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Factors impacting customer satisfaction at Ministop, FamilyMart and Coopsmile convenience stores in Vietnam

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Abstract

Vietnam is a populous country with a population of more than 98 million people, in which the young population accounts for the majority with the current average age of 32.9 years. With a large population density of young people, it has had a great impact on the current retail market, especially convenience stores. Along with the development of society and a fast pace of life, convenience stores are increasingly expanding and attracting a large number of customers because of factors such as easy to find, convenient location, full of necessities. Besides the tangible factor, convenience store systems have been investing in the intangible factor that is customer care. The combination of tangible factors and intangible factors will be a measure for customers to evaluate their satisfaction with the place that provides services for them. Therefore, in each different store system, there will be different methods of customer satisfaction.

Keywords: Customer care, retail, convenience stores, customer behavior, quality

1. Introduction

According to Philip Kotler (2001), customer satisfaction is defined as "the customer's feeling of pleasure or disappointment when comparing the actual results received through consuming the product with their expectations". Customer satisfaction is the top goal of any business, operating in any business sector of the economy. According to modern marketing concept, "customer is king" and shopping service at convenience stores is no exception. The society is developing strongly, so the requirements as well as the desires of customers for convenience stores are also increasing and being seen from many angles.

In Vietnam, the convenience store business model was formed quite late compared to the world, but the size and quality of these stores are getting better and better enhanced to meet customer needs. With the fastest growing middle class in Southeast Asia, Vietnam is in a period of extraordinary growth in the retail market. According to the analysis, this trend is still continuing in the future, when Vietnam has a relatively young demographic and consumer spending accounts for a large proportion of which the convenience store model is one of the bright spots. Ever since the first convenience stores were born in Ho Chi Minh City, they have become the place of choice for busy people, young people and the bustling dynamic living environment of Saigon. Over time, these convenience stores constantly improve and enhance the quality of service to meet the needs of customers. However, when it comes to customer satisfaction with this convenience store model, there are still many issues that we must pay attention to. From the quality of goods, to the service attitude of the staff, or promotions. All have a certain impact on customer satisfaction when shopping at convenience stores. In order to have an objective and scientific view of customer satisfaction with this business model, below we will learn about "Factors affecting customer satisfaction at Ministop, Family mart, Coopsmile".

2. Rationale

Customer satisfaction is defined as a measure that determines the level of customer satisfaction with the company's products, services, and capabilities. Customer satisfaction information, including: surveys and ratings that can help a company navigate how to improve or adapt its products and services to be better, more relevant more with customer need.

Customer satisfaction is defined as the degree to which a product or service meets or exceeds customer expectations.

The level of satisfaction depends on the difference between the received results and the expectations, if the actual results are lower than the expectations, the customer is not satisfied, if the actual results match the expectations, the customer will not be satisfied. If the actual results are higher than the expectations, the customer is very satisfied.

Customers' expectations are formed from the shopping experience, from friends and colleagues, and from information from sellers and competitors. To improve customer satisfaction, businesses need to make additional investments and at least invest in marketing programs.

With the situation that the country is following the development and current situation like today, the introduction of convenience stores is not too strange for us, the names that attract a lot of attention from customers like Ministop, FamilyMart, Coopsmile have always been enthusiastically supported by customers because they have all the most convenient factors possible for consumers when they don't have time, where they can buy essential foods such as dry food, fast food, water,... can be easily found in these stores. So based on the factors like to be able to attract the number of potential customers for the store.

Factors that make customers satisfied

Don't stop at being friendly. Be a friend: express your own style when communicating with customers. Maybe you've spent all your time designing logos, branding, or building marketing resources.

Create a great customer experience: Customers may not remember who you are, but they will certainly never forget the feeling you gave them. Most customers buy products or services based on emotions. Therefore, if you create a great experience for the "gods", you have more than 50% chance of selling the product/service.

