

# International Journal of Research in Human Resource Management



E-ISSN: 2663-3361  
P-ISSN: 2663-3213  
IJRHRM 2021; 3(2): 53-61  
Received: 11-05-2021  
Accepted: 14-06-2021

**Nguyen Hoang Tien**  
Van Hien University, Vietnam

**Pham Thi Diem**  
Van Hien University, Vietnam

**Nguyen Minh Duc**  
Van Hien University, Vietnam

**To Thi Kim Hong**  
Ho Chi Minh City Open  
University, Vietnam

## Factors impacting customer satisfaction at VinMart supermarkets in Vietnam

**Nguyen Hoang Tien, Pham Thi Diem, Nguyen Minh Duc and To Thi Kim Hong**

### Abstract

The study aims to determine the influence of factors on customer satisfaction on service quality of domestic commercial banks in the city. Thereby, the author proposes some measures to improve customer satisfaction with service quality here. Both qualitative and quantitative research methods are applied. The analysis results of 700 survey samples collected directly from customers show that there are 4 factors affecting customer satisfaction, arranged in descending order: 1) Service attitude of staff 2) Reliability 3) Tangibility 4) Employee skills. The results of descriptive statistics also show that customers are satisfied with the reliability factor of the supermarket, customers are not satisfied with the physical aspect, in addition, customers do not give opinions on three factors: staff service, products and convenience shopping of the supermarket.

**Keywords:** Customer satisfaction supermarket, VinMart, Vietnam

### I. Introduction

Vietnam's retail market is now said to be a market with long-term development potential. Supermarkets in the country were born and developed rapidly, moreover, today with market opening policies, Vietnam will open completely to the retail service market, the number of foreign supermarkets will increase. appear more and more. Customers are gradually shopping professionally, carefully considering their purchasing decisions and becoming more and more "fastidious" about service quality.

In the context of globalization, the trade gap between countries is narrowing, the retail sector in Vietnam is increasingly active with many foreign enterprises with strong financial potential and experience. In the face of competition, it is required that retail businesses, especially supermarkets, besides good quality infrastructure, must really do a good job of attracting customers. and retain new customers can operate sustainably. Customers are always the target towards businesses in general as well as supermarkets in particular. In order to retain customers and at the same time get a steady growth in the number of new customers, supermarkets need to focus on satisfying their customers in addition to human resources. factors that determine the existence of a business. Businesses that must care about customer satisfaction and respond well will have high revenue and sustainable development. Research to bring customers the best satisfaction is always an issue that businesses are always interested in. Therefore, research on customer satisfaction for supermarkets is always an important job that must be performed regularly and continuously to be able to promptly meet the needs of better customer service to make customers always satisfied. satisfaction when using the products and services of the supermarket, thereby bringing benefits to the company and the brand and profit factors. Because it is one of the newly established supermarkets, at the same time, it is a recent period while some must have a rapid growth thanks to attracting customers. When Vinmart's growth in the number of customers went down, the growth in the number of customers in the first 6 months of 2015 was only 3% while the previous year had an increase of 8% -12%. It can be seen that it is necessary to study the satisfaction of customers using shopping services at Vinmart to determine the influencing factors and then to propose some recommendations to improve the level of customer satisfaction when shopping at Vinmart. shopping at vinmart. Therefore, the authors decided to study the topic "Factors affecting Vinmart customer satisfaction in Vietnam" in order to soon identify where customers are satisfied and dissatisfied. propose solutions to bring the best service quality in the future.

**Corresponding Author:**  
**Nguyen Hoang Tien**  
Van Hien University, Vietnam

## II. Rationale

### 1. Concept of quality service

For a long time, the concept of service quality has become a matter of research and measurement by many economists about the business success of enterprises. Meanwhile, according to Leisen and Vance (2001), service quality helps create the necessary competitive advantage because it is an effective differentiating factor. Quality of service was started in the 1980s as a worldwide trend, when marketers realized that only quality products can be guaranteed to maintain a competitive edge (Wal. *et al.*, 2002). According to the ISO 9000 standard of the Organization for Standardization, "service quality is the suitability of a product or service to satisfy stated or predetermined requirements of the purchaser". Service quality is the difference between consumers' expectations of a service and their perception of service outcomes.

