

SURVEYED CONSUMER RESPONSE TO GROCERY STORE SOCIAL NETWORKING WEBSITES

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TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	4
Problem Statement	5
Hypothesis	6
Objectives of the Study.....	6
Significance of the Study	6
II. REVIEW OF THE LITERATURE	8
Social Networking and Marketing/Advertising	8
Grocery Stores and Advertising	10
Surveys, Problems and Biases	12
III. METHODOLOGY	15
Procedures for Data Collection	15
Procedures for Data Analysis	17
Assumptions and Limitations	20
IV. DEVELOPMENT OF THE STUDY	21
Analysis	22
V. SUMMARY, CONCLUSIONS, AND RECOMENDATIONS	37
Summary and Conclusions	37
Recommendations.....	37
References Cited	39
APPENDICES	42

Chapter 1

Introduction

Social networking sites have been rapidly increasing in size and popularity for both personal and marketing uses. The definition of a social networking website is one that allows individuals to: (1) construct a public or semi-public profile with a bounded system; (2) articulate a list of other users with whom they share a connection, and; (3) view and traverse their list of connections and those made by others within the system (Boyd, d. m. & Ellison). When Microsoft invested \$240 million dollars in Facebook a couple years ago it was estimated that Facebook was worth \$15 billion dollars (Greene, Jay). Today, you can follow ESPN and Starbucks on Twitter, upcoming California Mid-State Fair events and Nike on Facebook and your favorite music artists on MySpace. With the mass acceptance of these websites come opportunities for marketers, as well as small and big businesses.

As more people continue to adopt high speed internet access, with around 55% of Americans having high speed internet in 2008, up 8% from 47% in 2007 (Razorfish). With the growing adoption of high speed internet more people are visiting social networking websites. According to InsideFacebook, a website which keeps track of Facebook users and demographics, there were 58,064,960 users as of March 25, 2009. The majority of these people use these websites to find and stay in contact with friends. However, a few well made business-related social networking websites have gained a large following. One example is Starbuck's Twitter page, which has attracted 271,441 followers as of August 10th, 2009 (Starbucks). Starbuck's Twitter page allows people to talk amongst themselves and ask coffee related questions to Starbucks moderators who respond every couple hours.

Marketing on these social networking websites is appealing to businesses as it is cost effective. It can even be done without the aid of a professional web designer whose services can be costly. It is a form of "guerilla marketing" or "viral marketing". Guerilla marketing relies on time, energy and imagination instead of a huge budget. It relies on human

psychology instead of experience, judgment, or guesswork (Levinson Conrad, Jay). Viral marketing is a new form of guerilla marketing. The term refers to a successful ad campaign that is spread through social networking sites by word of mouth at little to no cost to the supplier of the advertisement. One of many current examples being the “Will it Blend?” YouTube videos put out by Blendtec founder Tom Dickson. In each video Tom Dickson places a durable, sometimes metal item, in a Blendtec blender to see what will happen. Two years ago a “Will it Blend?” video featured an Iphone being placed in a blender was posted, it now has over 7 million views as of August 10th 2009. It cost nothing for Blendtec to post to the video on the internet; the only costs involved were the production costs.

With the emergence of this new marketing medium, many businesses seem well suited to take advantage of it. Grocery stores have most commonly used advertising inserts sent out in the mail or in local newspapers to advertise upcoming sales and perishables in particular. The same could be done with a well designed Facebook or MySpace page at little cost. Grocery stores can put all the information they send out in advertising inserts on a Facebook or MySpace page.

Problem Statement

The majority of people use social networking sites to find or stay in contact with friends. People can post pictures, chat live, post on blogs, invite friends, and send messages. Businesses are now seeing the potential of these websites to reach consumers. However, advertisers have had a difficult time fully utilizing these websites as a marketing medium. People do not want pop up ads or sideline ads while they are browsing on a social website. Instead, businesses are creating their own interactive Facebook or MySpace pages and sending tweets out on Twitter. It would be interesting to find out if people would be interested in a grocery store social networking website on MySpace or Facebook. My question is:

Is there an untapped market out there that would be interested in a grocery store social networking website? If so, what would people like to see on it? The data will be collected through a web based survey.

Hypothesis

Consumers would be interested in a grocery store social networking website. Consumers would be able to read information about the grocery store and its products on the website. The information would include pictures of produce and meat, FAQs, recipe ideas and discussion boards including butchers and produce people.

Objectives

- 1) To find out whether consumers would be interested in a grocery store creating a social networking website.
- 2) To find out the demographics and other attributes of interest of those who would be interested as well as those who are not, also, to find out demographic differences between social network users and non-users.
- 3) To find out what consumers would like to see on the website if interested.

Significance of the Study

Grocery stores, marketing firms and consumers would benefit from this study. As times change, innovations in technology allow businesses to better reach consumers. It is not good for businesses to ignore these changes and the benefits they could provide. Grocery stores could decide to spend time and energy, to create a social networking website if consumer response is favorable. Grocery stores could see the demographics of those interested in a

social networking website and those who are not, as well as the features those interested want to see. Grocery stores could market to a larger audience.

Consumers would benefit from this study as well. If consumers would like to see a grocery store social networking website, and grocery stores respond by creating one, consumers would have easy access to free information. People who enjoy cooking at home and have questions about how to store or prepare produce or meat would be able to ask a butcher or produce manager on the website as well as talk amongst themselves.

CHAPTER 2

LITERATURE REVIEW

The literature review will provide relevant information pertaining to grocery stores and their advertising, problems and bias in surveys, and social networking websites. This project is designed to find out whether people would be interested in a grocery store social networking website and if so, what they would want to see on it. An online survey would be used to find out this information using surveymonkey. Surveymonkey is a website that allows you to design surveys, collect responses and analyze the results. Undoubtedly, there will be problems with the survey, including biases which will be discussed, the biggest being non-response bias.

Social Networking Websites and Marketing/Advertising

One of the more recent changes in internet behavior is the mass acceptance of the web as a social medium with websites and applications allowing people to communicate quickly and directly (Razorfish). One of the first Social Network Websites, launched in 1997, was Sixdegrees.com. It allowed users to create profiles, list their friends, and in 1998, surf their friend's lists (Boyd, d. m. & Ellison). In the late 1990s, similar Social Network Websites started emerging, targeting specific groups such as AsianAvenue and BlackPlanet (Boyd, d. m. & Ellison). The next wave of these websites began in 2001 with Ryze.com, created for business networking. Ryze's founder originally induced his local friends and business/technology entrepreneurs in San Francisco to join. Many of these early entrepreneurial and tech savvy Ryze members went on to create successful Social Network Websites themselves (Boyd, d. m. & Ellison). Particularly, the people behind Ryze, Tribe.net, Friendster, and LinkedIn were tightly entwined personally and professionally (Boyd, d. m. & Ellison). With the success of LinkedIn and Friendster came mainstream attention. From 2003 onward, numerous Social Network

Websites have been popping up, some targeting a specific demographic, others for romance, while some of the most successful have been created for broad user bases such as MySpace and Facebook.

With the mainstream acceptance of Social Network Websites and the explosion of the Internet, today's consumer has a lot of information at their fingertips. People can purchase goods, compare prices, and look up consumer reports. According to Razorfish Inc.'s 2008 Consumer Experience Report, today's consumer is "connected". Razorfish is one of the world's largest digital advertising companies. Today's "connected" consumer has embraced social networking websites and builds trusted personal networks with the likes of communication offerings such as Twitter (Razorfish). This is a new era of technology, and as consumers adapt to emerging technology, so must businesses and marketers. According to Razorfish's survey of 1006 people (56% female, 44% male) 40% of the respondents had purchased something based on advertising they saw on a social media website. Surprisingly, 76% of those respondents who welcome advertising in social media websites believe companies such as Nike, Virgin and Bank of America should advertise using social media websites. This is invaluable information for marketers; it shows the potential of social networking and the millions of people that can be reached through them, "Time is not money, but marketing insights are." (Conrad Levinson, Jay).

