currently offers. 53.3% of the interviewees are very satisfied and 40% are satisfied. Only 6.7% are very dissatisfied.

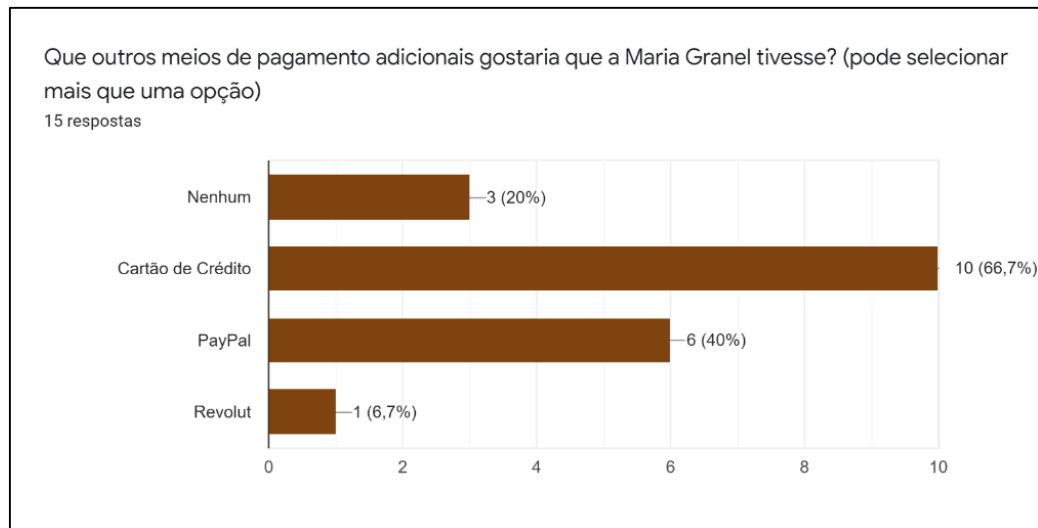


Figure 25 - Additional payment methods

This question tries to understand what additional payment methods the Maria Granel's customers would enjoy to have. Two thirds of the interviewees mentioned that they would like to have the choice to pay using the credit card. Also, 40% think that Maria Granel should include the *Paypal* method.

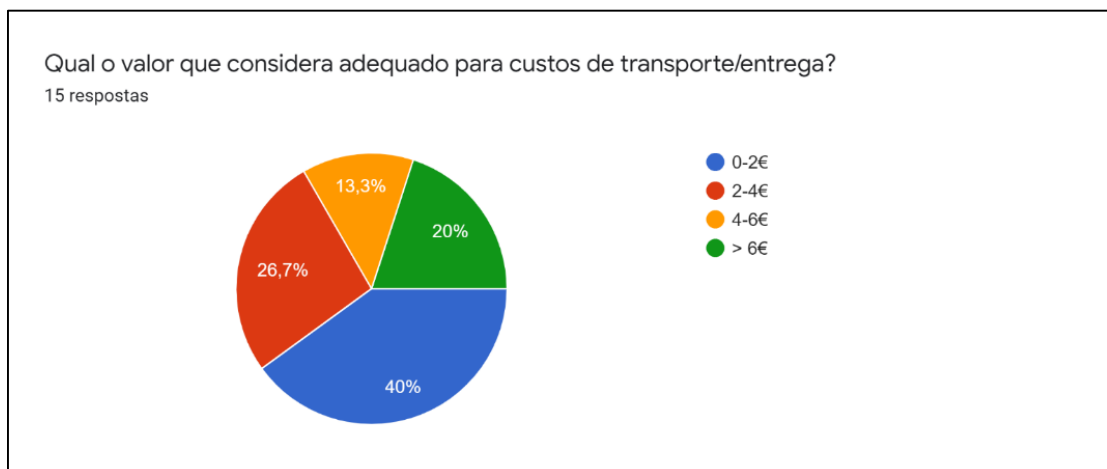


Figure 26 - Transportation fee

In this question the respondents were asked to mention what they think the shipping fees should be. 40% of them believe that the fee should be lower than 2 euros, 26,7% think that the price should range between 2 and 4 euros, 13,3% mention that the fee should be between 4 and 6 euros and one fifth of them believe that the shipping fee should be higher than 6 euros.

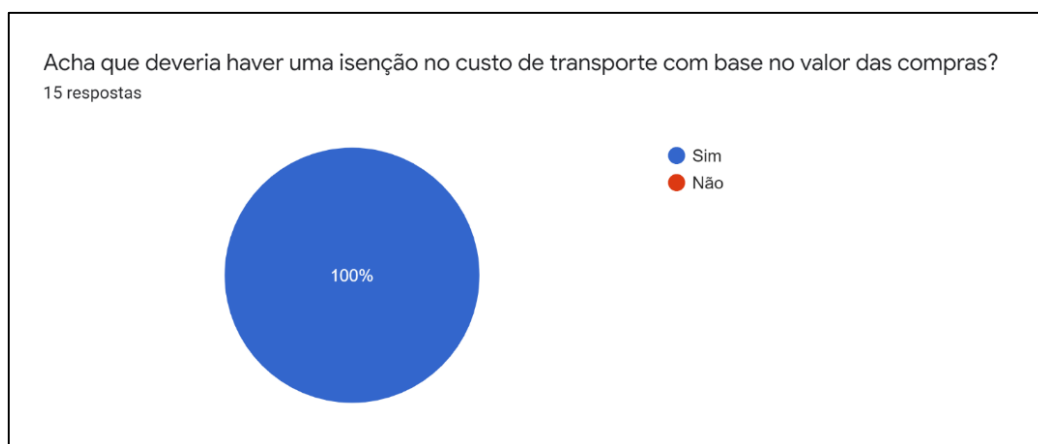


Figure 27 - Exemption of transportation fee

When asked if they think there should be an exemption on the shipping fees when the value of the goods bought reach a certain baseline all the interviewees responded affirmatively.

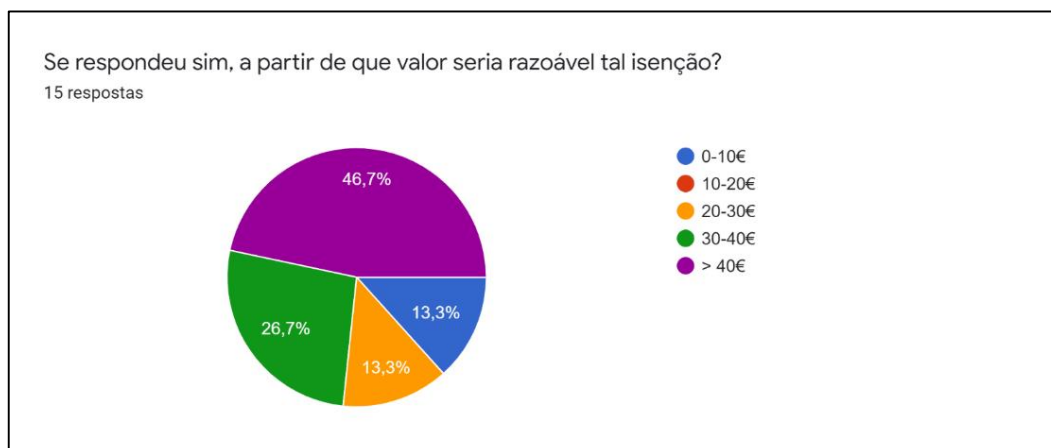


Figure 28 - Value for exemption

Following the reasoning of the previous question, we asked what they think the baseline should be. 46.7% mentioned that the baseline should be higher than 40 euros and 26.7% referred that the baseline for the exemption should be a value between 30 and 40 euros.

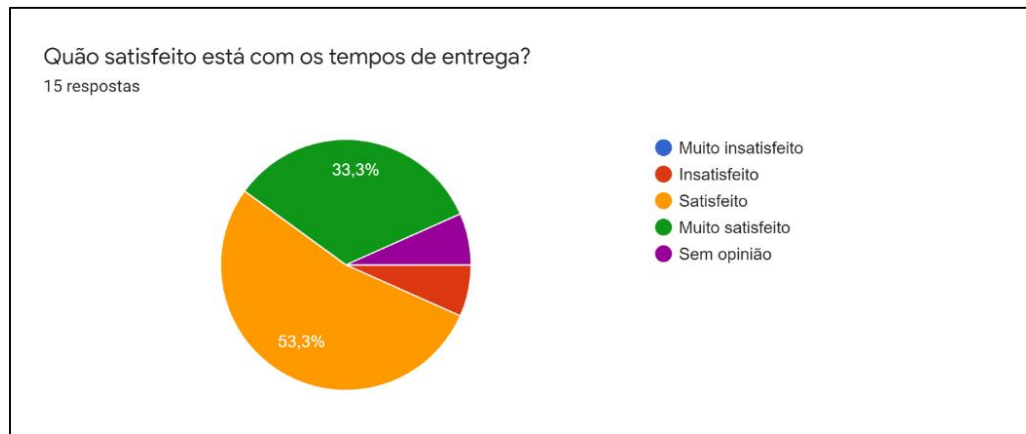


Figure 29 - Delivery time

In order to measure the level of satisfaction of the interviewees regarding the delivery times we decided to include a question about this topic in the questionnaire. One third of the respondents were very satisfied, 53.3% were satisfied and only one interviewee was dissatisfied.