Measuring customer satisfaction: Measuring customer satisfaction is an extremely important job that any business should not ignore. Measurement will give you a lot of useful information to improve the situation, make decisions and forecasts. You need to know how many customers are satisfied or dissatisfied with your product/service today. If you only focus on how much you spend on advertising each day or your revenue is only this small, you are losing control over the number of customers in the future.

Focus on customer care: The motto of any business field is "Customer is God". Therefore, customer satisfaction is a prerequisite of any business. Quite simply, you must always pay attention to them. You care about them, listen and understand what they need and think about what you can do for them. Currently, the buying trend of customers is very different. They often take the view that they don't need the best product, they need the best service.

Satisfaction testing: In addition to measuring customer satisfaction, you should regularly check how satisfied customers are with products/services. From there, you will get information to shape the most reasonable direction. Customer satisfaction is one of the most important criteria of every business. Being considered as an indispensable part

of a business not only helps businesses generate high revenue but customers also decide the survival of a business. No business exists without customers.

Customer satisfaction levels

Level 1 – dislike

At the lowest level, customers are not satisfied with your business. There are many reasons why customers are not satisfied, such as delayed shipping service, product quality is not as advertised. In this case, most of the causes are subjective from the business, but rarely due to objective external factors. As a result, customers often will not return to you, and may even spread bad information to those around you, which negatively affects your business.

Level 2 – normal

Most businesses are serving customers or taking care of customers at this level, which is the normal level. Customers may feel happy after making a purchase, but there is no guarantee that they will return. They won't say bad things about you, but they won't say good things about you to the people around them either. They can absolutely find suppliers that are not you, or in other words, these are not loyal customers. Typically, most businesses will have at least about 60% of their customers met with this average level of satisfaction.

Highest level – Like

This is the highest level, at this level, your customers are extremely satisfied! They are willing to tell everyone around the best things about you. Adidas, Nike or Reebok are 3 of the brands that always strive to achieve the maximum number of customers with the highest level of satisfaction. A variation of the highest satisfaction is satisfaction. This happens when customers get more than they expected! Achieving this also means that you have conquered customers at the highest level. The reasons for customer satisfaction are many. You need to determine what in your product or service is your strong point in order to make your customers the most satisfied. Because, no matter what the product or service is, achieving the highest level of customer satisfaction is always the goal of the business.

3. Research method

As we know from the past until now, consumers often visit traditional markets, grocery stores are the most to facilitate shopping. But through the above shopper trends report, we can feel that the shopping trend is gradually turning to convenience stores. Because of the increasingly busy work nature of society and the Covid-19 epidemic, the shopping trend has also changed. Besides, e-commerce technology is getting more and more advanced, so managers have integrated activities to extract consumer preferences and shopping habits of customers. From here, convenience store chains can easily change or add items according to their needs and shopping preferences through online surveys and programs to attract and stimulate customers' shopping.

To measure the factors affecting customer satisfaction at ministop, familymart, and coopsmile, the team uses quantitative methods to measure the research results that need to be surveyed. In which, the quantitative method will determine the age of customers with shopping needs, the customer's preference for 3 convenience stores, the factors affecting the shopping of customers.

At the same time, will know the customer's expectations for the store, when and how often the customer comes to the store, and finally, what is the purpose of going to the store? In addition, there are methods such as comparing and contrasting research results, comparing 3 stores FamilyMart, CoopSmile, MiniStop to find out the level of customer satisfaction through each store.

Due to the complicated situation of the Covid epidemic, the group took a survey sample by online method via the Google Form application and the group surveyed were students from universities in the HCM city.

4. Research results and discussion

Customer age: According to the survey, it is found that the majority of the age group from 15-30 will account for the majority, so customers who are students, students, office workers, etc. will be potential customers of these stores. Therefore, focusing on advertising and promotion strategies to satisfy young people is extremely necessary to help improve and improve store quality as well as attract potential customers to bring revenue to the store. Goods is essential.