The majority of social network users' fall into the 25 and under range, which accounts for about 60-70% of the total users for the larger well known social networking sites such as MySpace and Facebook (Rapleaf). This number accounts for total users, not taking other factors into account such as willingness to spend and spending power. This shows 30-40% are adults, possibly with meaningful spending power, while 60-70% are children to young adults with influence on buying decisions. According to Razorfish's survey, today's "connected" consumers are "equally distributed across all age ranges, with a slight skew towards older segments." This is contradictory to most reports, such as Rapleafs, but Razorfish is targeting a specific demographic; people with third generation phones, good computers and high speed internet. Razorfish is not just looking at basic demographics but instead targeting social media

using and online money spending consumers. Razorfish's survey found that older consumers are more likely to spend money online.

Consumers have always influenced each other in buying decisions. We observe what other people do, ask for advice, and mimic each other's buying decisions. People are influenced by peer pressure, whether they like to admit it or not. According to research done by Razorfish, social networks influence people's decisions in three main ways. The first is compliance in which an individual agrees and complies with the group to achieve acceptance and a favorable reaction among his peers. The second is identification in which a person finds belonging to a group important. The third is internalization in which a person's views are truly altered beyond the relationship with the group (Singh, Shiv). To take advantage of this in marketing, a marketer, produce person and butcher should truly become like them; comply with the group and participate honestly in ongoing discussions. Those internally involved in the grocery store website, such as produce people, butchers, and others, should identify with the consumers visiting the website. They are all people with the same interests; meats, vegetables, fruits and recipes.

Most people have heard of MySpace, Facebook or YouTube. With the evolution of the web, countless internet fads have come and gone, especially those of the dot com bust. Social Networking looks like it is here to stay. It satisfies our basic human need for social interaction. Savvy business owners recognize the potential of this need and utilize Social Network Websites for marketing purposes. Let consumers ask questions about their business, their products, and make them feel involved. When they feel involved, consumers might look at other aspects of a well designed Social Network Business Site to find out more about the business.

Grocery Stores and Advertising

Grocery stores have advertised effectively using many different strategies. One of the largest and consistent advertising methods has been through advertising inserts and

newspapers informing people of specials and upcoming sales. Research has shown that many consumers are not loyal to any specific grocery store but instead “cherry-pick” good deals from various grocery stores. Presently, the way people find these deals are through newspapers and advertising inserts. These unloyal “cherry pickers” have been shown to reduce grocery store profitability. (Govindasamy, Ramu et. Al)

Grocery stores send out weekly advertising inserts informing people of sales and new products. According to a Rutgers University survey, 73% of people surveyed regarding grocery store advertising insert and newspaper advertisements read them regularly (Govindasamy, Ramu et. Al).

An emerging advertising trend is the inclusion of large flat screen televisions in grocery stores. SignStorey, a provider of media networks to supermarkets, has recently inked a deal with CBS to supply original programming to over 1,300 grocery stores nationwide. This agreement has resulted in an eight minute loop of content with at least half of it dedicated to advertisements. Consumers can also view content about meal ideas, recipes, wellness messages and entertaining tips (Kridler, Kara). One example of a short on the reel is “produce man”, Michael Mart, who shows consumers how to cut a particular fruit or vegetable (McTaggart, Jenny). Sales in the store are also displayed on the eight minute loop.

As flat screen HD televisions continue to drop in price, grocery stores and other retailers continue to purchase them for in store advertising. However, TVs are not the only marketing tool that grocery stores are increasingly embracing today. Grocery store kiosks are a powerful tool and a lot of grocery store chains agree. Giant Food Stores, LLC which operates stores in Maryland, Virginia, West Virginia and Pennsylvania have recently added kiosks that let shoppers’ access special “BonusCard” coupons, recipes, or update their BonusCard information. This allows for personalized offers and coupons based on consumers shopping histories. Albertsons has a similar kiosk, labeled “Avenu”. The Avenu kiosks work in a similar manner, allowing consumers to see twelve customized offers waiting for them in the store (McTaggart, Jenny).

Another innovative computer kiosk is the “KitchenAttendant”. The KitchenAttendant is a small computer kiosk you can purchase for home use. It inputs all the groceries you purchase when the store scans your card. It will then give you recipe ideas and shopping suggestions based on what you buy. There are also features to keep track of your health based on the food you eat. The KitchenAttendant also keeps track of food spoilage if you scan the barcode of food before you throw it away. Because you are connected to the grocery store’s computer, they can also send you personalized coupons (Mokey, Nick).

Cell phones are also playing a role in new technological based marketing. Potash Brothers, a grocery store chain in Chicago, is using a solution from Mobilelime which allows consumers to receive rewards and pay for groceries by waving their cell phone over a contactless reader. Not only can consumers collect reward points and get through checkout lines faster, but texts can be sent to them notifying them of upcoming sales, wine tasting or other events in the grocery store (McTaggart, Jenny).

Surveys, Problems and Biases

There are numerous ways to administer surveys; face to face, mail, and web surveys. The two most common surveys are mail and web surveys. This section will discuss the advantages and disadvantages of both approaches as they pertain to the surveyor and the surveyed, as well as other problems and biases inherent in the survey medium.

The most common survey method today is web surveys, the biggest advantage being cost. It costs very little to send out hundreds of web surveys, other than the money you might pay to obtain access to e-mail databases. This low cost allows larger sample sizes and decreased sampling variance. The second most cited advantage is the speed of data collection. There have been extreme differences reported with the average response time to a mail survey being 50 days, while the average web survey response is about three days. Web surveys also allow easy transition to data analysis as the data can easily be transferred to spreadsheets or

other descriptive programs. Web surveys allow more innovative survey design as you can put in sound bytes, show video, showing high quality pictures, generating prompts if a question is skipped, and using pop ups to provide additional information (Fleming, Christopher and Cook, Averil).

There are many advantages of web surveys for those who take them, the biggest advantage being privacy and pace. People can take the survey at their leisure without someone hanging over their shoulder. Again, the addition of visual and audio stimuli would be more appealing than a mail survey for respondents (Fleming, Christopher and Cook, Averil).

There are also disadvantages to web based surveys, with sample frame bias being one of the biggest, as certain demographics might be excluded. People who do not have internet access or the money for a computer could be excluded. People with less computer experience and those who live in more rural areas can be inadvertently excluded as well.

Another problem for web surveys is non-response bias. Online surveys can easily be ignored or discarded with the touch of a button. People might not have any incentive or want to finish a survey without motivation from another person (Fleming, Christopher and Cook, Averil). According to a telephone survey administered by West Virginia Department of Education's Office of Assessment, Accountability and Research, the most common reason for non response is the person did not see the survey in their e-mail account. Often people are drawn towards e-mails they know and ignore unknown e-mails. The second most cited reason was the person thought the e-mail was spam, phishing, a virus, or sent by a questionable unknown individual. People will often delete legitimate web survey e-mails without even opening them. Other reasons found by the survey included the person simply did not want to take the time, there were technical issues, the survey was too long, or the person did not understand the questions. (Langdon-Pollock, Jennifer)

Respondents might have some issues with web based surveys. The respondent bears the cost of their internet connection time. Respondents might also have concerns about

anonymity, as well as having trouble answering the survey if they are inexperienced internet users (Fleming, Christopher and Cook, Averil).

A research project was done on a web survey that had already been administered. Researchers decided to use an old survey which had been given to American Dentists, via e-mail, to analyze the methods of design and administration as well as problems encountered. The original survey was created to find out how dentists use the internet. The survey was programmed using PL/SQL on an Oracle 8 database server and took 35 hours to program. Only 32.9% responded to the initial survey citing problems entering their survey code, timing out and other technical issues. The surveyors followed up and resent the survey and more people responded, an additional 17.3%. The second follow up survey yielded an additional 6.9% and the third follow up had an additional 7.3%, bringing the final total response rate via web survey to 64.4%. The researchers found early web surveys could be successful, but you must follow up and scrutinize early responses to quickly identify and solve problems respondents are having. (Schleyer Titus and Forrest, Jane)

A study by Kim Sheehan of past web based surveys and their response rates found a few interesting factors influencing response rate. The study found as time went on e-mail based survey response rates have gone down, possibly because of the amount of unsolicited junk mail people receive now and the novelty has worn off. A big factor shown through previous research from this study showed that university affiliated surveys has higher response rates (Sheehan, Kim).

After assessing the problems that might be encountered while administering a web based survey, the next step is to structure the survey. Structuring a survey and asking the right questions is just as important as the actual research (Peterson, Robert). A survey will be designed to gain the relevant information.