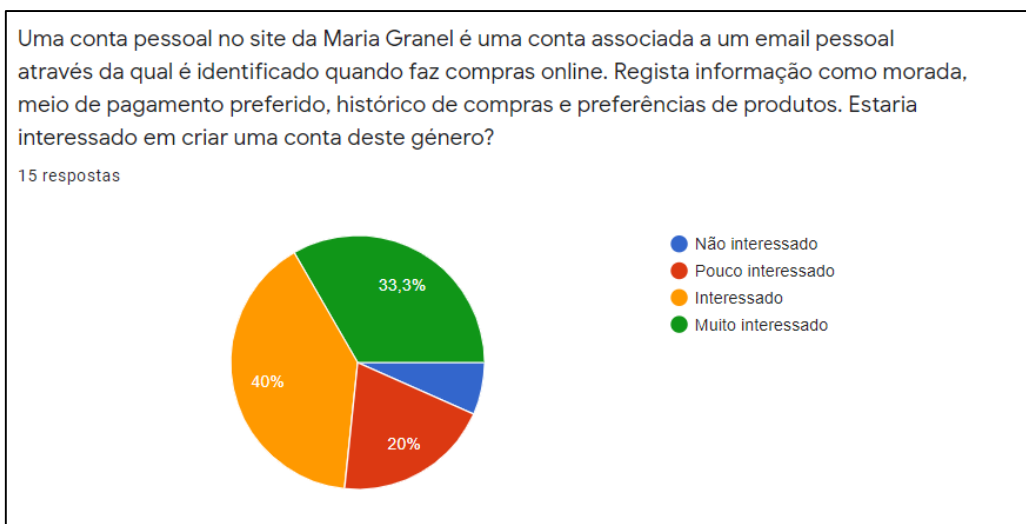


Figure 30 - Creation of a personal account

After explaining in what a personal online account consisted on, the respondents were asked to explain what their level of interest was in creating said account. 3 respondents demonstrated a slight interest in creating one, 6 respondents demonstrated interest, and 5 admitted they were really interested in that concept. Only 1 of the 15 respondents was not interested at all with the implementation of personal accounts.

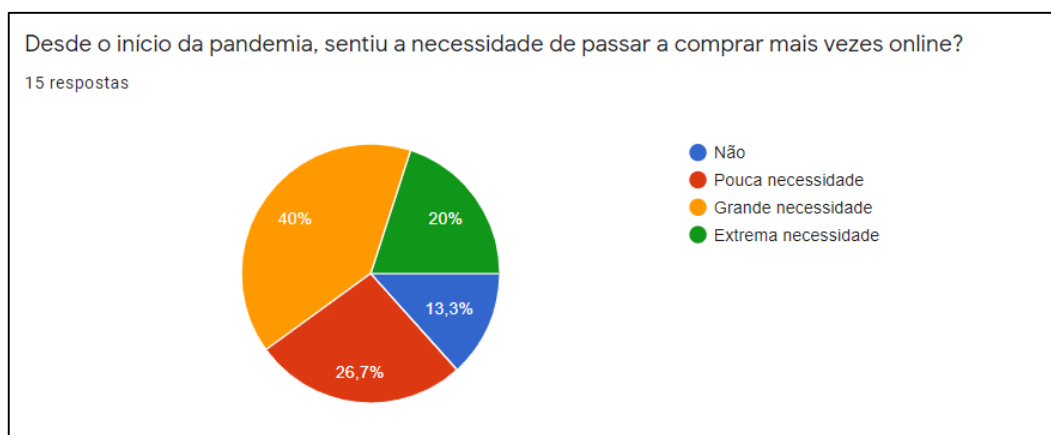


Figure 31 - Online behavior during the pandemic

When evaluating the need of buying more often in the online store due to the current pandemic, 4 interviewees feel some necessity for doing so, 6 feel a lot of necessity for it, and 3 feel extreme necessity for buying more times online. Only 2 respondents agree that their online shopping habits did not change due to the Covi-19 virus.

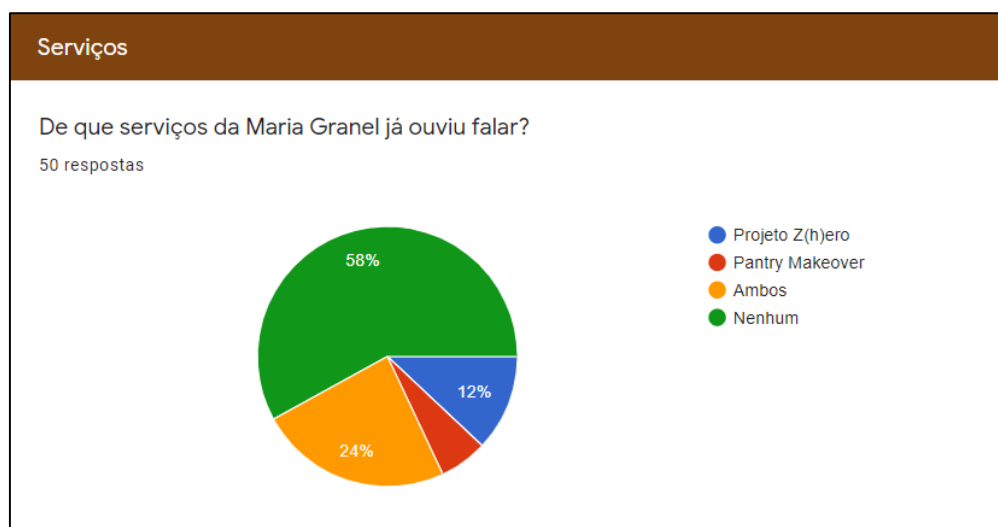


Figure 32 - Services of Maria Granel

Concerning the Maria Granel's services, almost 60% of our respondents do not know anything about the 2 existing services. The remaining clients are aware of their existence: 6 of them only know *Programa Z(h)ero*, 3 of them only know *Pantry Makeover*, and the remaining 12 know both of the services provided by Maria Granel.

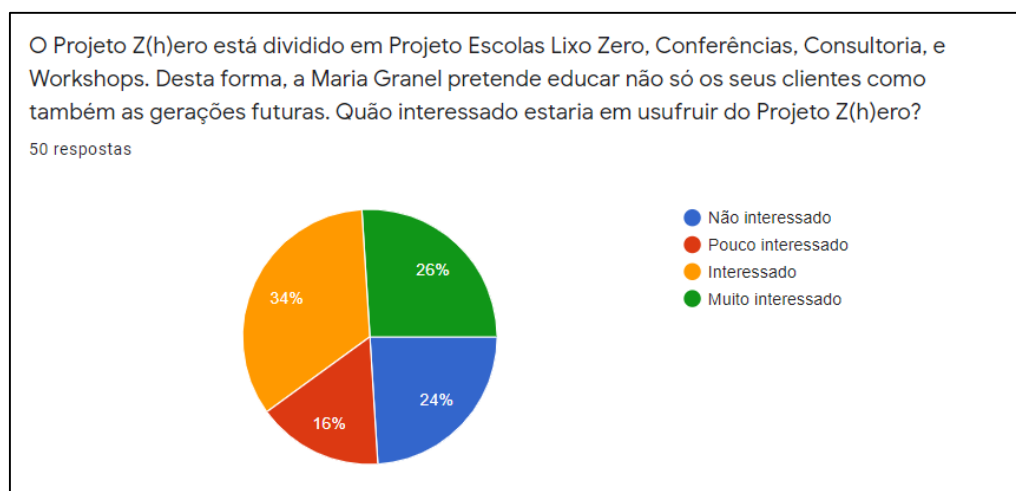


Figure 33 - Programa Z(h)ero

After explaining what the *Programa Z(h)ero* offers to the clients, 8 respondents demonstrated a slight interest in using it, 17 respondents demonstrated interest, and 13 admitted they were really interested in that project. Only 12 of the respondents did not reveal any kind of interest in using *Programa Z(h)ero*.

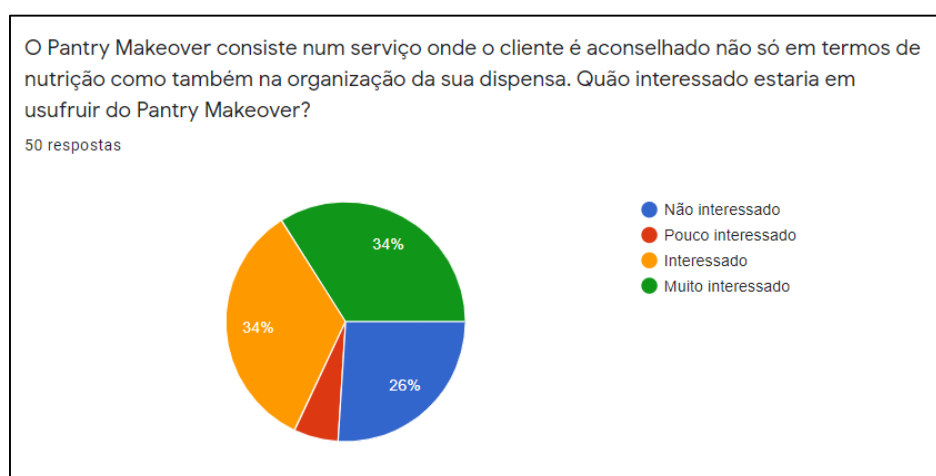


Figure 34 - Pantry Makeover

Similarly, we explained in what consisted the *Pantry Makeover* service. 3 interviewees demonstrated a slight interest in using it, 17 respondents demonstrated interest, and 17 affirmed they were really interested in that service. Only 13 clients did not reveal any kind of interest in using *Pantry Makeover*.