#### 1.1 Customer value

Customer value is understood as the total benefits that customers receive from owning products/services, it includes benefits brought by products/services, added benefits from services, and benefits. Benefits due to the image of the seller's brand, benefits from the personal relationship formed. According to Philip Kotler, "Customer value is the difference between total customer value and total customer cost. Total customer value is the totality of benefits that customers expect from a given product or service. Therefore, customers will buy products that ensure the greatest value for customers."

#### 1.2 Factors that determine customer value.

Customer value includes: product value, service value, personnel value and image value. Customer costs include price (paying for products or services), time costs (the time it takes from finding out to getting the product), labor costs (to learn and until the product is obtained) and the moral cost. Therefore, customers will buy from any company that guarantees the greatest value to customers. Value for customers can be considered as their "profit". Customer satisfaction is a business term that is a measure of how well the products and services provided by a company meet or exceed customer expectations client.

Customer satisfaction (or consumer satisfaction) refers only to the response of the end consumer who may or may not be the purchaser. Satisfaction is the complete response of the consumer. It is an assessment that shows that the characteristics of a product or service, or the service itself, provide (or are being provided) a degree of satisfaction related to consumption. Including levels below or above responsiveness..." (Oliver, 1997). This concept is widely accepted.

#### 1.3 Value and customer satisfaction.

Customers are people who always want the maximum value within their budget and their level of knowledge, motivation and income. They set an expectation of value and based on that act to buy or not to buy a certain company's products and services. In short, it is the degree to which a business provides value to its customers that will significantly influence the level of customer satisfaction and loyalty to a company's products or services.

## 2. Customer satisfaction

### 2.1 The concept of customer satisfaction

According to Philip Kotler (2006), satisfaction is the degree of a person's feeling state resulting from comparing the perception of a product with the person's expectations. Accordingly, satisfaction has three levels, the lowest is that if the customer's perception is smaller than the expectation, the customer feels dissatisfied. The second level is that if the customer's perception is equal to the expectation, the customer will feel satisfied. The highest level of satisfaction is that the customer feels satisfied or delighted when the customer's perception is greater than their expectation.

Thus, in simple terms, a certain product (service) meets the requirements and needs of customers, makes them feel comfortable after using it, it means they are satisfied with the product that product (service).

### 2.2 Relationship between service quality and customer satisfaction

According to Parasuraman *et al.* (1985), when the customer's perception of service quality increases, customer satisfaction also increases. He believes that service quality guides customer satisfaction. Previous studies have shown that service quality is the cause of satisfaction (Cronin and Taylor, 1992). The reason is that service quality is related to service delivery and satisfaction is only assessed after using that service.

### 2.3 The importance of customer satisfaction on service quality

The retail environment is changing faster than ever. It is characterized by fierce competition from both domestic and foreign companies, requiring customers to have higher expectations regarding their consumption experience (Sellers 1990; Smith 1989). Therefore, today's retailers must differentiate themselves with a basic retail strategy that creates a competitive advantage that is providing high-quality service. (Cronin and Taylor, 1992). The reason is that service quality is related to service delivery and satisfaction is only assessed after using that service.

## 3. Scales measuring quality of service

### SERVQUAL service quality scale

SERVQUAL scale is one of the main tools used to evaluate service quality of many types of services. Initially, Parasuraman *et al.* (1985) suggested that, for any service, the service quality perceived by the customer consisted of 10 components, by 1988, the scale was shortened to 5 factors: Reliability, Responsiveness, Assurance, Empathy, Tangibles.

Service quality = Perceived level – Expected value

### SERVPERF scale

Cronin & Taylor (1992) also developed a scale to measure service quality called SERVPERF consisting of 5 factors: reliability, responsiveness, service capacity, empathy and tangibles.

Service quality = Perceived level.

## 4. Factors affecting quality of services at supermarkets

Customer service activities of enterprises are influenced by many factors. In which, there is a group of factors coming

from outside and a group of factors coming from inside the enterprise.

#### 4.1. External factors

The external environment affects all activities of enterprises in general as well as customer care activities in particular. Factors in the external environment can be mentioned as: Political environment, legal; economic environment, socio - culture, natural environment, technological environment, competitors, competition in the market, customer specificity.