CHAPTER 3

Research Methodology

Procedures for Data Collection

The purpose of this survey is to see if consumers would respond well to a grocery store social networking site. If they like the idea, what would they like to see on it? The survey will also show, from a random population, how many people use social networking websites, which websites, and how long people spend on them. Self stamped, self addressed envelopes containing the survey and a cover letter explaining the survey will be handed out in Atascadero, San Luis Obispo and Pismo Beach. People can fill the survey out at their leisure and drop it in the mail.

Two hundred fifty envelopes containing the surveys will be handed out in San Luis Obispo, Atascadero and Pismo Beach. In San Luis Obispo surveys will be handed out during Farmers Market and at Cal Poly Mustang games played at home. In Atascadero surveys will be passed out at the post office. In Pismo Beach, surveys will be passed out on Pomeroy Ave., a popular street. The population of this project is everyone who goes grocery shopping and/or uses social networking sites in the United States, a very large population. The returned surveys will be sent to a post office box in San Luis Obispo. The return address it will be make it clear the survey is for a Cal Poly senior project as past studies have shown more people respond to university affiliated surveys (Sheehan, Kim).

The target group is anyone who goes shopping, uses social networking sites and would like to see a grocery store develop a social networking site. A more detailed explanation of what a shopper is and what defines a social network user will be explained further in this chapter. This research project is trying to find the traits of social network users; most importantly their shopping habits as well as their response to a grocery store social networking website and what features they would like to see on it. Differences and similarities will be drawn between the target and non-target group.

The survey will begin with three basic demographic questions asking the respondents age, sex and income. These questions will show the basic demographic data of people who use social networking websites and those that do not as well as those who shop and those who do not. The respondent's age and its possible connection with social networking use will be analyzed. Most users fall between 18 and 24 (Rapleaf). This might suggest weaker spending power and less visits to the grocery store. The young social network users' monthly grocery store expenditures and visits will be analyzed as well.

The next set of questions regard shopping behavior: How often does the person shop, how much do they spend shopping, are they loyal to their grocery store of choice and what do they look for in grocery stores. These questions will show if the person is a regular shopper. A regular shopper is defined by this project as someone going to the grocery store at least three times a month. Money spent on groceries will not be a factor in whether someone is a "regular" shopper as a member of the household can still have a say in what is purchased without spending money. However, money spent shopping will be analyzed between the target and non-target. If they are a regular shopper, it will be interesting to see if they use social networking websites. A comparison of store loyalty between regular social network users and non-users will be done as well. Any relationships between the target and non-target in factors in choosing a grocery store will be analyzed as well.

The next set of questions will ask about social networking and internet use to determine who social network users are. A social network user is defined by this project as anyone who spends seven or more hours a week on social networking sites. These questions start off with a basic yes or no question, "Do you regularly use social networking sites?" Then a multiple choice question is given listing social networking sites and the respondent is asked to check all that they visit. The five most popular social networking sites are listed along with "other". The respondent is then asked how many hours they spend on social networking sites a week. A correlation will be drawn between anyone who is a "regular shopper" and a "social network user". This data will show what percentage of social network users are also regular shoppers.

The next portion of the survey is designed to find out if the respondent visits non-friend social networking pages and has ever bought anything due to a recommendation on a social networking site. This data will show if social network users trust recommendations from others on social networking sites and if they can be swayed by the opinions of others online. The survey is fairly short with only 15 questions in hopes of gathering more responses by not having a long intimidating e-mail survey.

All together, the information that is collected will allow a comparison between social network users and non-users as well as between shoppers and non-shoppers. It will tell who shops more often and who spends more money at the grocery store. Focusing on social network use, the survey will tell whether consumers will be interested in a grocery store social networking site.

Procedures for Data Analysis

After the data has been collected, it will be entered into SPSS, a descriptive statistical program. Two groups will be separated: those who use social networking websites regularly and those that do not. The data collected falls into 4 categories and the appropriate statistical tests will be applied to each. Nominal data is where a choice holds the place of a name (i.e. What is your sex?). Ordinal data is where a choice holds the place of a rank (i.e. What is your age? <18: 18-25: 35-45: >45). Interval data is data in which there is no true 0 and each number is an equal distance from the next. The most common Interval data are rating scales (i.e. Do you find these ideas favorable?). A list of ideas is given and you can choose number 5, being very favorable, and 1, being not at all favorable. The last type of data is ratio data which is where the question asks for a specific number (i.e. How much money do you spend a week?) (Wolf, Marianne Dr).

With the two groups separated, SPSS will be used to find out the demographics of social network users and non social network users. Frequencies or proportions will be analyzed from

this data (i.e. 35% of social network users are male 65% female). The proportions will be shown in pie charts using SPSS. Chi Square tests will be used to test for differences for the nominal and ordinal data between social network users and nonusers. Chi Square tests are also used to test independence between two groups (social network users and nonusers) regarding nominal or ordinal data. A Chi Square test tells you if an independent variable, for instance “what factors influence grocery store choice?” is the same or different for two groups. When using a Chi Square test, the null hypothesis states that there is no difference and that both the groups are the same in relation to the nominal or ordinal questions you are testing. The alternative hypothesis states that there is a difference. To find out if there is a difference, the P-Value is analyzed. The P-Value is the chance in percent that you are making a mistake by accepting the alternative hypothesis. So if the P-Value is significantly small then you would accept the alternative hypothesis. For example, when finding whether social network users and non-users pick grocery stores for the same reasons and the resulting Chi Square P-Value is .15 or 15% that would tell you there is no difference between social network users and non-users when they choose a grocery store. If the P-Value is small, under .11 (11%) for a sample of 100 respondents, then the null hypothesis is declined and there is a difference and a relationship between the independent variables of two different groups, (social network users and non-users). If the P-Value is large $>.11$ (11%), then the null hypothesis is accepted as there is a greater than 11% chance that the alternative hypothesis is incorrect.

The next step, after separating the two groups and finding out their demographics, will be to ascertain how much each group spends on groceries and what percentage are regular shoppers. After the data is entered into SPSS, descriptives will be used to analyze the data. The descriptive that will be analyzing this data are means. To compare the two groups of social network users and non-users, Independent Sample T-Tests will be used. This test is similar to the Chi Square Test, but instead of analyzing data where the responses hold a place for a name or interval, the data is a number with a true zero and the means are compared. Two means of a particular ratio data such as how often do you shop are compared that comprise the whole population are compared. Again, the P-Value is analyzed to see if there is a difference. If it is

large, then the null hypothesis is accepted and there is no difference between the two groups. If it is appropriately small for the sample size for example $<.11$ for 100 respondents, then there is a relationship between social network use and non-use and how many times the person goes shopping and how much they spend.

The last step is to focus on the social network users and look at the proportion of users who would be interested in seeing a grocery store social network. A pie chart will be generated to show the proportion of those who would be interested and those who would not. No longer is there a comparison between two groups. Proportions and means will be used to analyze the rest of the data. The data will show if those who regularly use social networking websites think a grocery store social networking site is a good idea and if so, what they would like on it. Which social networking site is the most popular among the sample and if social network users visit business related social networking websites.

To find out if consumers are interested in a grocery store social networking site, the hypothesis will be analyzed and compared to the survey results. The hypothesis states that consumers would be interested in a grocery store social networking website and the attributes they would like to see include pictures, FAQs, recipes, and discussion boards. To see if this is true, questions 14 and 15 will be analyzed. Question 14 asks if the respondent would like to see a grocery store social networking site while question 15 asks what they would like to see on the website, assuming they liked the idea of a grocery store social networking site. If over 50% of the respondents said they would like the idea of a grocery store social networking site, then the hypothesis is proven as a majority responded favorably. After question 14 is analyzed to see if the majority are favorable to the idea, question 15 will be analyzed to see what people would like to see. Question 15 is a rating scale in which attributes of a possible grocery store social networking page are listed, 4 being very desirable and 1 being not at all desirable. The means of each response from one to four on question 15 will be analyzed to see if consumers would like to see hypothesized attributes on the page. The hypothesis states that consumers would like to see pictures, FAQs, recipes, and discussion boards including butchers and produce people for questions. An average of each attribute will be calculated and anything with a 3

(Desirable) or higher rating will be found to be favorable and wanted. Overall, the survey will be analyzed to obtain a better understanding of the possible role social networking websites could play in grocery store's marketing efforts.

