The Relationship between the Customers' Experience and Satisfaction in Convenience Food Stores

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Abstract

In recent years, the demand of clean food consumption has been increasing and it leads to the advent of the "convenience food store" in big cities. With the desire to enjoy safe and quality food, instead of having to go to the supermarket and commercial center every day, buying safe food at a convenience store will considerably save time and effort in shopping. While the economy is increasingly sophisticated and competitive, there are more choices to satisfy the customers' demand in buying safe food. Therefore, it is vital to notice the importance of the criteria that customers expect, especially if it is the customers' experience when purchasing the items. The convenience food store should be much more aware of that in order to attract more customers. In this study, I focus on analyzing the relationship between two factors: the customers' experience and satisfaction level. It helps to increase the number of regular customers as well as the competitiveness base on the results obtained from the study process. First, I decided to find out the customers' experience inside the convenience food store through direct interviews. Second, I conducted surveys to assess the customers' satisfaction. And finally, I analyzed the relationships between the customers' experience and customer satisfaction based on surveys and interviews I had conducted.

1. Introduction

In recent years, the demand for clean food consumption has been increasing; it had led to the advent of the "convenience food store" in big cities. The common point of the convenience food store chains is to sell similar products. And once the products generated in the store chains are more and more improved in quality, the customer services are more and more professional in addition with the prices offered for the products, services similar to each other, and the differences among the products will be shortened. In other words, the store chains of retailers will no longer focus on products, services and prices but on better experience of their customers.
Customer experience is the sum of all experiences a customer would have with a supplier of goods or services, over the duration of their relationship with that supplier. It can also be used to describe an individual's experience over one transaction; the distinction is usually clear in context. [1] A Customer Experience is an interaction between an organization and a customer. It is a blend of an organization's physical performance, the senses stimulated and emotions evoked, each intuitively measured against customer expectations across all moments of contact. [2] Anyone who buys products and services also obtains many experiences, whether positive or negative. It is the surveying ruler to determine the satisfaction of the customers. This study is not based on personal evaluation but on opinions of customers through understanding experience to evaluate the satisfaction of the customers as well as the relationship between them. The results obtained from the study help to increase the quantity of loyal customers and competition ability.

2. Method

2.1 Data collection method

In this study, I have collected data on the experience through interviews at the convenience food store. I conducted direct interviews in 10 stores; in each store at least 10 clients were interviewed. Of all the participants for the interview, there is a higher rate of women than men because of their frequent visits to the convenience food stores higher and the time they spent to linger in the store for purchasing food is also longer.

2.2 Analysis method

The number of the customers' experiences obtained after the interview is very great; therefore, the relationship chart and the factor analysis method are used to reduce the quantity of samples. Beside 30 variables being experiences of the customers, some other variables such as age, gender, occupation and frequency of visiting the stores are also collected for factor analysis.
Quadrant analysis is used to evaluate the relationship between the satisfaction and the importance of experience factors. The data used in the analysis comprise the survey of importance and the satisfaction of the customers' base on criteria obtained from factor analysis.

3. Results

3.1 Customer's Experiences

After directly interviewing the customers about the experiences which they have obtained at the convenience food store chains, I had collected 205 opinions. The opinions are large in quantity for implementing the evaluation; therefore, I used the affinity diagram to reduce the number of samples. And the number of samples after implementing the transaction is 30.

Table 3.1: Customer's Experiences

No	Customer's Experiences
1	Stores are not too crowded at peak hours
2	Shopping is comfortable in fresh air
3	Beside foods, there are household utensils and cosmetics
4	Temperature and air in stores are comfortable
5	Feel secure without afraid of buying expired products
6	Stores are salient and easily recognized on streets
7	Appearance of stores is quite modern
8	In case of buying many products, it's possible to ask for home delivery service
9	Customers may return products to the stores if they are not satisfied with the products
10	Packaged products are diversity in types and sizes for selection
11	Fresh foods meet required demands
12	The products on sale are scientifically arranged and spectacular
13	Policies on product changing or return is clear
14	Product origin is clear
15	Foods are ensured fresh everyday

16	Door-to-door service through telephone order is quite efficiently served
17	Foods are properly preserved
18	Discount program is often applied
19	Seafood items are cleaned
20	Customers are warmly welcomed by cheerful staff
21	Customers are provided with many advantages when buying products with membership cards
22	Customers may freely select their products without being disturbed
23	Footing the bill is quickly performed
24	Vehicle park, taking are easily performed
25	Vehicle park and product delivery are not charged
26	Necessary products are easily found
27	Staff timely present to provide necessary support for customers during their shopping
28	Staff are always polite in answering questions or queries of customers
29	Stores are equipped with large screens to broadcast videos on cultivation and product packaging
30	Customers are provided with many incentives when buying products with membership cards