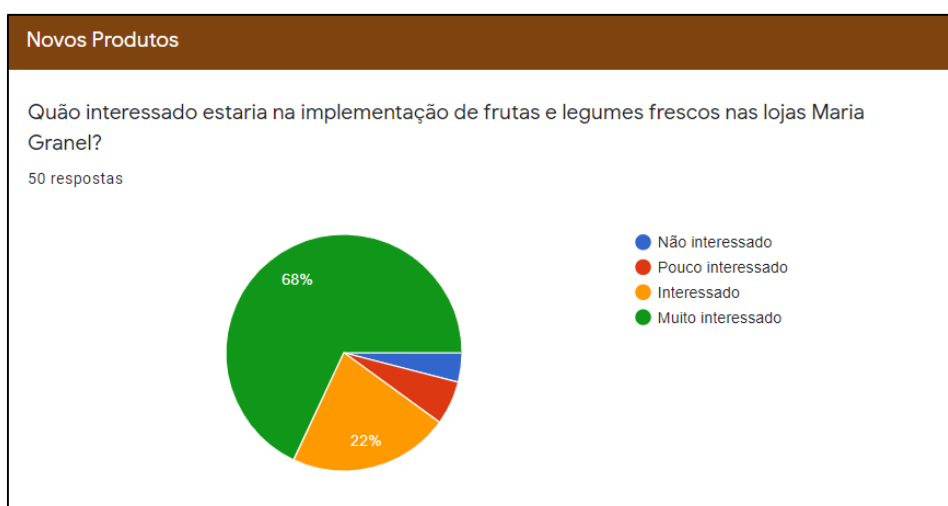


Figure 35 - Fresh fruits and vegetables

Regarding new products that could be implemented in Maria Granel, we evaluated how interested the respondents were with the implementation of fruits and fresh vegetables. 3 interviewees demonstrated a slight interest with this implementation, 11 respondents demonstrated interest, and 34 confessed that they were really interested with this measure. Only 4% of the respondents (3 interviewees) were not interested with this suggestion.

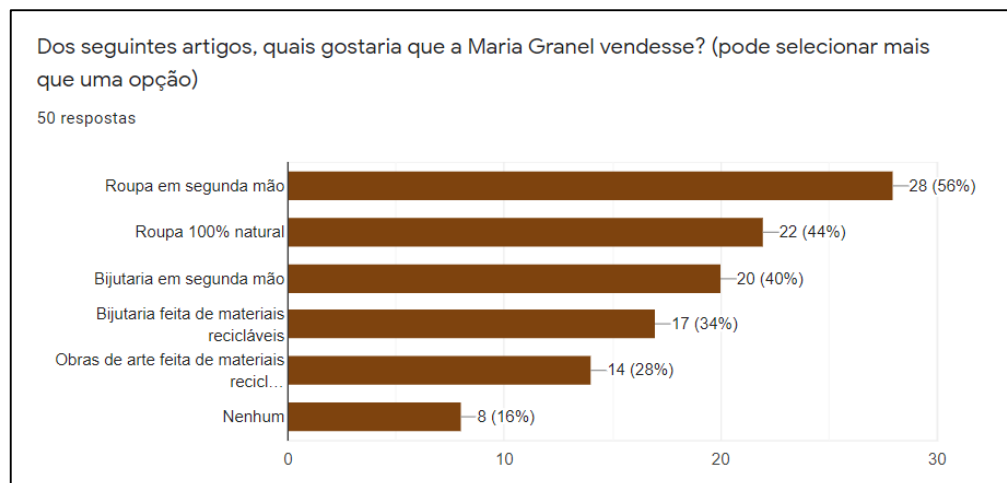


Figure 36 - Additional products

Still regarding the implementation of new products, we evaluated the interest of the respondents in having certain products available in the store. Of the total 50 respondents, 28 (56%) would like to have second-hand clothes, with this being the most appreciated category. 100% Natural clothes came second, with 22 people, followed by second-hand Biju as well as Biju made from recycled materials, with 20 and 17 votes respectively. Of the suggested categories, selling artwork was the one with the least votes. Nevertheless, there were 8 respondents (16%) who preferred not to implement any of the mentioned new products.

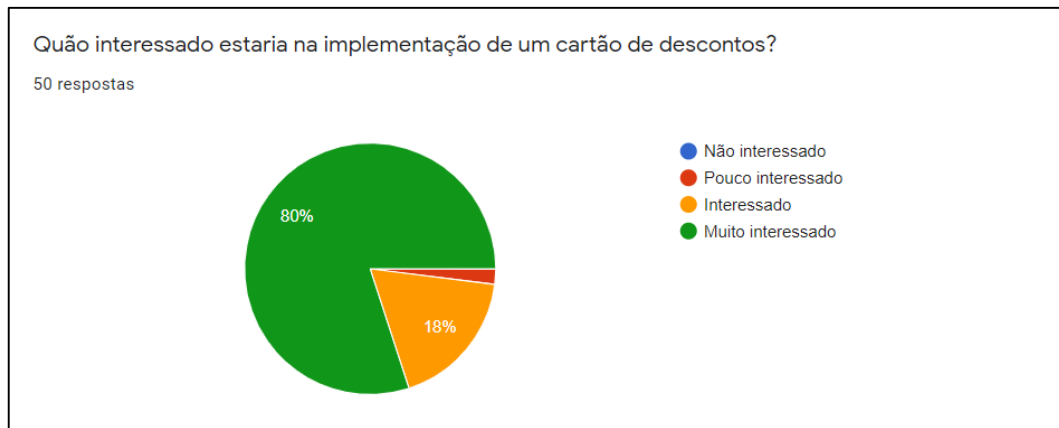


Figure 37 - Discount Cards

When faced with the suggestion of having a discount card for shopping at Maria Granel, 80% of the respondents (40 out of 50) showed to be very interested, while 18% of them (9), said to be interested. Of all the 50 respondents, only 1 showed little interest, and none of them showed no interest at all.

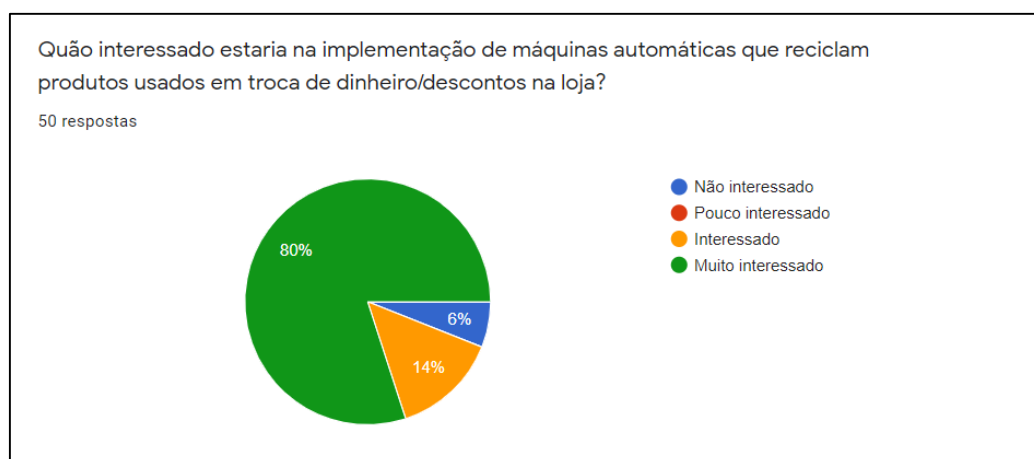
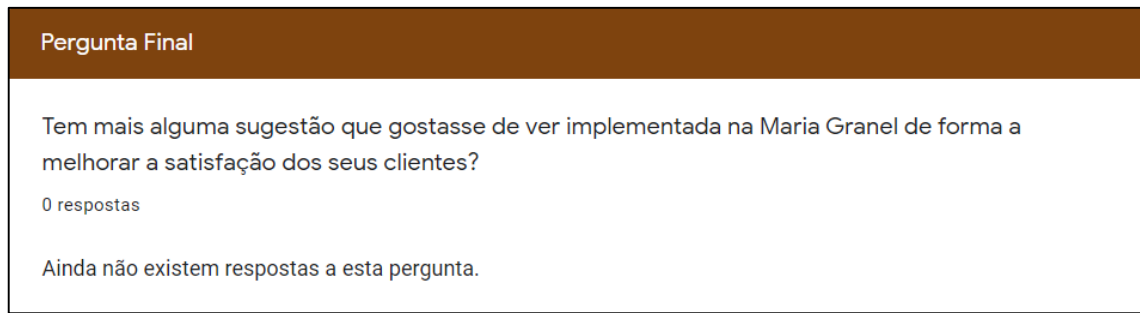
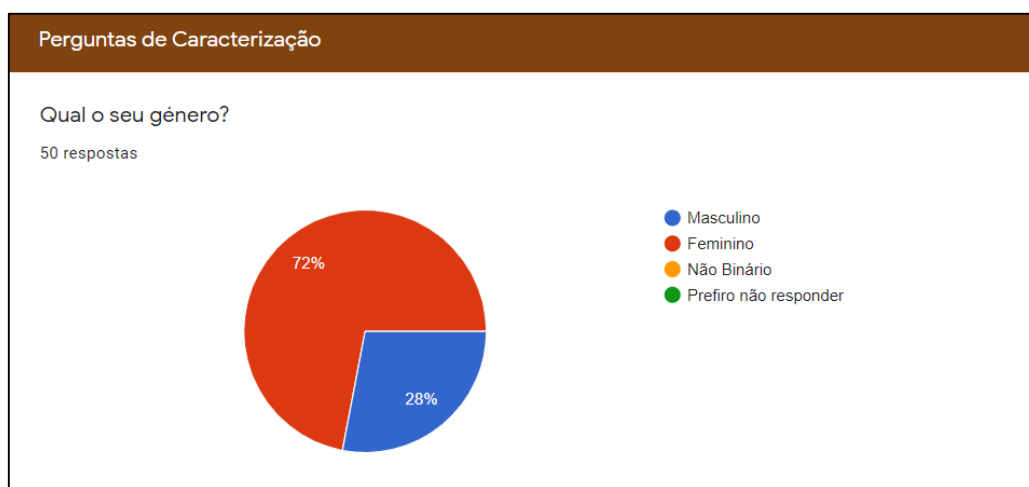