**Political and legal environment:** Including the legal system and sub-law documents, the tools and policies of the State, the legal agencies, the operating mechanisms of the State. Supermarkets are strongly affected by policies such as the policy of stabilizing the prices of consumer goods, the policy of tariffs on imported goods, as stipulated in the Agreements and organizations that Vietnam participates in such as the Trade Agreement, CPTPP, EVFTA or ASEAN Economic Community. The policies open up opportunities for Vietnamese enterprises to compete flatly with foreign enterprises at home and abroad, but the level of competition is very fierce. Many products of foreign enterprises are not taxed and the State cannot continue to protect Vietnamese enterprises. In addition, the political and legal environment is stable, there are no religious and ethnic conflicts, and there are no wars and riots, creating conditions for businesses to develop stably and sustainably and well implement their activities. Their actions in general and customer care activities

**Economic environment:** Including many factors such as: economic growth rate, investment policy of the State, interest rate trends in the economy. A high-growth economy will create conditions for businesses to expand investment, and at the same time, consumer demand will also increase. That is the condition as well as the motivation for businesses to promote customer service activities in order to retain and attract customers.

**Socio-cultural environment:** The aspects that form the socio-cultural environment have a strong influence on business activities such as: The conceptions of morality, aesthetics, lifestyle, profession, the customs, traditions, interests and priorities of the society, the general education level of the society. These factors affect business decisions about customer care such as level and form of care.

**Natural environment:** Including geographical location, climate, natural landscape, land, rivers and seas, mineral resources in the ground, marine resources, and cleanliness of the environment, water and atmosphere. For businesses, the natural environment will directly affect the perception of customers. Therefore, the favorable natural environment will create conditions for customer care activities to be well implemented.

**Technological environment:** New technological achievements will facilitate customer service activities to be carried out more quickly, more diversely, and also bring more challenges from competitors and from the ever-increasing demand side of customers.

**Competitors:** Existing competitors greatly affect the business' customer care activities. If competitors have good customer care policies, it will push businesses to offer better customer care activities in order to stand and develop in the market. The competitive situation in the market *al.so* greatly affects the customer care decisions of enterprises. For fiercely competitive markets, with many businesses providing the same products and services with the same quality, customer care is the weapon that helps businesses create their own nuances to help businesses create their own nuances. Attract and retain customers.

**Customer characteristics:** Customers are the main factor affecting customer service activities of enterprises. For each different type of customer, there are different ways to take care of them.

#### 4.1. Internal factor

**Internal factors of the business that affect care include**

**+ Perception of employees in the enterprise:** This factor greatly affects the customer service activities of the enterprise. If every employee in the enterprise has a good awareness of the role of customers and customer care, then customer service activities will be implemented well and effectively.

**Policy for employees:** If each business has appropriate policies to encourage and motivate its employees, these employees will carry out customer service activities actively and effectively. On the contrary, if not timely motivate and reward, will create depression, not wanting to work in the staff.

**Customer care apparatus:** If the enterprise organizes the customer care apparatus in a scientific and professional manner, the staff will perform better, because they do not have to hold many jobs.

**Technical facilities:** The more modern and automated the investment is, the more it helps support employees in the business to perform well in customer care activities.

**Division of labor:** Any enterprise that performs well the division of labor will operate in a scientific and effective manner. For Supermarkets, the division of labor is more meaningful. The reasonable division of labor will create conditions for employees to do their jobs well, meet the requirements of customers, customer care is one of the important activities of the business, so it is also affected. By the division of labor.

#### 5. Building scale measuring quality of service at supermarket

The factors affecting customer satisfaction are assessed on a 5-point Likert scale: 1. completely disagree; 2. Disagree; 3. No comments; 4. Agree; 5. totally agree. Measured by the following factors:

**Factor 1:** Facilities and equipment affect customer satisfaction.

**Factor 2:** Safety affects customer satisfaction.

**Factor 3:** Service capacity affects customer satisfaction.

**Factor 4:** Customer care program affects customer satisfaction.

**Factor 5:** Price affects customer satisfaction.

**Factor 6:** Goods affect customer satisfaction.

The team conducts the research by assessing the factors affecting customer satisfaction through affirmative statements, helping the answers to be practical and reliable.

### III. Research method

The study uses qualitative research methods to form a preliminary scale set, discuss, complete the scale and use quantitative research methods with the statistical tool SPSS 20 to make comments on the factors affecting the satisfied customers shopping at VinMart and performing appropriate inspections.