Assumptions

The study assumes that people will answer an e-mail survey truthfully with little to no bias. Another assumption is that people can gauge how much time they spend on certain websites as well as how much money they spend a month on groceries. No one can tell you exact numbers for these so it is assumed that people are fairly close to the actual number when they answer these questions. It is also assumed that people who say that they would be interested in a grocery store's social networking website would actually visit and take advantage of it, if it was ever created.

Limitations

The biggest limitation to the survey is time and sample size. This project refers to all grocery shoppers who visit social networking sites which is a very large population in the U.S. Only 100 people will be analyzed due to time constraint and possible large non-response bias. It is possible to survey 100 people who do not use social networking websites. The respondents do not have a chance to explain their answers or are able to add other attributes they might like to see.

Chapter 4

Development of the Study

The purpose of this survey was to find out from a random sample of people if they would be interested in a grocery store setting up a social networking site and if so what they would like to see on it. The data was originally to be collected via online survey using SurveyMonkey, a website designed to send, collect and analyze data. Due to time constraints and lack of any e-mail databases or lists, the survey was conducted by handing out self-addressed, self-stamped envelopes with the survey and a cover letter inside explaining the survey. The address on the envelope showed it was for a Cal Poly Senior Project with the first line of the address being "Cal Poly Senior Project Survey" followed by my P.O. Box in San Luis Obispo, CA 93403. The data collection went well with 103 responses collected in three weeks.

Surveys were handed out in San Luis Obispo, Atascadero and Pismo Beach. People were approached and a short explanation was given on what the Survey was for and they were asked if they wanted to participate. Two hundred fifty surveys were handed out, fifty at a time. The Cal Poly Mustangs homecoming football game vs. Southern Utah on Oct. 17th, 2009 was the first site where the surveys were handed out. As the survey was handed out it was realized females were more likely to take the envelope as they were usually the main grocery shopper of the household (Goodman, Jack). The data shows this with about 70% of the respondents being female. The next site where surveys were handed out was at the Atascadero Post Office

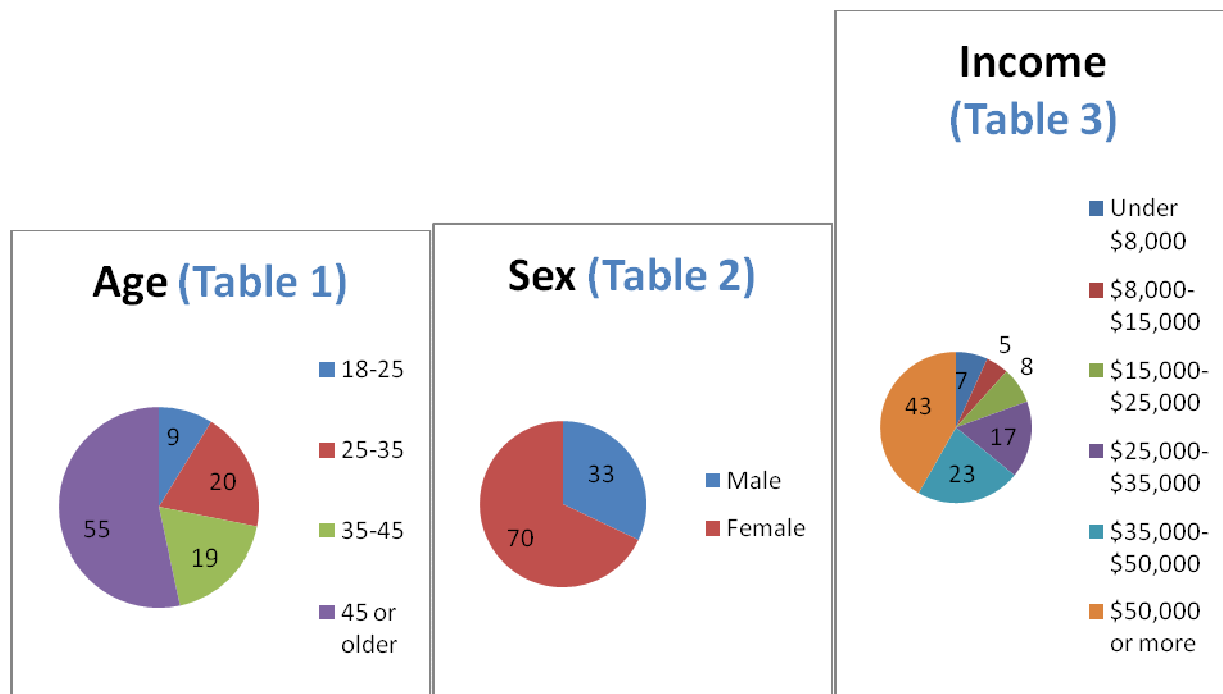
on Oct. 18th, 2009. My mother works at the post office and it was approved by the Post Master to hand the surveys out to customers.

The third site where surveys were handed out was the San Luis Obispo Thursday Night Farmer's Market on Higuera Street Oct. 19th, 2009. The fourth site the surveys were given out at was on Pomeroy Avenue in Pismo Beach on Oct 21st, 2009. The fifth and final site was again the San Luis Obispo Thursday Night Farmer's Market on Oct 26th, 2009. All the sites where the surveys were handed out, except for the Atascadero Post Office, were areas where people had planned on walking around or attending an event. It is possible that because of this some males that were approached at these sites did not want to take a bulky envelope if they had nowhere to comfortably carry it.

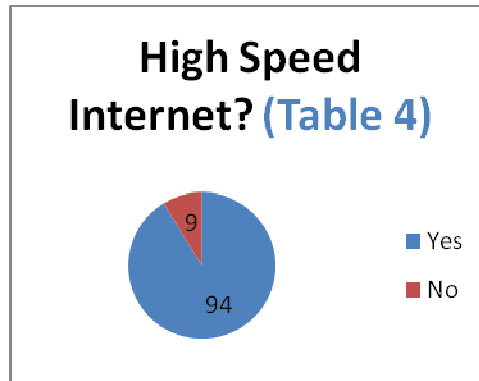
Analysis

One hundred surveys, the necessary amount of responses to start analyzing the data was collected on November 6th, 2009, about twenty days after handing surveys out at the first site. After all the responses were collected, they were opened up using an envelope cutter to maintain the integrity of the envelope and the envelope was stapled to the back of each survey. The data was entered into SPSS, a statistical analysis program. The surveys were labeled one to one hundred in the upper right hand corner of the survey. Number one was entered into SPSS first and each survey's respective number was entered afterwards. The surveys were not entered chronologically, instead, were collected until one hundred were received and then entered at the same time. After the data was entered into SPSS and analyzed, it was then entered into Excel to produce tables.

The whole population was analyzed first with frequencies (proportions) for nominal data, i.e. “What is your gender?” and means (averages) for ratio data, i.e. “How much money did you spend?” The first part of the analysis focused on demographics for the entire population (see tables 1, 2 and 3)



The data in these tables shows the majority of people surveyed were over the age of 45, female, and had incomes over \$35,000 a year (see tables 1, 2 and 3). There was a higher success rate in giving the surveys to females and/or people 45 years or older. The next question analyzed for the whole population was whether or not the person had high speed Internet. A vast majority, 94 out of 103 (91%), said they have high speed internet (see Table 4).