Convenience store preference: The preferences of most of the samples in the study will focus on two sides: "Like" and "Normal" with the index of Family Mat, Coop Smile, Mini Stop stores respectively being "35.3%"; 47.1%", "39%; 44%" and "48%; 35%". Therefore, showing that the store has been valuable in the eyes of consumers, gradually forming habits for customers. More preferential policies should be introduced to reduce the "Dislike" rate.

Factors influencing the purchase: According to the survey, the factors affecting customer satisfaction when going to a convenience store, in general, the decisive factor to going to a convenience store is the "goods" in the stores in turn are 70.6%, 48.5% and 55.4%. Stores need to improve their customer care policy because according to a survey, this is the part with the lowest satisfaction level in stores at 20.6%, 18.8% and 18.8%, respectively.

Customer wishes: According to the survey, customers' expectations are very high in terms of needs such as: reasonable prices, always available and complete goods, rich and diverse goods and hygienic food and drink. The factor of fast-processed, ready-to-use food has not been much interest to customers, so stores need to improve this factor with customer reviews at stores respectively: 19.6%, 20, 8% and 27.7%.

Customer expectations for employees: The majority of customers through this survey are very satisfied with the staff at convenience stores. Besides, the staff is ready to help answer all questions of customers and the attitude of the staff is what they care about when coming to a convenience store. Staff enthusiastically advise goods, introduce promotions to customers is also the factor that deserves the most attention to improve service quality at the store.

Customer expectations about the service: The factors affecting customer satisfaction, wifi is one of the factors that customers are most interested in in stores, respectively, at 53.9%, 45%, 43.4%. The factor customers care most about

the service issue is that wifi meets the learning and entertainment needs of customers. With the current development of information technology, it is essential to meet the needs of wifi to access social networks: Facebook, zalo, study. The factors customers are least interested in are: Paying electricity and water bills quickly and paying for movie tickets, airplanes, and trains quickly.

When customers come to the convenience store:

According to the analysis above, the majority of customers' purposes of going to a convenience store are after work shifts, school hours and the store's potential customers are between the ages of 15 and 30, so the time to go to the store is they are after the work shift, the study session accounted for 66.3%, 61% and 64.4%, respectively, or the break between hours accounted for 38.6%, 27%, and 41.6%, respectively. Because after stressful working and studying hours, customers will have a need to eat and drink to recharge to continue working.

Frequency of customers visiting convenience stores:

Based on the frequency of customers going to convenience stores of young people, it shows that the number of people who go to convenience stores less than 3 times a week accounts for a high proportion at stores with 52%, 44% and 44% respectively. 30.7%. From 3-7 times / week is quite high, respectively 30%, 33%, 40.6%. This shows that the satisfaction for customers to return to this convenience store is quite high. Thereby making these convenience stores need to improve quality to satisfy higher customer satisfaction.

Purpose of going to a convenience store: With the current era of industrialization and modernization of the country, having a quick and convenient meal, and having wifi to access social networks, work or study is a necessity. Therefore, the birth of convenience stores has satisfied the desires of consumers. According to the survey, the majority of consumers go to convenience stores to eat, drink, and buy essential items, which account for a high percentage. Besides, gathering with friends and working space also account for a high percentage. Other factors account for a lower percentage in stores, respectively: 16.8%, 16.8%, 17.8%.

5. Research results and discussion

5.1. Age and monthly income

The survey results show that the surveyed customers are divided into 2 distinct groups. The first group with a low proportion is under 15 years old and over 61 years old. The second group is from 15 to 30 years old, accounting for the highest proportion. Thereby, it shows that with this age, the customer group at the stores is quite good because the customer group from 22 to 60 years old are people of working age, have active income and spend more on consumption than the group of customers. customers in the age of students, students and retirees.

