

A Survey of Customer Satisfaction with 7/11 Convenience Stores

Purpose of the survey:

The purpose of this survey is to understand the current levels of satisfaction of people living in Sydney who shop at 7/11 convenience stores.

Please be aware, the survey is not for commercial market research. It is being conducted by university students for sole study purposes. The information you provide will be kept completely confidential and will not be shared with any third-party users. We appreciate your time and value your opinion. Thank you!

Do you shop or have you ever shopped at 7/11 convenience stores?

- Yes
- No

If answered yes, please go to Q1. If answered no, then thank you for your time.

Q1. How frequently do you shop at 7/11 convenience stores per week?

- Everyday
- 5-6 times a week
- 2-4 times a week
- Once a week
- Less than once a week

Q2. Please check the types of products you usually buy at 7/11 convenience stores? (Tick as many as needed)

- Grocery products e.g. bread, milk
- Toiletries e.g. toothpaste, deodorant
- Coffee and other hot drinks
- Confectionary e.g. chocolate bars
- Cold drinks
- Fresh produce e.g. fruit, sandwiches

Q3. Now I am interested in your opinion on the **ease of accessibility to 7/11 stores from public transport**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I need to go to 7/11, I am always able to get there easily using public transport _____
- It is convenient for me to get to 7/11 stores from public transport _____
- I don't have to think about how to get to a 7/11 store because they are always close to public transport _____

Q4. I would like to know your opinion on **the range of products offered at 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- I know if I'm looking to buy a particular product, I will always be able to find it at 7/11 _____
- There is a good range of products to choose from at 7/11 _____
- When I go shopping at 7/11, there are many different products to choose from _____

Q5. We would now like to know your opinion on the **price of the products sold at 7/11**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I go shopping at 7/11, I always find the prices are extremely low _____
- I never feel as though I pay too much when I buy something from 7/11 _____
- Shopping at 7/11 does not cost me a lot _____

Q6. I am now interested in your opinion on **the quality of coffee at 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- Whenever I go to 7/11, I know I will always be served a very high quality coffee _____
- The coffee from 7/11 is always a very good quality _____
- I find the standard of coffee served at 7/11 is very high _____

Q7. We would like to assess your opinion on **the quality of fresh food provided**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I shop at 7/11, I know I will always be able to buy high quality food _____
- I always notice when I shop at 7/11 that the fruit is very fresh _____
- The standard of fresh produce and packaged meals at 7/11 is always high _____

Q8. We would like to assess your opinion on **the attractiveness of the promotions and discount offered at 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- I always find when I shop at 7/11 that there are lots of great promotions & discounts _____
- The promotions & discounts at 7/11 are very appealing to me _____
- I am always enticed by the promotions & discounts offered at 7/11 _____

Q9. Now, I am interested in your opinion on **the speed of checkout at 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I shop at 7/11, I always find the speed of checkout is very quick _____
- I know that it will never take me long to pay for something at 7/11 _____
- It usually doesn't take a long time for me to purchase my items from 7/11 _____

Q10. We would like to assess your opinion on **the placement of products at 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I go to 7/11, I can always find what I am looking for _____
- I usually find it very easy to locate a particular product at 7/11 _____
- I've noticed when I shop at 7/11, it doesn't take me long to find something _____

Q11. We would like to assess your opinion on **the cleanliness of 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When shopping at 7/11 stores, I always notice they are very clean _____
- I never see any dirt or rubbish on the floors or shelves at 7/11 _____
- I always find 7/11 stores to be very clean when I go shopping there _____

Q12. We would like to assess your opinion on **the friendliness of staff at 7/11 stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- Every time I shop at 7/11, I find the staff to be very friendly _____
- I never have a problem approaching the staff at 7/11 when I need help _____
- The staff at 7/11 are always nice to me when I shop there _____

Q13. We would like to assess your opinion on **the flexibility of payment mode**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I shop at 7/11, I am always able to pay for my purchase the way I want to _____
- The payment methods offered at 7/11 stores are convenient for me _____
- I always find it easy to pay for things at 7/11 _____

Q14. We would like to assess your opinion on **the length of opening hours**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- I always find that 7/11 stores are open when I need to go to them _____
- The opening hours of 7/11 stores are convenient for my needs _____
- It is important to me that 7/11 stores are always open _____

Q15. We would like to assess your opinion on **range of brands for each product**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I am buying a particular product at 7/11, I always find there are lots of brands to choose from _____
- When shopping at 7/11, I am able to compare a range of different brands _____
- I often notice that 7/11 has many different brands for each product _____

Q17. We would like to assess your opinion on **the range of services offered such as ATMs, mobile recharge and Opal Cards**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- When I shop at 7/11, I always find there are a number of convenient services such as ATMs and mobile recharge _____
- There are many services offered at 7/11 that I often use _____
- I know if I need to use a particular service such as getting cash out, I will always be able to do it at 7/11 _____

Q18. Now please help us to understand how **satisfied you are with 7/11 convenience stores**. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- Shopping at 7/11 has been a good experience _____
- I am satisfied with my shopping experience at 7/11 _____
- I very much enjoy shopping at 7/11 convenience stores _____

Q19. Now please help us to understand your **intention to revisit** a 7/11 store. Pick a number from the scale to show how much you agree or disagree with each statement and write it in the space at the side.

Scale								
Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

- I will most definitely choose to shop at 7/11 again _____
- If I need to buy something from a convenience store, I will go to a 7/11 store _____
- I intend to buy something from 7/11 in the future _____

Now, please tell us a little bit about yourself....

Q20. What is your gender?

- Female
- Male

Q21. What is your age range? Please tick the box that best applies.

- Under 25
- 26-35
- 36-45
- 46 or older

Q22. Please tick the box, which best describes your income.

- Under \$30 000
- \$30 000-\$59 999
- \$60 000-\$89 999
- \$90 000-\$119 999
- Over \$120 000

Q23. In the space below, could you please provide your occupation?

Q24. In the space below, could you please provide us with your suburb of residence?

-End of Survey-

Thank you for your filling in this survey. We appreciate you time very much.