The next two questions analyzed for the whole population was the average number of times people went to the grocery store and how much money they spent each month. For the whole population, people went to the grocery store about 7.1 times a month and spent \$410.30 (see figures 1 and 2). According to this project the average respondent surveyed is a regular shopper, someone who goes shopping at least three times a month.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q5#TimesStore	103	0	35	7.1262	5.72692
Valid N (listwise)	103				

Figure 1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q6\$Spent	103	0	1200	410.2913	264.01206
Valid N (listwise)	103				

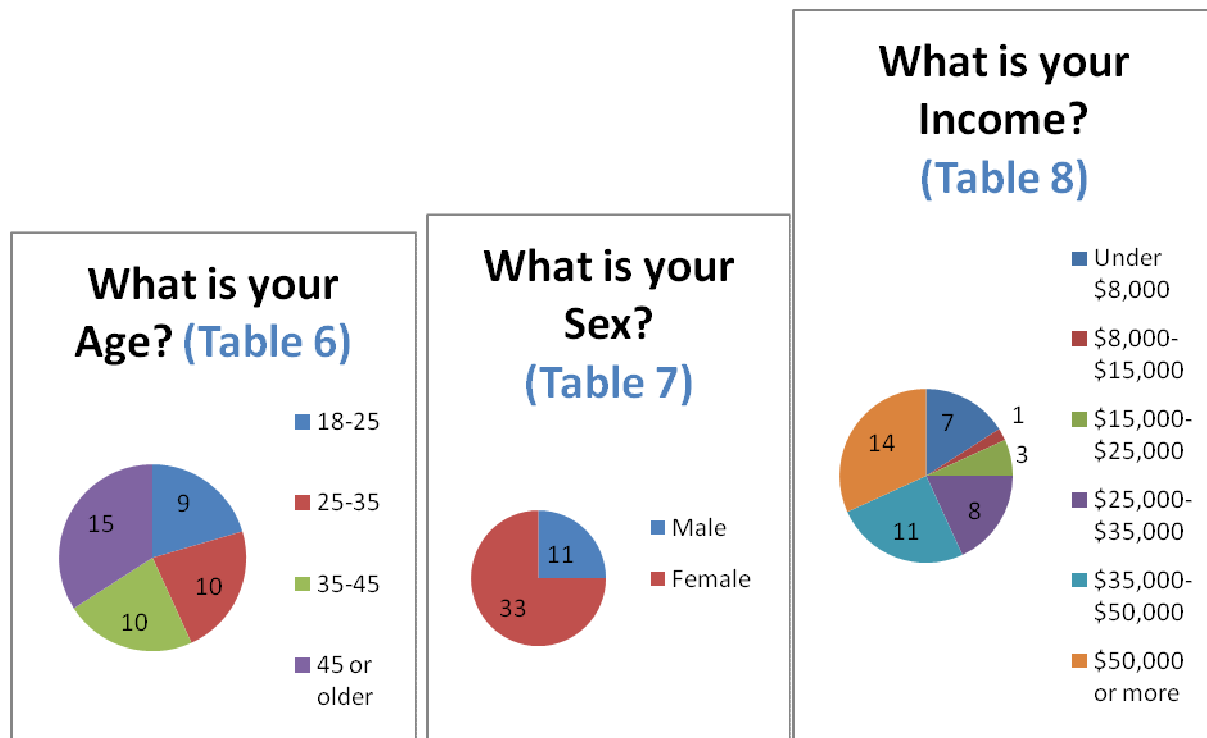
Figure 2

The second step in analyzing the data was to separate the target and non target, the target being regular social network users. Forty four out of one hundred three (43%) of the people surveyed were regular social network users (see Table 5)

Do you Regularly use social networking websites? (Table 5)



With the two groups separated, the target, social network users were analyzed first, of which there were 44. Demographic data was analyzed first. There were 19 out of 44 (43%) users under the age of 35, not a majority, but seeing how 29 out of 103 (28%) of the total population are under the age of 35, it is fairly significant but expected (Rapleaf). The average age of social network users is younger than that of non-social network users which was also expected (Rapleaf). Out of 44 social network users, 33 were females, slightly higher than the proportion of females to that of the whole population's (75% > 68%) which shows females are more likely to be social network users (Rapleaf). The average income of social network users is below that of the whole population with 25 out of 44 (57%) of social network users reporting an income of \$35,000 or higher compared to 66 out of 103 (64%) of the whole population reporting the same income (see Tables 6, 7 and 8).



The next portion of the survey analyzed for social network users pertained to their shopping behavior. The questions asked were; how many times they went to the grocery store each month, how much they spent each month, their loyalty to their grocery store and what factors played a role in choosing a grocery store, questions 5-8. Social network users went to the grocery store slightly less than 7 times a month and spent \$402 per month (see figures 3 and 4). This falls a bit below the average for the whole population but not by much.

Descriptive Statistics					
Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q5#TimesStore	44	1	25	6.9091	5.44665
Valid N (listwise)	44				

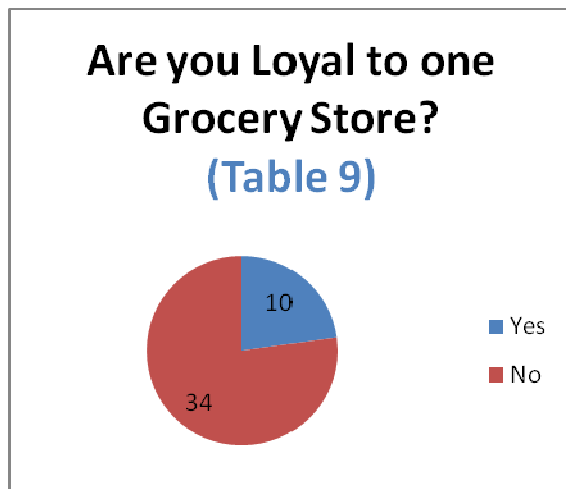
Figure 3

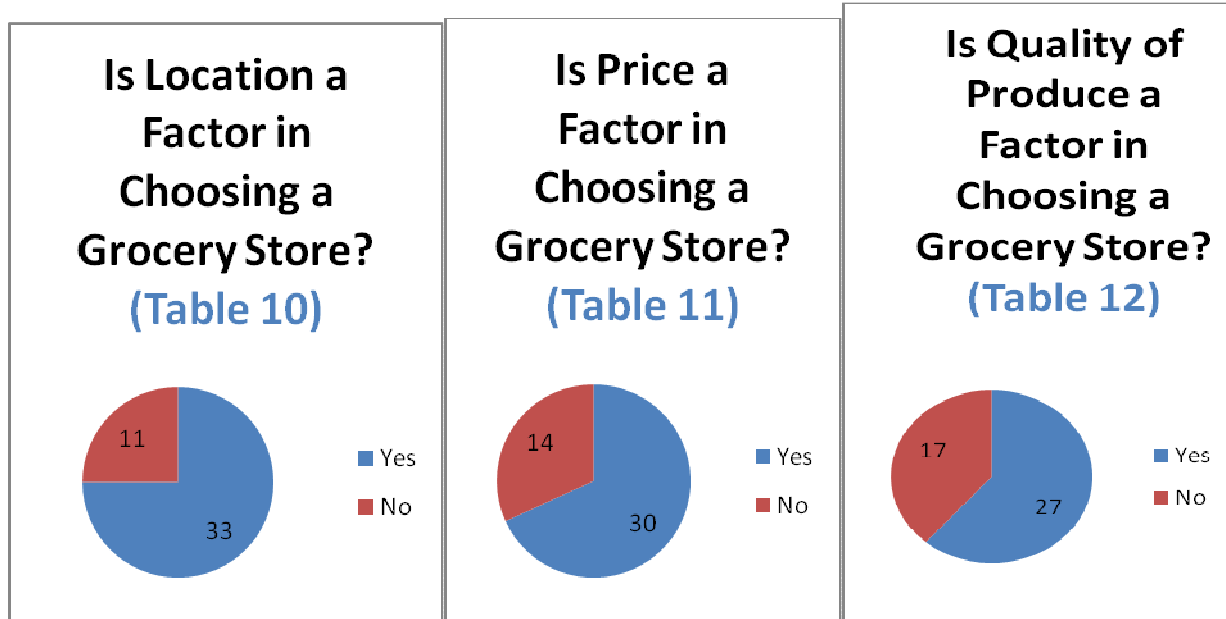
Descriptive Statistics					
------------------------	--	--	--	--	--

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q6\$Spent	44	30	1200	402.1591	276.56825
Valid N (listwise)	44				