According to the survey results, the group of customers with income below 10 million accounted for the highest proportion with 63.55% and from 10 million to 30 million accounted for 33.71%, which shows that customers with this income level are suitable for average customer.

When customers come to the convenience store:

According to the above analysis, the majority of customers'

purpose of going to a convenience store is to eat and drink and the store's potential customers are between the ages of 15 and 30, so their time to visit the store is After the working shift, the study session accounted for 66.3%, 61% and 64.4%, respectively, or the break time was 38.6%, 27%, and 41.6%, respectively. Because after stressful working and studying hours, customers will have a need to eat and drink to recharge to continue working.

5.2. Customer comments

According to the above research results, factors affecting customer satisfaction at Ministop, FamilyMart, CoopSmile stores (goods, prices, services, staff, shopping space, care policy) customer care), goods and price are the most important factors. Service is the next factor that customers consider when considering a convenience store.

Products and goods

▪ FamilyMart

FamilyMart's main customers are schoolchildren, students, the products they often use are dishes such as rice balls, sandwiches, fast food, dandy, boxed lunches, fresh milk. So in terms of quality products, FamilyMart should note and improve the following:

Ensure food safety: Strictly manage the processing and production stages of rice balls, sandwiches, lunch boxes,..., Overdue use.

Diversity of main products: Diversify many types of instant food in the form of cups, bowls and boxes such as cup noodles, noodle bowls for students to have more options and easy to use. Offers a variety of rice balls of all sizes such as large, medium and small rice balls. Add some fast food substitutes for sandwiches such as hamburgers, hotdogs. Additional supply and neat, eye-catching display of sweet and savory breads.

▪ Ministop

In terms of product variety, Ministop does better than FamilyMart, for example, the snack bar at Ministop has more choices than just a few basic items like bread and sandwiches like at FamilyMart. The daily necessities at Ministop are also taken care of, giving customers a feeling of fullness and variety compared to the stalls at familyMart.. Perhaps familyMart can only meet a small part of users' needs in simple and basic products, but overall, there are still many shortcomings and makes customers have less choice, even easy cause boredom. From here, it can be seen that familyMart's product supply is still limited and needs to be improved to attract customers in this fierce competitive environment.

In terms of product quality, perhaps at FamilyMart, it is more important to check the expiration date of the product, because during this field trip, the group found a few products that were close to expiration or expired but still displayed by the store. public sale, this is prohibited. as it may cause adverse effects on the health of the user. At Ministop, the quality is generally better, there is no expiration date, the product is also neatly packed, clean, and looks much more eye-catching.

▪ Co.op smile

Regarding goods, Co.op Smile products need to ensure quality, origin, expiry date, origin of goods, have a close

commitment to the origin of goods, ensure national and international quality. Goods of fresh food must be fresh, not infected with disease and full of variety. It is necessary to have a comprehensive cooperation plan with suppliers from investment for product output, to marketing and promotion stages to create stability for goods, to ensure that there is no shortage of goods when the market fluctuates. on price or output.

Price

Co.op Smile needs to conduct a price survey of competitors to record and calculate the guaranteed and advanced gross profit in terms of origin, preservation, service, after-sales,.. much more advantage than market channel.

Prices at FamilyMart and Ministop are almost the same or the difference is negligible. However, they are several thousand dong more expensive than similar items in big supermarkets and grocery stores. This is understandable because the goal of these stores is convenience for customers and the main activity is retail, so the price will be different from the sales activities with large quantities and less convenience of the stores. supermarkets and private department stores.

Staff

Through the research results, we can see the overview of the attitude, behavior and service attitude of the employees of Ministop, familyMart and Co.op smile, all 3 serve well, seriously, and meet the requirements. customer demand. In terms of style, Ministop is somewhat more organized than the staff of FamilyMart and Co.op smile, even in terms of staff training, Ministop is more professional in layout and management. However, when we come to a certain store we look forward to the most is the attitude and service of the store's staff, at this point, the staff of all 3 have good service.