Figure 38 - Automatic recycling machine

On the topic of implementing automatic machines which provide store discounts in exchange of used products, once again 80% of respondents showed to be very interested, with other 14% (total of 7) showing interest, and none showing little interest. However, this time, there were 3 respondents (6%) who did not show interest at all.

*Figure 39 - Final question*

When asked about new things that they would like to see implemented in Maria Granel stores in order to increase customer satisfaction, no suggestion was provided by the respondents.

*Figure 40 - Gender*

Regarding the characterization questions, specifically about gender, we can see that 72% of respondents (36 out of 50) are female, while 28% of them (14 out of 50) are male. No other respondent identified his gender by the remaining categories.

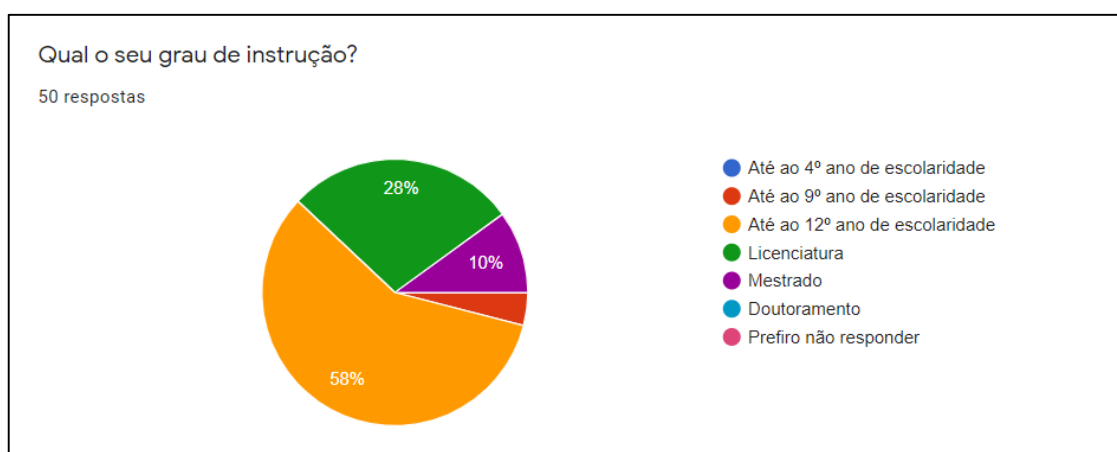


Figure 41 - Level of education

Regarding the instruction level of the respondents, we can see that 58% of them (29) have completed studies up until the 12th year of school. Moreover, 28% of the enquired have completed a Bachelor's Degree and other 10% have completed achieved a Master's Degree. The 2 respondents with up to the 9th year of school represent 4% of the total. The remaining categories had no respondents among them.

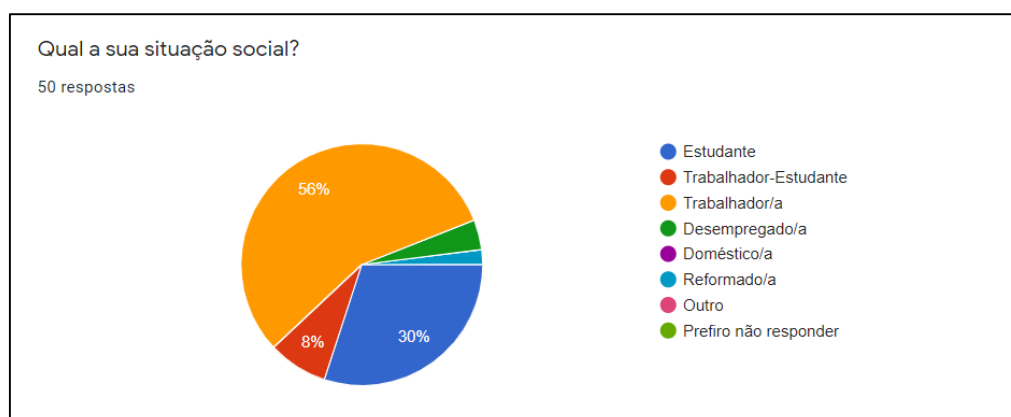


Figure 42 - Social situation

Regarding the current professional status of the respondents, the majority of them are either currently working (50%) or studying (30%), while 8% of them are in fact doing both, that is, working and studying simultaneously. Among the other groups, there are 2 people who are currently unemployed and 1 who is retired.

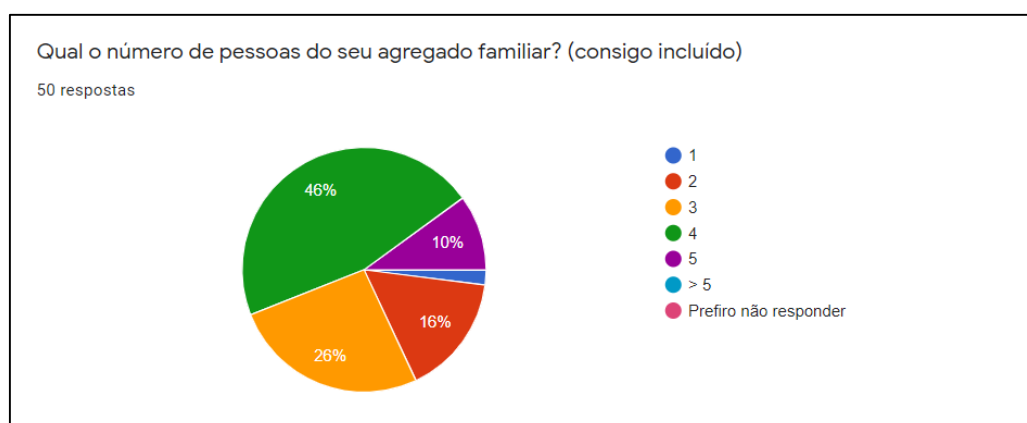


Figure 43 - Household size

The following question regarded the number of people in their household, in which the respondent is included. Among the respondents, the most common is the 4 people household (46% of the cases), followed by 3 people in the household (26%), 2 people (16%), and 5 people (10%). Only one of the respondents lives in a 1-person household and any of them lives in a household with more than 5 people.

