

Analysis

In my questionnaire I asked the gender of the interviewee.

Results

67.5% were female.

32.5% were male.

This is nothing for Morrisons to worry about as there is not much they can do.

Question - "How old are you"

Results

17.5% were 15-20

35% were 21-35

47.5% were 35+

This is another thing which is hard to change for Morrisons as they cannot change the age at which people choose to shop. The only thing that they could do is offer more products for the younger people.

Question - "Do you do your main shop at Morrisons?"

Results

77.5% - Don't

22.5% - Do

I think that this is because Morrisons don't offer a wide enough range of products at competitive prices, also they don't do internet shopping which is becoming more popular with the big name supermarkets.

Question - "How often do you shop at Morrisons?"

Results

12.5% - Monthly

35% - 5-7 times a w/k

52.5% - 0-4 times a w/k

I think that these figures can be looked at in two ways; the first is that the results are good because the majority of people go 0-4 times a w/k or 5-7 times a w/k. The second way is that the results are bad because the chances are that the people who go more than twice a week are probably just going in to get some little things e.g. milk, bread etc.

Question - "Why do you shop at Morrisons?"

Results

90% - Convenience

2.5% - Value

2.5% - Advertisement

5% - Quality

I think that this results show that Morrisons has got the location right but everything else wrong. The only thing that they can do is to either buy quality products like sainsbury's or lower the prices and have better value products like Tesco and Asda. The advertising campaign was not very effective with the people that I asked but there were some people that were persuaded by the advertising which tells me that the advertising campaign is good for there business.

Question – “Do you see Morrisons Advertised?”

Result

67.5% - Yes

32.5% - No

This tells me more about the advertising the last question told me that 2.5% were persuaded by the advertising, this tells me that 67.5% had seen Morrisons advertised. The advertising campaign is good because of where adverts are placed but it is not very convincing for the viewers. I think that they should advertise the value or quality of the products to draw more people in.

Question – “If yes, where do you see it advertised.”

Result

17.5% - Newspaper

37.5% - T.V

12.5% - Billboards

This tells me that the majority of people see Morissons advertised on the T.V. This is not very surprising because there are more people that watch T.V than read newspapers. I was surprised at the low amount that sees Morrisons billboards as most people see billboards. Also Morrisons might not have a lot of billboard advertising.

Question – “How do you rate Morrisons for value?”

Result

0% - Excellent

87.5% - Good

12.5% - Poor

After seeing these results I think that Morrisons should make there prices more competitive, as no one thought the value for money was excellent. They could either make the products quality higher or lower the price.

Question – “What is the quality of food like?”

Result

0% - Very Good

88.3% - Good

11.7 – Poor

These results tell me that Morrisons quality of food is not very good. I would recommend that Morrisons improve the quality of there food as no one should think that it's poor.

Question – “What is the availability of produce?”

Result

4.2% - Very Good

75% - Good

20.8% - Poor

I think that Morrisons should get a system which tells them how many things are left on the shelf using the barcodes, this is because there are a lot of people who thought that availability was poor and this would help them.

Question – “What Do You Think Of The Parking”

Result

0% - Very good

72.5% - Good

27.5% - Poor

This information tells me that the parking at Morrisons is OK but there is room for improvements.

Question “What Do You Think Of The Store Layout?”

Result

5% - Very Good

85% - Good

10% - Poor

From these results I think that Morrisons shouldn't be worried about there store layout as not everyone is going to be happy. I think that some people are still getting used to the change from when it was Safeway.

Question “Are There Other Supermarkets You Shop At?”

Result

92.5% - Yes

7.5% - No

I asked this question to see whether they went to the competitors supermarket as well. Also I wanted to find out what store is the most popular and why.

Question “Which Other Supermarkets Do You Shop At?”

Result

32.4% - Tesco

18.9% - Co-op

16.2% - Sainsburys

32.4% - ASDA

From these results I found out that ASDA and Tesco are the two main supermarkets. There is nothing much Morrisons can do but the thing the two have in common is that they offer cheap clothes, also Tesco do online shopping which is another reason for there success.

Question “Why Do You Shop At These Supermarkets?”

Result

24.3% - Better Value

18.9% - Better Quality

56.8% - Bigger Range Of Products

The results that I got show me that the biggest reason is the bigger range of products the other supermarkets have to offer. Also another factor was that the value and quality is better so I think Morrisons should lower there prices so that they can compete with the big name supermarkets.

I think that in my questionnaire I should have asked for more reasons as it would of helped me in analysing my work. I think that asking about the quality of food was very helpful as then I could compare it to other supermarkets. The questions about the other supermarkets helped me because I could compare them all. I didn't think that the advertising question gave me the results that I was expecting because I thought a lot of people would have seen them; this is because I see them all of the time.