#### 3.1 Qualitative Research

Qualitative research method to screen out inappropriate variables in original scale and adding new variables to form a preliminary scale, proceeding through steps:

##### - Conduct a group discussion

Group discussion was conducted at VinMart Dong Khoi office. The discuss and select 10 customers to join the group and then conduct the discussion. The group discussion is based on the service quality model and research studies. Prior research, discuss the factors affecting satisfaction to decide retain, remove or add new factors to suit the research problem, from which, discuss The thesis asks reasonable questions for the survey. During group discussion explain the significance of each variable, and ask the client to rate the importance of each variable, whether to remove any variable or add another variable to the model. At the end of the group discussion, take notes from the discussion to review the assessment and make an initial preliminary survey.

##### Conduct discussions with experts

Based on the results of the service quality scale, the factors in the scale SERVPERF and the results of discussions with customers, through discussions with experts form a new scale for the quality of shopping services at VinMart.

##### Conduct a personal test interview

Select 15 customers at VinMart Dong Khoi supermarket to start interviewing core. Acknowledge the contributions of the customers to tailor the questionnaire accordingly. At the end of the interview, issue the revised survey. Survey based on 37 variables observed in 6 groups of service quality factors including: reliability, responsiveness, service force, tangible means, empathy, price suitability and 4 observable variables belongs to the group of customer satisfaction factors.

#### 3.2 Quantitative Research

Quantitative research was conducted to verify the scales in the model research form. This is the detailed analysis of the collected data Surveys sent to customers to determine the logic and correlation of individuals together and from there give specific results about the research topic.

##### 3.2.1 Determining the number of samples

Other rules of thumb in determining sample size for EFA. As a rule, the number of observations (sample size) should be at least 4 or 5 times the number variables in factor

analysis. (Hoang Trong and Chu Nguyen Mong Ngoc, 2005). In this study, through qualitative research, the number of observed variables is 41, so the size sample for analysis is at least  $5 \times 41 = 205$ , however, to ensure high accuracy. The study conducted 300 customer surveys.

##### 3.2.2 Conducting customer surveys

The thesis implements convenient non-probability sampling method, selects customers. The customer made the purchase at the supermarket as soon as he got out of the checkout counter. The survey was conducted at 20 supermarkets of the VinMart system, distributed according to supermarket scale, each supermarket from 10 to 15 vouchers. Vouchers are distributed to customers done on the spot and collected as soon as the customer completes the answer on the board survey.

##### 3.2.3 Receive results and process data through SPSS analysis

After completing the survey, remove the invalid votes, then the remaining votes will be encrypted data, entered into the statistical tool SPSS 20 to conduct analyses.

##### 3.2.4 Scale

Use a 5-point Likert scale to measure satisfaction. The meaning of each mean value in the interval scale is determined as follows: Distance value =  $(\text{Maximum} - \text{Minimum})/n = (5 - 1)/5 = 0.8$

##### Mean Value Meaning

1.00-1.80 Totally Dissatisfied/Strongly Disagree

1.81-2.60 Dissatisfied/Disagree

2.61-3.40 No opinion/Average

3.41-4.20 Satisfied/Agree

4.21-5.00 Totally Satisfied/Strongly Agree

After discussion and survey, the official scale was formed and the code symbol variables when entering the statistical software SPSS.

##### 3.2.5 Scale reliability analysis

The topic uses 5-level Likert scale method to investigate related variables to the level of customer service satisfaction, but it is not known whether these variables closely linked or not, so it is necessary to test the reliability of scale using Cronbach's Alpha coefficient. Factors with Cronbach's Alpha coefficient  $> 0.7$  shows the observed variables of factors that are closely related to the same explanation given the factor, the observed variables will be kept. On the contrary, it is necessary to remove the observed variables make the reliability of the scale low.

##### 3.2.6 Exploratory factor analysis EFA

Research is used to analyze which factors really affect the level of customer satisfaction. In the factor analysis method, the most interested factor is the factor loading factor. According to Hair (1998), factor loading factor is an indicator to ensure the practical significance level of EFA (ensuring practical significance). Factor loading factor  $> 0.3$  is considered as minimum level is reached, factor load factor  $> 0.4$  is considered important and load factor Factor  $> 0.5$  is considered to be of practical significance. In this study, to ensure high practicality, the author only chooses variables with factor loading  $> 0.5$



### 3.2.7 Multivariate regression analysis

After performing exploratory factor analysis, the valid variables were included in the analysis Regression analysis to determine the equation showing the influence of the factors discovery to satisfaction. The multivariable regression has the form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