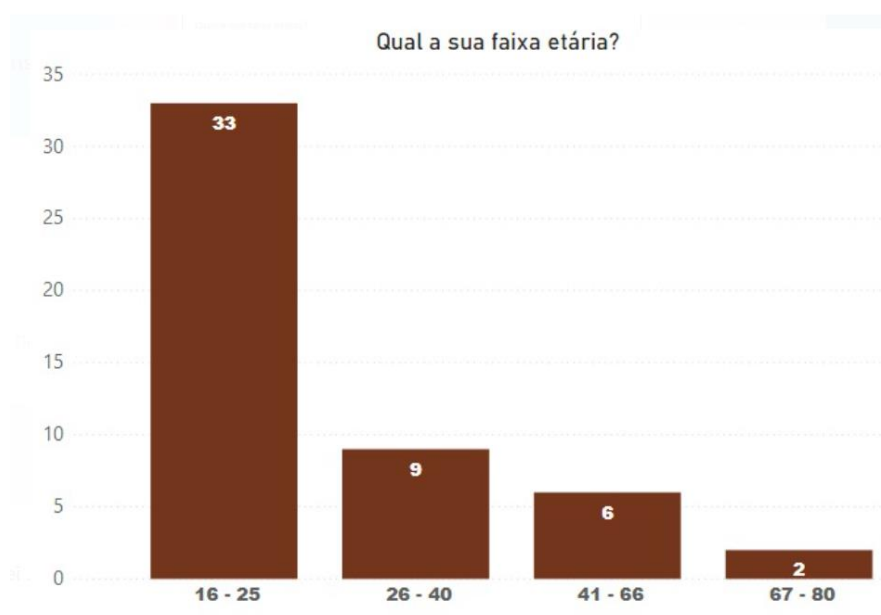


Figure 44 - Age of target population

As for the target population, we decided to analyze them by age group. The figure above was created manually in order to create a customer profile of the target population. This could not be done automatically because the age question is also a qualification question and, therefore, interviewees that did not belong to the target population also answered this question.

Here, we can see that 33 respondents are between 16 and 25 years of age, 9 are between 26 and 40, 6 are between 41 and 66, and 2 are between 67 and 80.

14. Conclusions and Recommendations

Taking the market research problem into account, – assess customer satisfaction and product/service improvement of Maria Granel stores – objectives (main and secondary) were set in order to tackle the final goal. Therefore, considering the decision rules of this conclusive analysis, measures will be proposed according to the various existing sections: Physical Stores, Online Stores, Services, New Products/Services and Others measures.

14.1 Physical Stores

Through the analysis of the answers in the Physical Stores questions, we concluded that despite the current pandemic context, people still feel safe when buying in the stores. However, there is some dissatisfaction regarding to the number of staff in the store as well as to the stores' accessibility. When asked about the opening of new stores, 97.4% of respondents feel it is necessary, leading us to the first improvement of the Main Objectives list. In fact, 84.2% of respondents would like to see a new store outside of the Lisbon Metropolitan Area (LMA), and 78.9% of them would like to see another store within that same zone. Considering the decision criteria previously defined, the suitable areas for a new store are: Porto (outside the LMA), with more than 66% people suggesting it, and Cascais, Saldanha and Baixa/Terreiro do Paço (inside the LMA) with 59.4%, 56.3% and 75% of people suggesting them, respectively.

14.2 Online Stores

Through the analysis of the answers in the Online Stores questions, we concluded that despite the overall satisfaction with the existent paying methods, 66.7% of respondents would like to be able to pay with credit card. Therefore, considering the decision criteria defined, this payment method should be implemented. Moreover, regarding shipping fees, despite most people prefer to pay less than 2€ (40% of the respondents), it still does not fulfil our decision rule and, therefore, no solution is advised. Furthermore, all the enquired individuals agreed with an exemption of shipping fees for shopping value above a certain level. Following the same line of thought used in the previous topic, our decision rule is never fulfilled and, therefore, we cannot recommend any solution. However, almost half of the respondents (46.7%) believe it should be more than 40€. Concerning delivery times, the great majority of people is satisfied meaning there are no changes necessary.

Regarding the usage of personal accounts for the Maria Granel online store, 73,3% of people are either interested or very interested. Therefore, this measure complies with the defined decision criteria and should then be implemented.

14.3 Services

Through the analysis of the answers in the Services questions, we concluded that 58% of the individuals have never heard of them, and only 24% have heard of both projects. Moreover, based on the following questions, we concluded that both projects are worth promoting and developing since 60% of people are either interested or very interested in the service, in the case of the *Programa Z(h)ero* and 68% of people are either interested or very interested in the service, for *Pantry Makeover*.

14.4 New Products

Through the analysis of the answers in the New Products questions, we concluded that fresh Fruit and Vegetables as well as second-hand clothes should be sold by Maria Granel, since 90% and 56% showed interest in them, respectively. Other implementations to consider are the Discount Cards, in which 98% of people were either interested or very interested therefore complying with the established decision criteria, as well the automatic machines that provide discounts in exchange of used products, in which 94% of people were either interested or very interested.

14.5 Other measures

Considering the data collected from the questionnaire, our team also recommends to promote Maria Granel brand by using the power of social influencers and with the presence of Maria Granel's products in traditional markets and supermarkets since these ideas had a rate of approval at 100% or partially, from 84% and 96%, respectively.

14.6 Characterization Questions

Regarding the sample profile, we can conclude that most of the clients are young females. Furthermore, the majority is educated at least up until the 12th year, despite the fact that 38% of individuals have higher education and 56% of them are currently working and other 30% are students. Moreover, most clients live in either 4 people households (46%) or 3 people households (26%).

15. Limitations

During the conclusive analysis of our market research, we had several obstacles.

Our first limitation has to do with the fact that we do not have a sampling frame due to lack of collaboration from the owners of the brand. This way, it was not possible to do a probabilistic sampling.

Then, our second limitation has to do with the definition of the sample size. We were forced to perform a Simple Random Sampling instead of a Stratified Random Sampling. Also, because Maria Granel did not disclose customers' information, it was impossible to correctly determine the values of N (dimension of the population) and S^2 (corrected variance of the population). Therefore, estimations were made.

Furthermore, in order to achieve an absolute precision of 0.15 we needed 62 interviewees of the target population. However, we were only capable of obtaining 50 responses due to the fact that it was very difficult to find individuals that had bought in Maria Granel in the last three months (September, October and November of 2020).

Moreover, we were oriented to perform a convenience sampling, since we did not have a sampling frame. This lead to a greater bias in the results because there is less diversity in the sample as the respondents came from the same channels (Instagram and Facebook).

Lastly, giving the pandemic circumstances we are living in, we decided not to do CAPI. As for CATI, it would take a lot of time and it would be difficult to find an individual that belongs to the target population (because we do not have a sampling frame). Therefore, our chosen method was CAWI.

16. Coding of answers

| | Question Number | Question | Answer Options | Code |
|-------------------------|-----------------|---|--------------------------------------|---------------------------------|
| Qualification Questions | 1 | Qual a sua faixa etária? | < 16 | 1 |
| | | | 16 - 25 | 2 |
| | | | 26 - 40 | 3 |
| | | | 41 - 66 | 4 |
| | | | 67 - 80 | 5 |
| | | | > 80 | 6 |
| General Questions | 2 | Nos últimos 3 meses (Setembro, Outubro e Novembro), realizou alguma compra nas lojas físicas ou online da Maria Granel? | Sim | 1 |
| | | | Não | 0 |
| | 3 | Produtos biológicos são produtos que não contêm organismos geneticamente modificados, nem pesticidas ou adubos químicos. Quantas vezes por mês compra este tipo de produtos? | Nenhuma | 0 |
| | | | 1 | 1 |
| | | | 2 | 2 |
| | | | 3 | 3 |
| | | | > 4 | 4 |
| | 4 | Produtos a granel são alimentos armazenados ou vendidos, no seu estado bruto, sem embalagens. Quantas vezes por mês compra produtos a granel, excluindo fruta e legumes? | Nenhuma | 0 |
| | | | 1 | 1 |
| | | | 2 | 2 |
| | | | 3 | 3 |
| | | | > 4 | 4 |
| | 5 | Que tipo de produtos biológicos/a granel costuma comprar? (pode seleccionar mais que uma opção) | Frutos Secos | Seleccionou=1;Não Seleccionou=0 |
| | | | Cereais | Seleccionou=1;Não Seleccionou=0 |
| | | | Chá | Seleccionou=1;Não Seleccionou=0 |
| | | | Massa e Arroz | Seleccionou=1;Não Seleccionou=0 |
| | | | Leguminosas | Seleccionou=1;Não Seleccionou=0 |
| | | | Fruta e Legumes | Seleccionou=1;Não Seleccionou=0 |
| | | | Chocolate e Doçaria | Seleccionou=1;Não Seleccionou=0 |
| | | | Carne | Seleccionou=1;Não Seleccionou=0 |
| | | | Outro | Seleccionou=1;Não Seleccionou=0 |
| | | | Não Costumo comprar | Seleccionou=1;Não Seleccionou=0 |
| | 6 | Que tipo de produtos sustentáveis costuma comprar? (pode seleccionar mais que uma opção) | Cápsulas de café reutilizáveis | Seleccionou=1;Não Seleccionou=0 |
| | | | Escovas (de Bambu, por exemplo) | Seleccionou=1;Não Seleccionou=0 |
| | | | Palhinhas de metal | Seleccionou=1;Não Seleccionou=0 |
| | | | Garrafas reutilizáveis | Seleccionou=1;Não Seleccionou=0 |
| | | | Sabonetes e Detergentes (sólidos) | Seleccionou=1;Não Seleccionou=0 |
| | | | Outro (por favor especifique) | Seleccionou=1;Não Seleccionou=0 |
| | | | Não costumo comprar | Seleccionou=1;Não Seleccionou=0 |
| Maria Granel Questions | 7 | Em que lojas da Maria Granel costuma comprar? (pode seleccionar mais que uma opção) | Alvalade | Seleccionou=1;Não Seleccionou=0 |
| | | | Campo de Ourique | Seleccionou=1;Não Seleccionou=0 |
| | | | Online | Seleccionou=1;Não Seleccionou=0 |
| | 8 | Porque motivo prefere essa(s) loja(s)? (pode seleccionar mais que uma opção) | Proximidade com local de trabalho | Seleccionou=1;Não Seleccionou=0 |
| | | | Proximidade com residência | Seleccionou=1;Não Seleccionou=0 |
| | | | Proximidade com transportes públicos | Seleccionou=1;Não Seleccionou=0 |
| | | | Atendimento | Seleccionou=1;Não Seleccionou=0 |
| | | | Diversidade de produtos | Seleccionou=1;Não Seleccionou=0 |
| | | | Conforto de comprar em casa | Seleccionou=1;Não Seleccionou=0 |
| | | | Outro | Seleccionou=1;Não Seleccionou=0 |
| | 9 | Como ficou a conhecer a Maria Granel? (pode seleccionar mais que uma opção) | Amigos / Família | Seleccionou=1;Não Seleccionou=0 |
| | | | Proximidade da residência à loja | Seleccionou=1;Não Seleccionou=0 |
| | | | Colegas de trabalho | Seleccionou=1;Não Seleccionou=0 |
| | | | Youtube | Seleccionou=1;Não Seleccionou=0 |
| | | | Instagram | Seleccionou=1;Não Seleccionou=0 |
| | | | Facebook | Seleccionou=1;Não Seleccionou=0 |
| | | | Pinterest | Seleccionou=1;Não Seleccionou=0 |
| | 10 | Em que redes sociais segue a Maria Granel? (pode seleccionar mais que uma opção) | Outro (por favor especifique) | Seleccionou=1;Não Seleccionou=0 |
| | | | Não me recordo | Seleccionou=1;Não Seleccionou=0 |
| | | | Pinterest | Seleccionou=1;Não Seleccionou=0 |
| | | | Youtube | Seleccionou=1;Não Seleccionou=0 |
| | | | Instagram | Seleccionou=1;Não Seleccionou=0 |
| | 11 | De modo a divulgar a marca, concorda com a promoção da mesma através de influencers? | Facebook | Seleccionou=1;Não Seleccionou=0 |
| | | | Não sigo em nenhuma plataforma | Seleccionou=1;Não Seleccionou=0 |
| | | | Discordo totalmente | 1 |
| | | | Discordo parcialmente | 2 |
| | | | Concordo parcialmente | 3 |
| | 12 | De modo a divulgar a marca, concorda com a presença de produtos da Maria Granel em supermercados/mercados tradicionais? | Concordo totalmente | 4 |
| | | | Sem opinião | 5 |