Customer care

In terms of service, parking space is usually a problem for everyone, especially in the center of a big city like Ho Chi Minh City because of the small space. More convenient than Co.op smile and Family Mart, Ministop has a more spacious and airy space, so the parking space is also more comfortable and easier. When you come to park, there will be a staff to write your car card for you, but when you pick up the car, there is no one to check the card and guide the car for the customer. This shows the laxity in vehicle management and customer service of the parking staff here. However, the service of FamilyMart and Ministop is different from that of Co.op Smile as FamilyMart and Ministop have seating for customers, air conditioning and free wifi, as well as service staff who always keep the store clean. will.

Promotion

Specifically, at Family Mart, there will be different Combos, suitable for each season, each month and the needs of each customer group. In addition, customers can also accumulate points with a membership card with a cumulative rate of 1% for each purchase, along with many other exclusive incentives only for loyal members.

Ministop is a little different, it does not promote in the form of Combo but discounts on different dishes, especially new ones to encourage customers to try. Moreover, Ministop

does not apply membership cards, but uses V point cards, which are multi-purpose points cards with which you can accumulate points and pay with points at many stores of other Vpoint affiliated communities, such as: Ninh Khuong, Kichi Kichi, Vietinbank... Thanks to that, customers can reduce carrying too many cards with them when going out. Regarding Co.op smile, the incentive programs and promotions to customers are still limited. Therefore, Co.op Smile needs to promote more of this factor, making the promotion better and better, adding more items.

Shopping space

Both FamilyMart, Ministop and Co.op Smile all arrange the goods are arranged and arranged in the correct order and according to the form sent by the parent company, usually there is no mistake in it, arrange the goods to be beautiful, easy to see, convenient for customers to get and use. How the design is suitable for customers to be satisfied when buying products of that store, each store will have different layouts to attract customers and compete with other stores to gain more benefits. more profitable.

6. Conclusion and recommendation

For a business, customers are invaluable assets and customer satisfaction is the top goal of every business. As the market economy is developing, the level of competition between businesses will become increasingly fierce, especially with the development and wide distribution of convenience stores. In addition to good product quality, businesses must also have a professional customer care service before, during and after the sale.

The study of factors affecting customer satisfaction is an important data in limiting negative aspects and developing service quality of convenience store systems. According to the research results, most factors affecting customer satisfaction are about, price, quality of goods and customer care services. These factors will determine the credibility of the customer's choice of consumption for the business.

Currently, convenience stores are constantly expanding and choosing in prime areas to set up stores, so the price difference will occur. Businesses need to conduct a price survey of competitors and consider the costs of use to determine an appropriate price. Besides, if it is not possible to reduce the price, it is recommended to give gifts or promotional gifts to encourage customers' buying needs. In addition, in order to increase the credibility of customers for businesses, businesses need to update the correct prices and attach price tags at the product locations to create transparency when customers shop and pay.

One of the requirements for customers to come back to the business is the quality of the goods at the business. Customers will not want to return if they buy a product of poor quality or expired. Therefore, in order to achieve a good level of customer satisfaction, convenient supermarket systems need to regularly check the shelf life of products; ensure prestige and quality input; Strict commitment to product origin. In addition, because the number of customers coming to convenience stores is quite frequent, the stores must ensure a stable quantity of goods in order to promptly supply them to customers.

Between the quality of goods, the price between convenience stores do not differ much, the decisive factor in the return of customers is customer care. Customer care at convenience store systems needs to respond well both

directly and indirectly.

In person, store staff must be trained in the necessary skills to promptly advise and solve customers' problems quickly, limiting the long wait for customers. Indirectly, providing membership cards helps customers to store and use incentives for member customers. Update promotions, discounts, incentives for customers via gmail to help customers understand the information. The method of sending information via gmail will ensure to limit annoying customers over the phone.

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