### 3.2.8 Verification

#### 3.2.8.1 Check correlation, multicollinearity

**H1:** The factor Tangible media is directly proportional to customer satisfaction

**H2:** Reliability factor is directly proportional to customer satisfaction

**H3:** Satisfaction factor is proportional to customer satisfaction

**H4:** Assurance factor is directly proportional to customer satisfaction

**H5:** Sympathy factor is directly proportional to customer satisfaction

**H6:** Customer's perception of price suitability is directly proportional to customer satisfaction

The correlation coefficient ( $r$ ) is a statistical index that measures the correlation between two variables. The correlation coefficient has a value from -1 to 1. The correlation coefficient is 0 (or close to 0) means that the two variables are not related at all; vice versa if the coefficient equal to -1 or 1 means that the two variables have an absolute relationship. If the value of the correlation coefficient is negative ( $r < 0$ ) which means that as  $X$  increases,  $Y$  decreases (and vice versa, when  $X$  decreases,  $Y$  increases); if the value of correlation coefficient is positive ( $r > 0$ ) it means that when as  $X$  increases,  $Y$  also increases, and as  $X$  increases,  $Y$  decreases. If keep the independent variables are correlated with each other ( $r > 0.3$ ), then it is necessary to consider the phenomenon of multi-tasking linear, if the VIF is between 1 and 3, then no multiplicity occurs collinear.

To check the explanatory power of the model, we consider the parameter  $R$  squared difference adjusted  $R$  Square. The adjusted  $R$ -squared parameter indicates the degree of (%) the variation of the dependent variable is explained by the independent variable.

#### 3.2.8.2 Durbin Watson Coefficient Test

Durbin Watson coefficient is used to check whether there is a correlation or not in the residuals of a regression analysis. Durbin Watson has variable value between 0 and 4; if the error parts have no first order series correlation together, the value will be close to 2 (from 1 to 3); if the value is smaller, close to 0, then the error part has a positive correlation; if larger, closer to 4 means error parts have inverse correlation.

#### 3.2.8.3 Test of Variance ANOVA

Multivariate model testing was used to test the difference in the degree of customer satisfaction with shopping services and test the difference in degree of customer ratings by gender, age and occupation groups in total. Anova analysis of variance can be used to test the hypothesis of mean equality of sample groups with a 5% chance of making a mistake. If the assumption that the population is normally

distributed with equal variances does not meet yes, you can use the Kruskal-Wallis non-parametric test instead of ANOVA. Test Anova through these steps:  
Levene test.

**Hypothesis Ho:** "Equal variance", consider the Sig coefficient:

If Sig < 0.05: reject Ho, if Sig >= 0.05: accept Ho and qualify for classification

Continue reading Anova:

Hypothesis Ho: "Equal mean"

Sig > 0.05: reject Ho but not enough conditions to confirm there is a difference, coefficient

Sig <=0.05: accept Ho and qualify to confirm that there is a difference between observation group.

## IV. Research result and discussion

### 4.1. VinMart sales system

The VinMart + multi-utility store chain is a retail store model that is highly appreciated in the market for its convenience and wide coverage. VinMart+ gives consumers a convenient shopping experience, close to home; is a place that provides high quality goods, safe food, transparent origin and rich utility services. Dedicated service staff and dedicated advice for the benefit of customers. The motto of the VinMart+ store chain is sustainable, responsible business, for the environment, for the community and for the development of society.

With strict food safety control process, VinMart & VinMart+ is also the only retail system in Vietnam with 24 rooms & food safety testing stations nationwide, 2 rooms in Hanoi & Ho Chi Minh City meeting the standards. ISO/IEC 17025:2005 with internationally recognized test/measurement results.

### 4.2. Why do consumers choose and use VinMart services?

Transparency of the origin of goods: At VinMart and VinMart + supermarkets, ensuring the coverage of goods on the shelves, there are always new products added continuously to meet the increasing shopping needs of the people. In addition to the problem of quantity and quality of goods, VinMart and VinMart+ are always committed to ensuring control from the origin of goods, with a strict process of checking and evaluating product quality in all stages from the offer document. Goods to the shipping process. In particular, the offer documents require the product to be transparent of origin, meet the highest quality and safety standards according to Vietnam's current regulations as well as the regulations and processes of VinMart and VinMart+; this is especially important with food.