| | | | | |
|---------------------------|----|--|-------------------------------|-------------------------------|
| Filter Question | 13 | Já comprou nas lojas físicas da Maria Granel? | Sim | 1 |
| | | | Não | 0 |
| Physical Stores Questions | 14 | Com que frequência costuma levar os seus próprios sacos/frascos/recipientes quando vai realizar compras à Maria Granel? | Nunca | 1 |
| | | | Raramente | 2 |
| | | | Ocasionalmente | 3 |
| | | | Frequentemente | 4 |
| | | | Sempre | 5 |
| | 15 | Quão seguro/a se sente ao comprar numa loja da Maria Granel relativamente à situação pandémica atual? | 1(muito inseguro/a) | 1 |
| | | | 2 | 2 |
| | | | 3 | 3 |
| | | | 4 | 4 |
| | | | 5(muito seguro/a) | 5 |
| | 16 | Qual o seu nível de satisfação quanto às seguintes características das loja de Alvalade? (1. Tamanho da loja, 2. Disposição dos produtos na Maria Granel, 3. Número de funcionários existente, 4. Atendimento prestado, 5. Acessibilidade às lojas) | Muito insatisfeito | 1 |
| | | | Insatisfeito | 2 |
| | | | Satisfeito | 3 |
| | | | Muito satisfeito | 4 |
| | | | Sem opinião | 5 |
| | 17 | Qual o seu nível de satisfação quanto às seguintes características das loja de Campo de Ourique? (1. Tamanho da loja, 2. Disposição dos produtos na Maria Granel, 3. Número de funcionários existente, 4. Atendimento prestado, 5. Acessibilidade às lojas) | Muito insatisfeito | 1 |
| | | | Insatisfeito | 2 |
| | | | Satisfeito | 3 |
| | | | Muito satisfeito | 4 |
| | | | Sem opinião | 5 |
| | 18 | Qual o seu principal método de deslocação às lojas físicas da Maria Granel? (selecione, no máximo, duas opções) | Transportes públicos | Selecionou=1;Não Selecionou=0 |
| | | | A pé | Selecionou=1;Não Selecionou=0 |
| | | | Viatura própria | Selecionou=1;Não Selecionou=0 |
| | | | Serviços tvde | Selecionou=1;Não Selecionou=0 |
| | | | Bicicleta | Selecionou=1;Não Selecionou=0 |
| | 19 | Considera necessária a abertura de novas lojas Maria Granel? | Outro | Selecionou=1;Não Selecionou=0 |
| | | | Sim | 1 |
| | 20 | Se sim: Dentro ou fora da área metropolitana de Lisboa? (pode selecionar mais que uma opção) | Não | 0 |
| | | | Dentro | Selecionou=1;Não Selecionou=0 |
| | 21 | Se dentro: Onde consideraria mais adequado abrir essa loja? (selecionar, no máximo, 3 opções) | Fora | Selecionou=1;Não Selecionou=0 |
| | | | Cascais | Selecionou=1;Não Selecionou=0 |
| | | | Saldanha | Selecionou=1;Não Selecionou=0 |
| | | | Belém | Selecionou=1;Não Selecionou=0 |
| | | | Baixa/Terreiro do Paço | Selecionou=1;Não Selecionou=0 |
| | | | Telheiras | Selecionou=1;Não Selecionou=0 |
| | | | Benfica | Selecionou=1;Não Selecionou=0 |
| | 22 | Se fora: Onde consideraria mais adequado abrir essa loja? (selecionar, no máximo, 3 opções) | Outro (por favor especifique) | Selecionou=1;Não Selecionou=0 |
| | | | Braga | Selecionou=1;Não Selecionou=0 |
| | | | Porto | Selecionou=1;Não Selecionou=0 |
| | | | Aveiro | Selecionou=1;Não Selecionou=0 |
| | | | Coimbra | Selecionou=1;Não Selecionou=0 |
| | | | Leiria | Selecionou=1;Não Selecionou=0 |
| | | | Santarém | Selecionou=1;Não Selecionou=0 |
| | | | Faro | Selecionou=1;Não Selecionou=0 |
| | | | Outro (por favor especifique) | Selecionou=1;Não Selecionou=0 |
| Filter Question | 23 | Já comprou na loja online da Maria Granel? | Sim | 1 |
| | | | Não | 0 |
| Online Store Questions | 24 | Está satisfeito com os meios de pagamento existentes (IBAN e MBWay)? | Muito insatisfeito | 1 |
| | | | Insatisfeito | 2 |
| | | | Satisfeito | 3 |
| | | | Muito satisfeito | 4 |
| | | | Sem opinião | 5 |
| | 25 | Que outros meios de pagamento adicionais gostaria que a Maria Granel tivesse? (pode selecionar mais que uma opção) | Nenhum | Selecionou=1;Não Selecionou=0 |
| | | | Cartão de Crédito | Selecionou=1;Não Selecionou=0 |
| | | | PayPal | Selecionou=1;Não Selecionou=0 |
| | | | Outro (por favor especifique) | Selecionou=1;Não Selecionou=0 |
| | 26 | Qual o valor que considera adequado para custos de transporte/entrega? | 0-2€ | 1 |
| | | | 2-4€ | 2 |
| | | | 4-6€ | 3 |
| | | | > 6€ | 4 |
| | 27 | Acha que deveria haver uma isenção no custo de transporte com base no valor das compras? | Sim | 1 |
| | | | Não | 0 |
| | 28 | Se sim: A partir de que valor seria razoável tal isenção? | 0-10€ | 1 |
| | | | 10-20€ | 2 |
| | | | 20-30€ | 3 |
| | | | 30-40€ | 4 |
| | | | > 40€ | 5 |
| | 29 | Quão satisfeito está com os tempos de entrega? | Muito insatisfeito | 1 |
| | | | Insatisfeito | 2 |
| | | | Satisfeito | 3 |
| | | | Muito satisfeito | 4 |
| | | | Sem opinião | 5 |
| | 30 | Uma conta pessoal no site da Maria Granel é uma conta associada a um email pessoal através da qual é identificado quando faz compras online. Regista informação como morada, meio de pagamento preferido, histórico de compras e preferências de produtos. Estaria interessado em criar uma conta deste género? | Não interessado | 1 |
| | | | Pouco interessado | 2 |
| | | | Interessado | 3 |
| | | | Muito interessado | 4 |
| | 31 | Desde o início da pandemia, sentiu a necessidade de passar a comprar mais vezes online? | Não | 1 |
| | | | Pouca necessidade | 2 |
| | | | Grande necessidade | 3 |
| | | | Extrema necessidade | 4 |

