

## **Method**

### **Questionnaire**

I will be conducting several questionnaires at each supermarket asking them how much they spent, what they bought, where they came from, why they choose this supermarket, how often they shop at the supermarket or any of its chains, their gender, how old they are and how much they spent, this will help me find out why the supermarket built at its present site.

#### **Where have you come from?**

This is to help me find out the sphere of influence, and if the size and quality of the store contributes to the amount of people travelling far and short distances.

#### **Why Did You Choose This Supermarket?**

I would like to know why people choose certain stores and to see how it varies between different supermarkets, and then I can work out which store is preferred according to the people.

#### **How Often Do You Come Here or any of its Chain?**

I would like to know how often people come shopping and how many times they use a specific store.

#### **What did You Buy?**

I would like to know if people only come to buy specific product that they need or if they wait to take advantage of bulk buying.

#### **How Old Are You?**

I want to know how old people are so I can see if there are any shopping habits by seeing which age groups prefer to go shopping

#### **Gender?**

I want to know what sex people are, as it will contribute to see whether there are any patterns in gender as well as age.

### **Pedestrian Count**

I will be conducting a pedestrian count and traffic count at several points around the supermarkets; I will be counting pedestrians of all ages and gender. The pedestrian count will take place at 10:30am, 12:30pm, 6:30pm, the duration of this count will also last 3 minutes, they will be taken at the supermarkets main doors.

### **Traffic count**

I will count the Traffic at specific sites around the supermarkets this will enable me to discover which one of the 3 supermarkets are most popular. I will be

taking 3 traffic counts at 10:00am, 12:00pm, 6:00pm, the duration of the count will last 3 minutes. They will all be taken on the road entering the supermarket.

### **Field Sketches and Photos**

I will also be drawing some field sketches and taking some photographs of how the stores are laid out this will show accessibility and the facilities. This will give me a good idea of the quality of the store, which help justify which one of the supermarkets is most popular. The field sketches are to show in diagram form why I gave the stores those particular points, as it will help justify my data.

### **Quality Index**

I will be conducting several quality indexes inside and out. I will be doing this to prove that the quality of the buildings improves the closer to the outskirts of the city. I will be working out the percentages of each store, as this is the best way to convert my data to pie charts, which is the best way to present my data clearly.

Here is an example of my quality indexes.

No Parking	Plenty Of Parking
Few Checkouts	Lots of Checkouts
Old Building	Brand New Building
Poor Accessibility	Good Accessibility
Poor Maintenance	Good Maintenance
Poor Variety of Products	Good Variety of Products
No Facilities	Good Facilities
Poor Security	Excellent Security
Unhygienic	Hygienic
Poor Staff	Excellent Staff

**Parking:** This is Important to the customer, as they need to transport the newly bought goods home.

**Checkouts:** This is also important to the customer, as they need to pay for their goods quickly as they don't want to stand around waiting to pay.

**Building Appearance:** A customer isn't likely to go into a store that looks uninviting, as the store wants to get as many customers as they can.

**Accessibility:** I would like to see if the store realises that some customers may need bus routes or wheel chair access.

**Maintenance:** This is how well the Store copes with repairs and faults, as the customer doesn't want to enter a building with faults and damages.

**Product Variety:** I would like to see how many different varieties of each product they have. E.g. Tesco's Value Digestive Biscuits, McVities Digestive biscuits, etc.

**Facilities:** This will include petrol stations, toilets, café and customer service as; the customer is most likely to go into a store with these facilities because it shows the customer the store really cares about the customer.

**Security:** Helps the customer by knowing that they are protected from crime, also helps the store not lose profit from thieves.

**Hygiene:** Ensures the customer that the products they are buying are clean and healthy, especially on open top groceries.

**Staff:** If the staff are friendly and helpful people feel comfortable and confident about shop at the store, also I would like to see how the staff gets disciplined.

### **Facility Survey**

I will be conducting a facility survey to help me identify the different facilities that are available at each store. It will also help identify the facilities that are not available. I am choosing to put my results in a tally chart because this is the best way to obtain the results needed. Here is an example of what the facility survey will look like.

Facility	Size / Amount	Total
Petrol Station		
Car Park		
Restaurant/ Café		
Toilets		
Baby changing area		
Chemist		
Tobacco desk		
Bakery		
Car wash		
Toys/ books		
Stationary		
Electrical		
Clothing		
Checkouts		
Cash points		