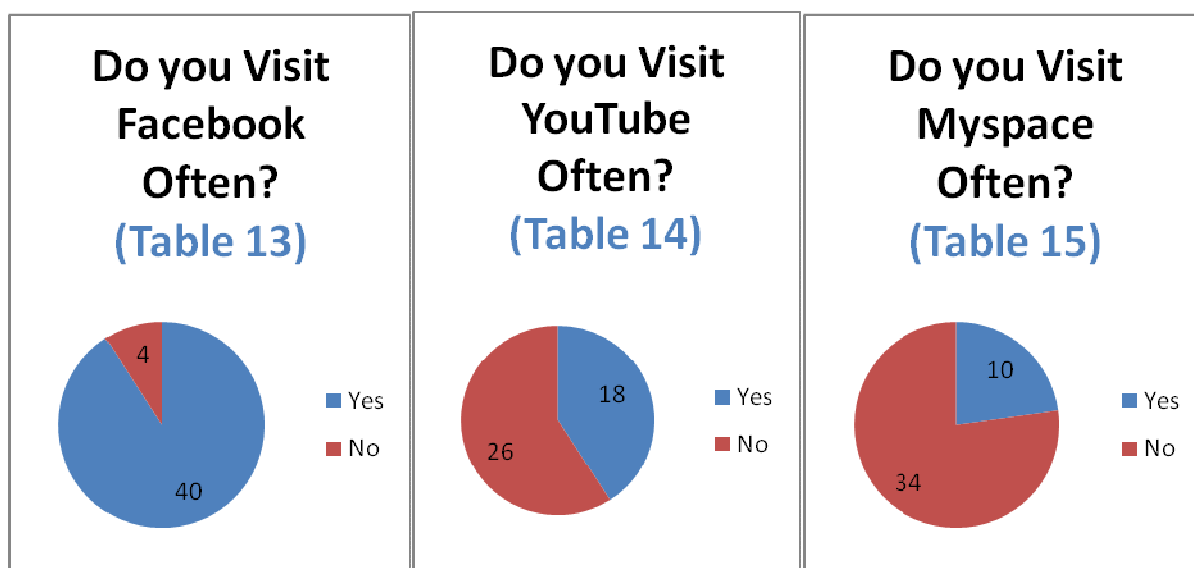
Figure 4

Questions 7 and 8 were then analyzed to see if social network users are loyal to their grocery stores and what factors they looked for in choosing a grocery store. Ten out of forty four (23%) of the social network users said they are loyal to their grocery store (see table 9). Factors influencing their grocery store choice were analyzed afterwards, only factors with a positive response (yes) of 50% or higher are focused on here (for other factor tables see appendix 2). Location, Price and Quality of Produce were the top 3 factors, 33/44, 30/44 and 27/44 respectively (see tables 10-12).





The final portion of the survey on social network behavior was analyzed for social network users. Question 10 was analyzed to find out which social networking websites were most frequented by social network users. The top three social networking websites visited were Facebook, Youtube and Myspace respectively with Facebook being a large favorite (see tables 13-15).

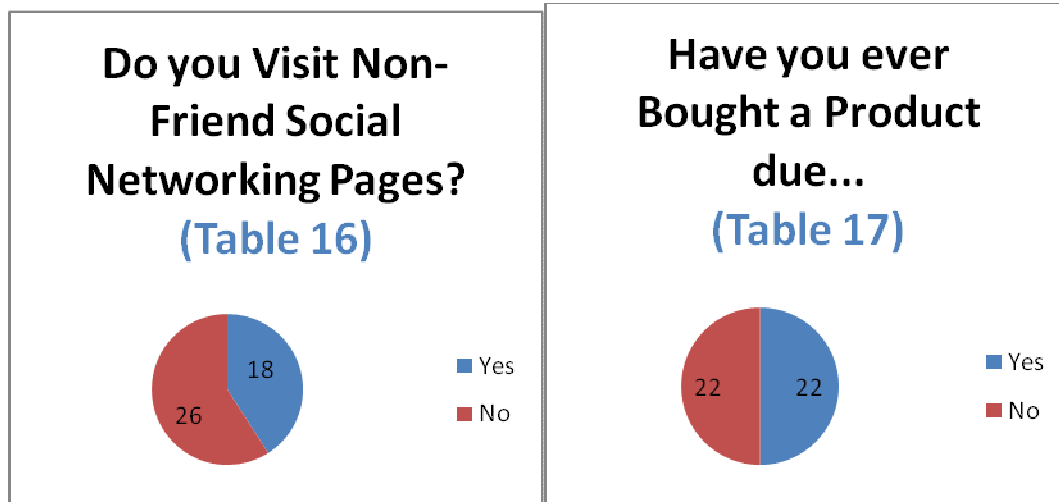


The next question asked how many hours a week the person spends on social networking sites. The average number of hours per week social network users spent on social networking websites was 7.2 hours. The average hours spent on social networking websites by everyone who said they were a regular social network user in question 9 is consistent with what defines a “regular social network user” in this project (see figure 5).

Descriptive Statistics					
Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q11HrsPerWk	44	1	30	7.1818	6.81746
Valid N (listwise)	44				

Figure 5

Continuing with social network behavior, the next two questions asked if the respondent visits non-friend social networking pages and whether or not the respondent has ever bought a product due to a recommendation from someone on a social networking website. Of the social network users, 18 out of 44 (41%) said they visit non-friend social networking pages (i.e. business created social networking pages). This shows that regular social network users are willing to visit social networking sites that promote a business. Half of the social network users have purchased a product due to a recommendation from someone on a social networking website (see tables 16-17). This is a favorable response as it shows that regular social network users are influenced by other people and advertising on social networking sites.



The last two questions asked what the person thinks of a grocery store created social networking website and if they like the idea, what they would like to see on it. These are the questions that will test the hypothesis. Of the social network users, 19 out of 44 (43%) said they like the idea. The final question asked what the person would like to see on a grocery store's social networking website. The data showed three items social network users would like to see. Anything above a 2.5 $((4+3+2+1)/4)$ is thought to be above average and wanted. The three things social network users wanted to see were notifications of upcoming sales, recipes, and blogs with knowledgeable produce people and butchers (see figure 6).

Descriptive Statistics					
Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q15aUpcSales	44	1	4	3.3182	0.95899
Q15bRecipes	44	1	4	2.6591	0.91355
Q15cPictures	44	1	4	2.3864	0.96968
Q15dBlogs	44	1	4	2.5227	0.92733
Q15eDiscussBs	44	1	4	1.9773	0.84876
Q15fFAQs	44	1	4	2.4091	0.9479
Valid N (listwise)	44				

After analyzing the target, social network users, non-social network users were then analyzed. The following data pertaining to non-social network users can be seen in pie charts and SPSS descriptive data tables in Appendix 2. The demographics were analyzed first. The majority of non-social network users, 40 out of 59 (68%), were over the age of 45. Again, the majority were female, 37 out of 59 (63%), less than the proportion of females to the whole population, 68%. Almost half, 29 out of 59 (49%) of the non social network users made \$50,000 a year or more. The data showed that non-social network users make more money than an average member of the population and tend to be older. Any comparisons of non-social network users will be made against whole population, not to social network users. The third and final part of the analysis will discuss the comparison between social network users (target) and non social network users (nontarget) using descriptive statistics (see Appendix 2 for all graphs and tables).

Another note of interest was that all nine people who said they did not have high speed internet were non-social network users. The number of times they went to the store and the amount spent was very similar to that of the whole population. YouTube and FaceBook were the most visited social networking sites by non-social network users with 13 out of 59 (22%) admitting to using both of them. Twitter was the only social networking site that was not visited at all. On average, non-social network users visited social networking sites about a half hour a week and surprisingly, 8 out of 59 (14%) said they liked the idea of a grocery store social networking website(see Appendix 2 for all graphs and tables referred to).

The third and final part of the analysis compared the target to the non-target using Chi Square and Independent T-Tests on SPSS. SPSS provides informative statistical descriptions but only the P-Value will be analyzed to see if there are any differences. All of the tables referred to while comparing social network users (target) and non-social network users (non-target) can be found in Appendix 2. From this point on social network users will be referred to as “target” and non-social network users as “non-target”. With a small population of one hundred, a P-Value of .11 or smaller will confirm that there is a difference. The P-Value can be looked at as the percent chance that you’re making a mistake by accepting the alternative hypothesis which states there is a difference.

The first comparison of the target and non-target dealt with demographic data. It was found that there is definitely a difference in the age groups between the target and non-target with a P-value of .000. Looking at the data, it can be seen that everyone aged 18-25 answered yes to using social networking sites and the majority of people over the age of 45 answered no. The P-Value for comparing gender between the target and non-target was .186, larger than .11 meaning that there is no significant difference in the gender. There was also a difference in the income level between the target and non-target with a P-Value of .026. Social network users tend to be younger and make less money than non-social network users, with no significant difference in their gender according to this population sample (see Appendix 2 for all tables referred to).