| | | | | |
|----------------------------|----|---|--|-------------------------------|
| Services | 32 | De que serviços da Maria Granel já ouviu falar? | Projeto Z(h)ero | 1 |
| | | | Pantry Makeover | 2 |
| | | | Ambos | 3 |
| | | | Nenhum | 4 |
| | 33 | Projeto Zero: este projeto está dividido em Projeto Escolas Lixo Zero, Conferências, Consultoria, e Workshops. Desta forma, a Maria Granel pretende educar não só os seus clientes como também as gerações futuras. Quão interessado estaria em usufruir do Projeto Z(h)ero? | Não interessado | 1 |
| | | | Pouco interessado | 2 |
| | | | Interessado | 3 |
| | | | Muito interessado | 4 |
| | 34 | Pantry Makeover: Consiste num serviço onde o cliente é aconselhado não só em termos de nutrição como também na organização da sua dispensa. Quão interessado estaria em usufruir do Pantry Makeover? | Não interessado | 1 |
| | | | Pouco interessado | 2 |
| | | | Interessado | 3 |
| | | | Muito interessado | 4 |
| New Products | 35 | Estaria interessado na implementação de frutas e legumes frescos nas lojas Maria Granel? | Não interessado | 1 |
| | | | Pouco interessado | 2 |
| | | | Interessado | 3 |
| | | | Muito interessado | 4 |
| | 36 | Dos seguintes artigos, quais gostaria que a Maria Granel vendesse? (pode selecionar mais que uma opção) | Roupa em segunda mão | Selecionou=1;Não Selecionou=0 |
| | | | Roupa 100% natural | Selecionou=1;Não Selecionou=0 |
| | | | Bijutaria em segunda mão | Selecionou=1;Não Selecionou=0 |
| | | | Bijutaria feita de materiais recicláveis | Selecionou=1;Não Selecionou=0 |
| | | | Obras de arte feita de materiais recicláveis | Selecionou=1;Não Selecionou=0 |
| | | | Nenhum | Selecionou=1;Não Selecionou=0 |
| | 37 | O quão interessado estaria na implementação de um cartão de descontos? | Não interessado | 1 |
| | | | Pouco interessado | 2 |
| | | | Interessado | 3 |
| | | | Muito interessado | 4 |
| | 38 | O quão interessado estaria na implementação de máquinas automáticas que reciclam produtos usados em troca de dinheiro/descontos na loja? | Não interessado | 1 |
| | | | Pouco interessado | 2 |
| | | | Interessado | 3 |
| | | | Muito interessado | 4 |
| Closing Question | 39 | Tem mais alguma sugestão que gostasse de ver implementada na Maria Granel de forma a melhorar a satisfação dos seus clientes? | | - |
| Characterization Questions | 40 | Qual o seu género? | Masculino | 1 |
| | | | Feminino | 2 |
| | | | Não Binário | 3 |
| | | | Prefiro não responder | 4 |
| | 41 | Qual o seu grau de instrução? | Até ao 4º ano de escolaridade | 1 |
| | | | Até ao 9º ano de escolaridade | 2 |
| | | | Até ao 12º ano de escolaridade | 3 |
| | | | Licenciatura | 4 |
| | | | Mestrado | 5 |
| | | | Doutoramento | 6 |
| | 42 | Qual a sua situação social? | Estudante | 1 |
| | | | Trabalhador-Estudante | 2 |
| | | | Trabalhador/a | 3 |
| | | | Desempregado/a | 4 |
| | | | Doméstico/a | 5 |
| | | | Reformado/a | 6 |
| | 43 | Qual o número de pessoas do seu agregado familiar? (consigo incluído) | Outro | 7 |
| | | | 1 | 1 |
| | | | 2 | 2 |
| | | | 3 | 3 |
| | | | 4 | 4 |
| | | | 5 | 5 |
| | | | > 5 | 6 |

For the answers codification we applied two different techniques. The majority begins in 1 and finishes in n, having n as the number of options, per question. For the binary questions we decided that 0 corresponded to 'Não' and 1 to 'Sim'.

17. Appendix

Qualification Questions:



Maria Granel

No âmbito da cadeira Estudos de Mercado da Licenciatura em Gestão de Informação da NOVA IMS estamos a realizar este questionário sobre a Maria Granel.

As respostas são totalmente anónimas e para fins puramente académicos. Pode desistir deste questionário a qualquer momento. Pedimos-lhe que tente responder da maneira mais honesta possível.

Estimamos que o questionário dure aproximadamente 6 minutos.

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Maria Granel

***Obrigatório**

Perguntas de Qualificação

As seguintes perguntas servem para determinar se tem as características necessárias para prosseguir o questionário.

Qual a sua faixa etária? *

☐ < 16
☐ 16 - 25
☐ 26 - 40
☐ 41 - 66
☐ 67 - 80
☐ > 80

Nos últimos 3 meses (Setembro, Outubro e Novembro), realizou alguma compra nas lojas físicas ou online da Maria Granel? *

☐ Sim
☐ Não

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Google Formulários

If it does not belong to the target population:



MARIA GRANEL
a sua medida

Maria Granel

Muito Obrigado!

A sua colaboração é valiosa para nós.

Anterior Submeter

Nunca envie palavras-passe através dos Google Forms.

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Google Formulários

If it belongs to the target population:

General Questions



MARIA GRANEL
a sua medida

Maria Granel

*Obrigatório

Perguntas Gerais

Estas primeiras perguntas servem para determinar os seus hábitos de consumo em relação a produtos a granel, biológicos e sustentáveis

Produtos biológicos são produtos que não contêm organismos geneticamente modificados, nem pesticidas ou adubos químicos. Quantas vezes por mês compra este tipo de produtos? *

☐ Nenhuma

☐ 1

☐ 2

☐ 3

☐ > 4

Produtos a granel são alimentos armazenados ou vendidos, no seu estado bruto, sem embalagens. Quantas vezes por mês compra produtos a granel, excluindo frutas e legumes? *

- ☐ Nenhuma
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ > 4

Que tipo de produtos biológicos/a granel costuma comprar? (pode seleccionar mais que uma opção) *

- ☐ Frutos Secos
- ☐ Cereais
- ☐ Chá
- ☐ Massa e Arroz
- ☐ Leguminosas
- ☐ Fruta e Legumes
- ☐ Chocolate e Doçaria
- ☐ Carne
- ☐ Outro
- ☐ Não costumo comprar


Que tipo de produtos sustentáveis costuma comprar? (pode seleccionar mais que uma opção) *

- ☐ Escovas (de Bambu, por exemplo)
- ☐ Palhinhas de metal
- ☐ Garrafas reutilizáveis
- ☐ Sabonetes e Detergentes (sólidos)
- ☐ Cápsulas de café reutilizáveis
- ☐ Não costumo comprar
- ☐ Outra: _____

Anterior

Seguinte

Maria Granel Questions



Maria Granel

*Obrigatório

Questões sobre a Maria Granel

As perguntas seguintes servem para determinar a sua relação com a marca Maria Granel.

Em que lojas da Maria Granel costuma comprar? (pode seleccionar mais que uma opção) *

- ☐ Alvalade
- ☐ Campo de Ourique
- ☐ Online

Porque motivo prefere essa(s) loja(s)? (pode seleccionar mais que uma opção) *

- ☐ Proximidade com local de trabalho
- ☐ Proximidade com residência
- ☐ Proximidade com transportes públicos
- ☐ Atendimento
- ☐ Diversidade de produtos
- ☐ Conforto de comprar em casa
- ☐ Outro

Como ficou a conhecer a Maria Granel? (pode seleccionar mais que uma opção) *

- ☐ Amigos / Família
- ☐ Proximidade da residência à loja
- ☐ Colegas de trabalho
- ☐ Youtube
- ☐ Instagram
- ☐ Facebook
- ☐ Pinterest
- ☐ Não me recordo
- ☐ Outra: _____

Em que redes sociais segue a Maria Granel? (pode seleccionar mais que uma opção) *

☐ Pinterest

☐ Youtube

☐ Instagram

☐ Facebook

☐ Não sigo em nenhuma plataforma

De modo a divulgar a marca, concorda com a promoção da mesma através de influencers? *

☐ Discordo totalmente

☐ Discordo parcialmente

☐ Concordo parcialmente

☐ Concordo totalmente

☐ Sem opinião

De modo a divulgar a marca, concorda com a presença de produtos da Maria Granel em supermercados/mercados tradicionais? *

☐ Discordo totalmente

☐ Discordo parcialmente

☐ Concordo parcialmente

☐ Concordo totalmente

☐ Sem opinião

[Anterior](#) [Seguinte](#)

Filter Question:



Maria Granel

*Obrigatório

Pergunta de Filtro

Já comprou nas lojas físicas da Maria Granel? *


☐ Sim

☐ Não

[Anterior](#) [Seguinte](#)

For the respondents that have bought in at least one of the physical stores:

Physical Stores Questions



Maria Granel

**Obrigatório*

Lojas Físicas

As perguntas seguintes referem-se às lojas físicas da Maria Granel.