3.2 Results on factor analysis

The number of 30 variables is quite great to be eligible for using in the following analysis, therefore, I applied factor analysis for contraction of the mentioned samples into each groups. The questionnaires composed of 30 main questions are designed on the basis of 30 experiences collected above. The surveyed customers will be requested to fill out a survey form with 5 points indicating the importance level (from 1: Not so important to 5: Very important) for evaluation. Subjects were also asked to answer some question to provide variables, such as: age, sex, visit frequency.

The analysis result obtained KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.78 > 0.5, the factor analysis method is appropriate to the study data. Significant level Sig = 0.000 < 0.05, the survey factors interrelate with each other in general and this indicates that the data used in the factor analysis method is completely appropriate. Factor loadings after promax rotation are shown in the table below:

Table 3.2: Factor Loadings in Structure Matrix

Structure Matrix[a]									
	Component								
	1	2	3	4	5	6	7	8	9
Q14	.760								
Q17	.720								
Q5	.621						.334		
Q15	.534				.426		.375		
Q22	.495	.417		.323					
Q6	.450				.440	.378			
Q26		.811							
Q24	.363	.727							

	1	2	3	4	5	6	7	8	9
Q23		.700							
Q21			.818						
Q18			.809						
Q25	.326	.413	.573						
Q8				.764					
Q16			.446	.575					
Q19				.489	.309				.400
Q30		.390		.451	.380				
Q29		.447		.449					
Q28					.739				
Q20			.477	.321	.611				
Q27		.455			.522				
Q1					.462		.449		
Q11						.807			
Q10						.709			
Q3				.390		.612	.321		
Q4							.787		
Q2	.415						.599		
Q9								.833	
Q13			.402					.743	
Q7	.461							.463	-.341
Q12									.824

The matrix rotation method in the analysis gathered the opinions into 9 factors (in which some variables are excluded). The 9 new factors created from the factor analysis method were appropriate for the intrinsic value, and was continuously tested by the value of Cronbach's Alpha to check convergence value. The results showed that all factor groups had Cronbach's Alpha scores of greater than 0.6 , therefore, the variables in the same group interrelate in meaning. The following task is to name the experience groups. For example: For the first factor group including the questions nos. 14-Product origin is clear; 17-Foods are properly preserved; 5-Feel secure without afraid of buying expired products; and 15-Foods are ensured fresh every day , they summed up to be that "The products are ensured of quality and safety". Similarly, the second factor group with the experience nos. 26, 24, 23 is called "Easy and quick shopping". The remaining factors are respectively shown in table below:

Table 3.3: The 9 new factors created from factor analysis method

Nº	Customer experiences in convenience food stores	Factors
1	14; 17;5;15	The products are ensured of quality and safety
2	26; 24; 23	Easy and quick shopping
3	21; 18; 25	Saving shopping
4	8; 16	Effective and timely support of door-to-door service
5	28; 20; 27	Service attitude of staff are very good

| 6	11; 10; 3	Stores satisfy every shopping demand of essential product items
7	4; 2	Pleasant atmosphere creates convenient feeling when shopping
8	9; 13	Product changing/return policies are clear and easy
9	12	Products on sale are scientifically arranged

3.3 Satisfaction customers

As mentioned, this study is based on the opinions of the customers; therefore, the customers' experiences mentioned above will be used to evaluate their satisfaction to the stores. The result about customer satisfaction overall is only medium level. There are some aspects are evaluated quite high such as: 82% buyer are most satisfied with Products on sale are scientifically arranged, but they also are least satisfied with Effective and timely support of door-to-door service (51%) and Product changing/return policies are clear and easy (59).