There is a difference in having high speed internet or not between the target and non-target with a P-Value of .000. Of the nine people who said they did not have high speed internet, all of them were non-social network users (see Appendix 2).

Pertaining to grocery shopping behavior, there is no significant difference in how much money was spent on groceries each month and how many times they went between the target and non-target with P-Values of .741 and .789 respectively. The target did average slightly lower on both items. Pertaining to store loyalty there is no significant difference between the target and non-target groups with a P-Value of .933. There was no significant difference in the factors in choosing a grocery store between the target and non-target groups with all P-Values for all six factors being over .264. The factors with the largest differences were price and service with the target group being a little more likely to choose these factors then the non-target group. Price being slightly more important with the target group as they make less money on average then the non-target group. All other factors had significantly larger P-Values (see Appendix 2).

The next comparisons between the two groups were which social networking sites they visited regularly and how many hours per week they spent on them. Interestingly, non regular social network users visit social networking sites as well, but not as frequently as social network users. As was expected, there were differences in the proportion of social network users and non social network users that visited social networking sites. Every comparison yielded a P-Value below .11 showing there are differences in all comparisons. There was a significant difference in the number of hours people spent on social networking sites between the target

and non-target with a P-Value of .000. Regular social network users visited all social networking sites more frequently than non-social network users and spent more time on them (see Appendix 2).

There were significant differences in whether or not the target and non-target visited non-friend social networking pages, and if they had ever purchased a product due to a recommendation from someone on a social networking site with P-Values of .000 for both. The target was more likely to buy a product due to a recommendation from someone on a social networking website and visit non-friend social networking pages (see Appendix 2).

Finally, there was a significant difference between the target and non-target whether they like the idea of a grocery store setting up a social networking website with a P-Value of .003. This demonstrated that social network users were more likely to appreciate the idea. Many respondents that said they were indifferent to the idea of a grocery store social networking page and left the last question asking what they would like to see on the website unanswered. The last question listed six items that could be displayed on the grocery store's social networking website and the respondent was to answer one through four, one being not at all desirable and four being extremely desirable for each item. If it was left blank and they were indifferent to the idea, twos were automatically put in for questions 15a-15g. If they did not like the idea of a grocery store social networking website and question 15 was left unanswered then ones were put in for all. This was a problem that was not foreseen, and will be discussed more in chapter five along with other problems and recommendations. There were only two significant differences in what the target and non-target would like to see on a

grocery store social networking site, those being upcoming sales and blogs with produce people and butchers with P-Values of .002 and .109 respectively. Social network users liked both ideas more than non-social network users (see appendix 2).

This concludes the data analysis. I will now discuss how the hypothesis was tested. The hypothesis stated that consumers would respond favorably to a grocery store setting up a social networking site. To test the hypothesis, the whole population was looked at and if over 50% of the respondents liked the idea of a grocery store social networking site (question 14), the hypothesis will be proven. The hypothesis was disproven as only 27 out of 103 (26%) of the respondents said they liked the idea. The majority, 70% said they were indifferent to the idea. In retrospect, indifferent should not have been given as a choice. The survey should have committed the person to either answering yes or no. If you were to ignore the indifferent responses and only look at "I like it" and "I don't like it" responses, 81% of those who committed to an answer liked the idea, the majority of these respondents being social network users. However, this paper is looking at the population as a whole and people who are indifferent are more likely to not visit a grocery store's social networking site according to this project.

Even though the hypothesis was disproven, question 15 was still analyzed to see if the hypothesized attributes consumers would like to see proved to be correct, the whole population was analyzed. The hypothesis stated that consumers as a whole would like to see recipes, pictures, and blogs with produce people and butchers as well as FAQs. People responded to each attribute with one being not at all desirable and four being extremely

desirable. Any attribute that has an average of 2.5 $((4+3+2+1)/(4))$ or more is said to be wanted.

Only notifications of upcoming sales and recipes scored above a 2.5 with 2.932 and 2.505

respectively. It was not foreseen that so many people would want notifications of upcoming

sales which might show people are tired of grocery store's weekly sale mailed paper

advertisements. The only attribute that was hypothesized to be wanted and scored above a 2.5

was the idea of recipes being posted on the site.

Chapter 5

Summary and Conclusions

The analysis of the data proved the hypothesis incorrect. The majority of people surveyed were either indifferent or did not like the idea of a grocery store social networking website. It was hypothesized that pictures, FAQs, recipes and discussion boards with butchers and produce people would be desired. Out of these four attributes only recipes proved to be desired along with upcoming sales. Some interesting but perhaps expected attributes of social network users were that they tended to be younger, made less money and were more concerned with price and service than non social network users when choosing a grocery store. Although social network users on average were younger than non-social network users the data showed many older individuals who made a substantial amount of money regularly used social networking sites as well. This could indicate social networking sites are now being used by people of all ages. Social network users and non social network users went to the grocery store about the same amount of times and spent about the same amount of money which could indicate similar spending power on groceries between the two groups.

Recommendations

The data collected in these surveys could possibly provide valuable information to marketing firms and grocery stores. Grocery stores could take the information and design a social networking site to promote their store and its sales. Marketing firms could use the data

to look at attributes of both social network users and non social network users and help grocery stores promote their business.

There were a few problems encountered while collecting and analyzing the data. The first problem encountered was the fact a lot of the males at the sites the surveys were handed out did not want to carry around a bulky self-stamped, self-addressed envelope if they had nowhere to carry it comfortably. I would recommend using an e-mail survey or administering the survey on the spot. Another problem encountered while entering the data were the few open ended questions on the survey. Not enough people filled them in to yield any information. If done again, all open ended questions where the respondent could write something would be removed. Another mistake made was the option of “pictures” for the last question asking what attributes the person would like to see on a grocery store social networking page was accidentally listed twice but did not affect data collection or entry.

The biggest problem encountered after obtaining the data was how many people answered “indifferent” to the key question of the survey whether or not the person would like to see a grocery store social networking site. If the survey was administered again, “indifferent” would be left off and the question would commit the person to answering yes or no.

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APPENDIX 1 SURVEY

1. What is your age?

- A) Under 18
- B) 18-25
- C) 25-35
- D) 35-45
- E) 45 or older

2. What is your sex?

- A) Male
- B) Female

3. What is your yearly income?

- A) Under \$8,000
- B) \$8,000-\$15,000
- C) \$15,000-\$25,000
- D) \$25,000-\$35,000
- E) \$35,000-\$50,000
- F) \$50,000 or more

4. Do you have High Speed Internet?

- A) Yes
- B) No

5. How often do you go to the grocery store each month? _____

6. How much money do you spend a month on groceries? _____

7. Do you go to the same grocery store or will you go elsewhere for other factors (I.E. price, product, and location)?

- A) I am loyal to my grocery store
- B) I go to various grocery stores

8. What are the biggest factors in choosing a grocery store? (Check all that apply)

- A) Location
- B) Price
- C) Service
- D) Advertised Specials/Sales
- E) Produce
- F) Meat/Fish

9. Do you regularly use social networking websites?

- A) Yes
- B) No

10. What social networking sites do you most often visit? (Check all that apply)

- A) Facebook
- B) MySpace
- C) Twitter
- D) YouTube
- E) LinkedIn
- F) Other _____ Please Specify

11. How many hours a week do you spend on social networking sites? _____

12. Do you visit non-friend social networking pages? (I.E. Starbucks Twitter page, California Mid State Fair's Facebook page, or others?)