Com que frequência costuma levar os seus próprios sacos/frascos/recipientes quando vai realizar compras à Maria Granel? *

☐ Nunca

☐ Raramente

☐ Ocasionalmente

☐ Frequentemente

☐ Sempre

Quão segura/o se sente ao comprar numa loja da Maria Granel relativamente à situação pandémica atual? *

☐ 1 (muito insegura/o)

☐ 2

☐ 3

☐ 4

☐ 5 (muito segura/o)

Qual o seu nível de satisfação quanto às seguintes características da loja de Alvalade? (Se não foi a esta loja, por favor responda 'Sem opinião') *

| | Muito insatisfeito | Insatisfeito | Satisfeito | Muito satisfeito | Sem opinião |
|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Tamanho da loja | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Disposição dos produtos | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Número de funcionários existente | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Atendimento prestado | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Acessibilidade às lojas | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Qual o seu nível de satisfação quanto às seguintes características da loja de Campo de Ourique? (Se não foi a esta loja, por favor responda 'Sem opinião') *

| | Muito insatisfeito | Insatisfeito | Satisfeito | Muito satisfeito | Sem opinião |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Tamanho da Loja | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Disposição dos produtos | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Número de funcionários existentes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Atendimento prestado | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Acessibilidade às lojas | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Qual o seu principal método de deslocação às lojas físicas da Maria Granel? (selecione, no máximo, duas opções) *

- ☐ Transportes públicos
- ☐ A pé
- ☐ Viatura própria
- ☐ Serviços tvde
- ☐ Bicicleta
- ☐ Outro

Considera necessária a abertura de novas lojas Maria Granel? *

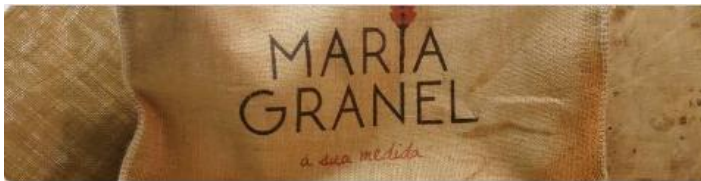
- ☐ Sim
- ☐ Não

Anterior

Seguinte

For the respondents who believe Maria Granel should open new stores:

New Stores Questions



Maria Granel

*Obrigatório

Abertura de novas lojas

Dentro ou fora da área metropolitana de Lisboa? (pode selecionar mais que uma opção) *

☐ Dentro

☐ Fora

Se respondeu dentro, onde consideraria mais adequado abrir essa loja? (selecionar, no máximo, 3 opções)

☐ Cascais

☐ Saldanha

☐ Belém

☐ Baixa/Terreiro do Paço

☐ Telheiras

☐ Benfica

☐ Outra: _____

Se respondeu fora, onde consideraria mais adequado abrir essa loja? (selecionar, no máximo, 3 opções)

☐ Braga

☐ Porto

☐ Aveiro

☐ Coimbra

☐ Leiria

☐ Santarém

☐ Faro

☐ Outra: _____

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Filter Question:

Maria Granel

*Obrigatório


Pergunta de Filtro

Já comprou na loja online da Maria Granel? *

☐ Sim

☐ Não

Anterior Seguinte

For the Respondents that have bought on the online store:**Online Store Questions**

Maria Granel

*Obrigatório

Loja Online

As perguntas seguintes servem para determinar o que acha sobre as lojas físicas da Maria Granel.

Quão satisfeito está com os meios de pagamento existentes (IBAN e MBWay)? *

☐ Muito insatisfeito

☐ Insatisfeito

☐ Satisfeito

☐ Muito satisfeito

☐ Sem opinião

Que outros meios de pagamento adicionais gostaria que a Maria Granel tivesse?
(pode selecionar mais que uma opção) *

☐ Nenhum

☐ Cartão de Crédito

☐ PayPal

☐ Outra: _____

Qual o valor que considera adequado para custos de transporte/entrega? *

☐ 0-2€

☐ 2-4€

☐ 4-6€

☐ > 6€

Acha que deveria haver uma isenção no custo de transporte com base no valor das compras? *

☐ Sim

☐ Não

Se respondeu sim, a partir de que valor seria razoável tal isenção?

☐ 0-10€

☐ 10-20€

☐ 20-30€

☐ 30-40€

☐ > 40€

Quão satisfeito está com os tempos de entrega? *

☐ Muito insatisfeito

☐ Insatisfeito

☐ Satisfeito

☐ Muito satisfeito

☐ Sem opinião

Uma conta pessoal no site da Maria Granel é uma conta associada a um email pessoal através da qual é identificado quando faz compras online. Regista informação como morada, meio de pagamento preferido, histórico de compras e preferências de produtos. Estaria interessado em criar uma conta deste género? *

☐ Não interessado
☐ Pouco interessado
☐ Interessado
☐ Muito interessado


Desde o início da pandemia, sentiu a necessidade de passar a comprar mais vezes online? *

☐ Não
☐ Pouca necessidade
☐ Grande necessidade
☐ Extrema necessidade

[Anterior](#)
[Seguinte](#)

All respondents from the target population:

Services Questions



Maria Granel

*Obrigatório

Serviços

As perguntas seguintes servem para determinar o que acha sobre os serviços da Maria Granel.

De que serviços da Maria Granel já ouviu falar? *

☐ Projeto Z(h)ero
☐ Pantry Makeover
☐ Ambos
☐ Nenhum

O Projeto Z(h)ero está dividido em Projeto Escolas Lixo Zero, Conferências, Consultoria, e Workshops. Desta forma, a Maria Granel pretende educar não só os seus clientes como também as gerações futuras. Quão interessado estaria em usufruir do Projeto Z(h)ero? *

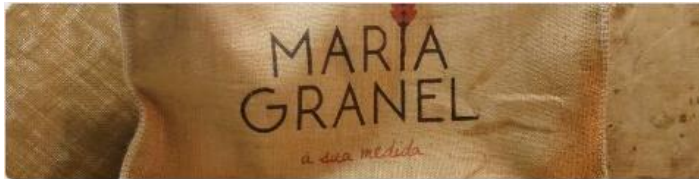
☐ Não interessado
☐ Pouco interessado
☐ Interessado
☐ Muito interessado

O Pantry Makeover consiste num serviço onde o cliente é aconselhado não só em termos de nutrição como também na organização da sua dispensa. Quão interessado estaria em usufruir do Pantry Makeover? *

☐ Não interessado
☐ Pouco interessado
☐ Interessado
☐ Muito interessado

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New Products Questions



Maria Granel

*Obrigatório

Novos Produtos

As perguntas seguintes servem para determinar o que acha sobre possíveis novos produtos a ser implementados na loja Maria Granel.

Quão interessado estaria na implementação de frutas e legumes frescos nas lojas Maria Granel? *

☐ Não interessado
☐ Pouco interessado
☐ Interessado
☐ Muito interessado

Dos seguintes artigos, quais gostaria que a Maria Granel vendesse? (pode selecionar mais que uma opção) *

- ☐ Roupa em segunda mão
- ☐ Roupa 100% natural
- ☐ Bijutaria em segunda mão
- ☐ Bijutaria feita de materiais recicláveis
- ☐ Obras de arte feita de materiais recicláveis
- ☐ Nenhum

Quão interessado estaria na implementação de um cartão de descontos? *

- ☐ Não interessado
- ☐ Pouco interessado
- ☐ Interessado
- ☐ Muito interessado

Quão interessado estaria na implementação de máquinas automáticas que reciclam produtos usados em troca de dinheiro/descontos na loja? *

- ☐ Não interessado
- ☐ Pouco interessado
- ☐ Interessado
- ☐ Muito interessado

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Final Question



Maria Granel


Pergunta Final

Tem mais alguma sugestão que gostasse de ver implementada na Maria Granel de forma a melhorar a satisfação dos seus clientes?

A sua resposta

[Anterior](#) [Seguinte](#)

Characterization Questions



MARIA GRANEL
a sua medida

Maria Granel

*Obrigatório

Perguntas de Caracterização

Qual o seu género? *

☐ Masculino

☐ Feminino

☐ Não Binário

☐ Prefiro não responder

Qual o seu grau de instrução? *

☐ Até ao 4º ano de escolaridade

☐ Até ao 9º ano de escolaridade

☐ Até ao 12º ano de escolaridade

☐ Licenciatura

☐ Mestrado

☐ Doutoramento

☐ Prefiro não responder

Qual a sua situação social? *

☐ Estudante

☐ Trabalhador-Estudante

☐ Trabalhador/a

☐ Desempregado/a

☐ Doméstico/a

☐ Reformado/a

☐ Outro

☐ Prefiro não responder

Qual o número de pessoas do seu agregado familiar? (consigo incluído) *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ > 5
- ☐ Prefiro não responder

Anterior

Seguinte

18. References

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