Figure 3.1: Satisfaction with aspects of customer experiences

3.4 Relationship between experience and satisfaction

After surveying the satisfaction of the customers basing on the 9 mentioned criteria, I will proceed with asking them about the importance of those criteria. Quadrant analysis of importance – satisfaction will then be applied to compare and indicate the relationship between the factors. For retailers looking to increase customer satisfaction, it is important to look not only at how satisfied users are with various aspects, but also how important these factors are. [3]
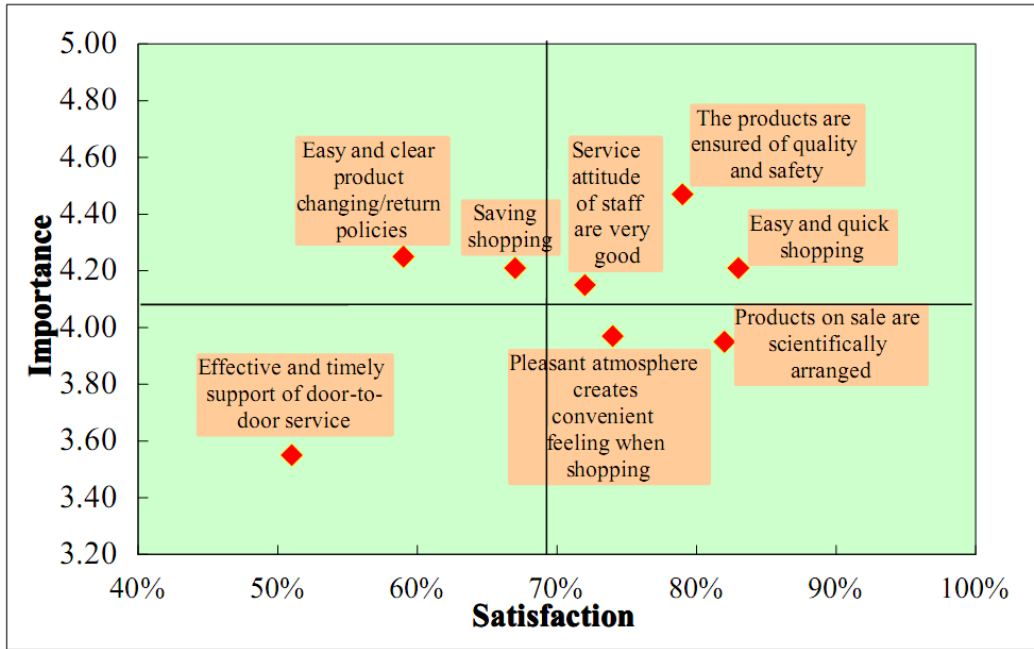
Figure 3.2: Quadrant Analysis

The results showed that:

Factors 8-Easy and clear product changing/return policies, and 3-Saving shopping should be focused to improve them. Easy and clear product exchange/return policies: this is considered as quite a sensitive factor. Actually, anyone who buys a product item does not wish to exchange or return such item; therefore, in case of having to return a product; most of customers have the same attitude. As a result, the retailers shall concentrate on studying and learning the needs of the customers in order to be able to make the customers feel happy and to create a good impression on them about the service policies. Exchanging products of the same type without additional charge or refunding all money is always an action of creating good impression on the customers. Especially if saving shopping factors also requires attention because this factor often focuses on the psychology of housewives when they are shopping.

The factors 1, 2 and 5 are those which the retailers shall maintain in order not to reduce the satisfaction of the customers. In which, although the factor that the products have good quality and are safe is evaluated by many customers being the reason for their selection of the convenience food store chains instead of shopping at the markets when being interviewed, the number of customers satisfied with this factor is not high as expected. This can be the consequence of the impacts from the scandals in food quality resulting in reduction of the customers' trust.

The factors 7, 9 should not be focused with too many human resources for improvement. In reality, when entering into the convenience food store chains, they pay much attention to assurance of quality of food products, and the quickness and convenience in shopping. Therefore, the fact that the atmosphere is comfortable or is not paid much attention to. On the other hand, with these factors, although the retailers invest in equipping their stores with modern facilities, their impact to the satisfaction of the customers is not significant.

The support of door-to-door service: The manager should not be overly noticed because these attributes are not perceived to be very important and are low satisfaction. The support of service is only really needed for customers who buy products in bulk, or people who did not have more free time to go shopping. It was not considered important because most people only buy food for 1-2 days, so they did not need to require home delivery service.

Stores satisfy every shopping demand essential product items are not included in the chart, because it is not evaluated as important.

5. Conclusions

This research shows that the relationship between the shopping experience and the satisfaction of the customers

is the criterion to which the businesses shall pay attention. It helps the businesses recognize which ones are the attributes that the customers are most interested in to efficiently navigate and deploy resources. Each customer's exposure to the suppliers of commodities and services from the known free trial, purchase after purchase care will have experiences from positive to negative. And of course, when such experiences are positive, they will feel satisfied with what they have spent.

However, it's possible to recognize the limitations of the research, i.e. it only reflects the feelings and the experiences of the customers at the present time while these factors easily vary from time to time and are uncontrollable. As a result, further researches should focus on analysis so that the businesses can change their business method in the orientation of being able to control the shopping experiences and help their customers create experiences for themselves.

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