Before being on the shelves of VinMart and VinMart+, all products have to go through a quality check. Tet goods are built on 3 criteria for consumers: "Full, fresh, premium, economical", focusing on essential goods, healthy goods, and natural origin. In particular, the group of fresh food products - the strength of the supermarket is the number one priority, followed by gift baskets, unique gifts on Tet holiday, and traditional offerings for ancestors, fruits, and jams. Sweets, Tet specialties by region, region.

Stabilizing the prices of goods during Tet holiday: Responding to and accompanying the price stabilization program with consumers in the context of the Covid-19

epidemic and national programs of the Departments of Industry and Trade nationwide, VinMart and VinMart+ commit to There is no shortage of goods and prices in the system. Along with that, VinMart and VinMart+ increased the number of employees by 20% throughout the system during the Tet holiday to ensure service quality and meet the shopping needs of the people. Personnel is guaranteed, so all freight services in the pre-Tet period will be best maintained. On the occasion of Tet, when demand spiked, VinMart and VinMart+ also calculated to increase personnel in each area, especially Hanoi and Ho Chi Minh City.

### 4.3. Consumer reviews

VinMart + is a convenient retail store model for the community, with the largest scale and coverage in Vietnam, a place to provide safe goods, food and convenient services for all families with the mission of improving Vietnamese quality of life. The business items of the supermarket are very diverse, rich in designs, types, and origins. With more than 40,000 items belonging to different product groups such as food, cosmetics, household appliances, toys, etc., it can be said that the VinMart + system has been perfectly meeting the needs of daily living. Of consumers in the large community area.

In addition to the product quality factor, VinMart + is also very interested in how to bring the highest satisfaction to customers. Specifically: the stores in the VinMart + system are always neatly arranged, scientific and most convenient for customers to choose and move. In addition, customers can also use value-added services such as free fresh food cleaning service, free gift wrapping and quick and convenient payment with all kinds of bank cards. Dedicated service staff and dedicated advice for the benefit of customers

Not only that, Vingroup has announced the program "Accompanying, supporting and promoting domestic production". This is a program to support domestic enterprises in the production of consumer goods, contributing to creating a source of clean food and quality consumer goods for the market. At the same time, building national brands, moving forward to international-class brands. In particular, with the mission "For a better life for Vietnamese people", the program focuses on giving priority to safe food products, in order to contribute to protecting the health of the community as well as the long-term future for the Vietnamese people future generations.

### V. Conclusion and recommendation

Customer satisfaction scale for Vinmart supermarket according to customers' assessment includes 5 components: (1) physical aspect, (2) reliability, (3) service staff, (4) products, (5) convenience shopping; with 22 observed variables. At the same time, at Vinmart supermarket, customer satisfaction varies in the same direction as service quality. The components of the scale are the basis for service quality control, customer surveys and strategies to improve service quality of supermarkets in their business activities. Based on theory and testing the scale through quantitative research, at the same time consider the relationship and influence of supermarket service quality on satisfaction with supermarket services without mentioning shopping needs, consumer behavior, analysis of the competitive environment, marketing issues. In addition, customer satisfaction will be influenced by many different

factors, the topic is limited. consider the influence of service quality on customer satisfaction, not mentioning other factors such as promotions, personal factors, conversion barriers.

Customer satisfaction with service quality is an asset and a condition for the long-term existence of all business organizations in general and retail supermarkets in particular. To get customer satisfaction, managers need to pay attention to controlling their service quality based on customer's point of view, so that supermarkets can create an effective competitive advantage in the market. school.

The significance of the study for service leaders and supermarkets and proposed stakeholder solutions and at the same time presents the limitations of the study and directions for future research.

For fast-moving consumer goods, frequent shoppers will easily remember the product's price, these items need to have the same or lower selling price than competitors, accept a reduced gross profit margin. will quickly be rebalanced through bulk sales. For products that customers rarely buy due to large capacity or durable products, the profit rate can be adjusted higher than usual.

For the Employee element, it is necessary to select employees suitable for the service industry, communicate well with customers, ensure reliability and create trust for customers. Regularly organize training for different groups of employees with specialized retail topics to support customers in shopping, the use of cash registers and bank's cash registers, and solutions to solve problems. Resolve customer complaints and inquiries.

For the Commodity element: There should be weekly/monthly product shelf-life checks to ensure that the expiry date is always far away and the goods need to be stored at the right temperature to ensure quality.

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