- A) Yes
- B) No

13. Have you ever bought a product due to a recommendation from someone on a social networking site?

- A) Yes
- B) No

14. What do you think of a grocery store social networking site?

- A) I like it
- B) I don't like it
- C) Indifferent

15. If you like the idea of a grocery store social networking site what would you like to see on it?

4 Extremely Desirable

3 Desirable

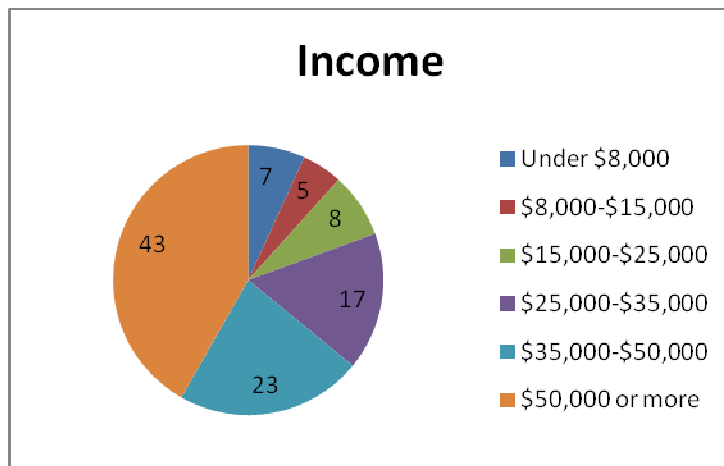
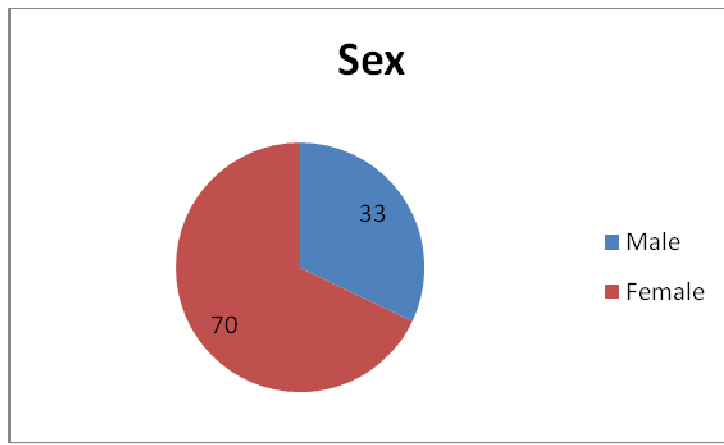
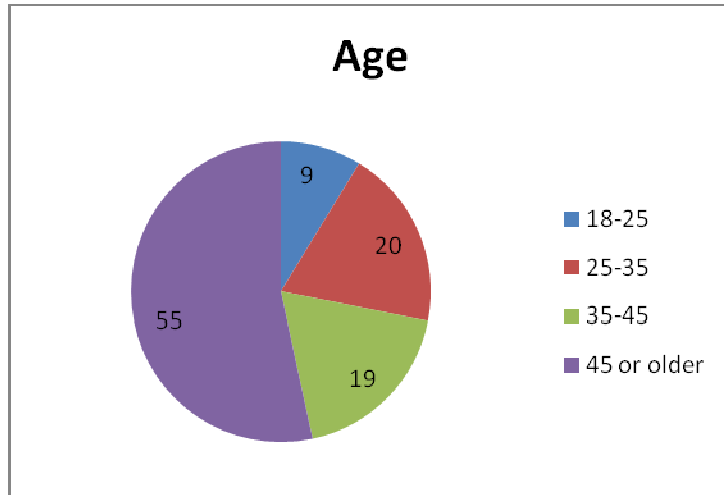
2 Slightly Desirable

1 Not at all desirable

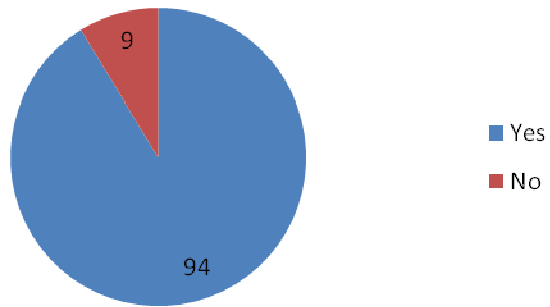
- | | | | | |
|--|---|---|---|---|
| A) Upcoming Sales..... | 4 | 3 | 2 | 1 |
| B) Recipes..... | 4 | 3 | 2 | 1 |
| C) Pictures..... | 4 | 3 | 2 | 1 |
| D) Blogs with produce people and butchers for ideas and recipes. | 4 | 3 | 2 | 1 |
| E) Other Discussion Boards..... | 4 | 3 | 2 | 1 |
| F) Pictures..... | 4 | 3 | 2 | 1 |
| G) FAQs..... | 4 | 3 | 2 | 1 |
| H) Other _____ Please Specify..... | 4 | 3 | 2 | 1 |

APPENDIX 2 All Data, Tables and Charts

DATA FOR WHOLE POPULATION (103 TOTAL):



High Speed Internet?



QUESTION 4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q5#TimesStore	103	0	35	7.1262	5.72692
Valid N (listwise)	103				

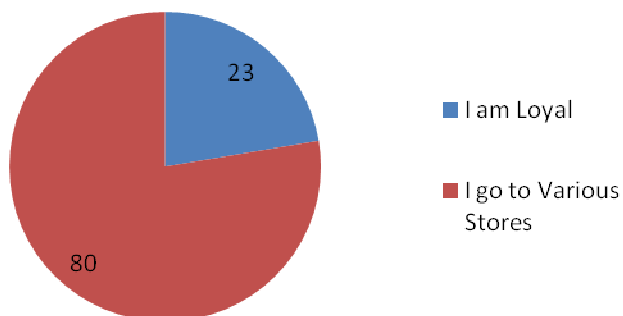
QUESTION 5

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q6\$Spent	103	0	1200	410.2913	264.01206
Valid N (listwise)	103				

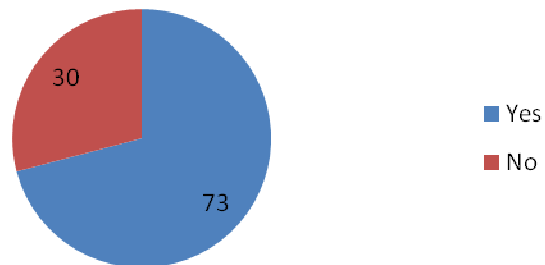
QUESTION 6

Loyal to one Grocery Store?



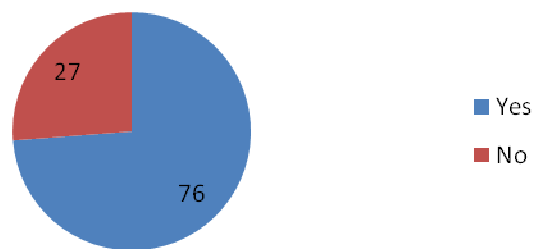
QUESTION 7

Is Location a Factor in Choosing a Grocery Store?



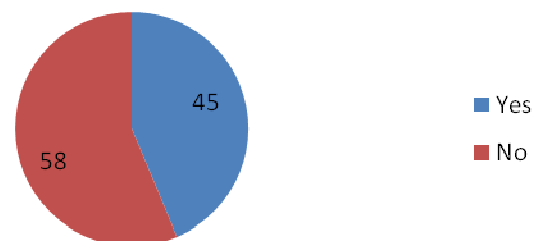
QUESTION 8a

Is Price a Factor in Choosing a Grocery Store?



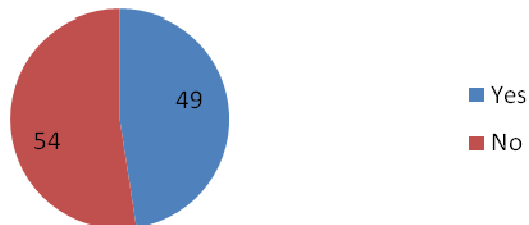
QUESTION 8b

Is Service a Factor in Choosing a Grocery Store?



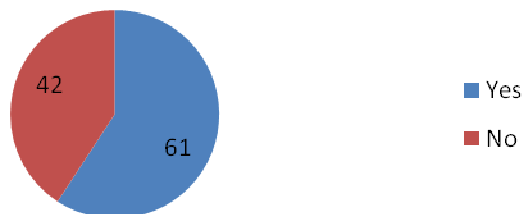
QUESTION 8c

**Are Advertised Specials/Sales
a Factor in Choosing a
Grocery Store?**



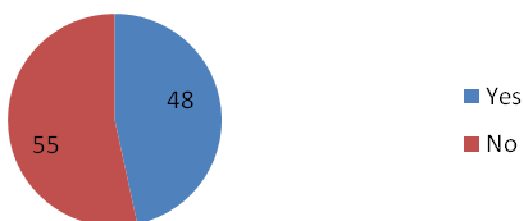
QUESTION 8d

**Is the Quality of Produce a
Factor in Choosing a Grocery
Store?**



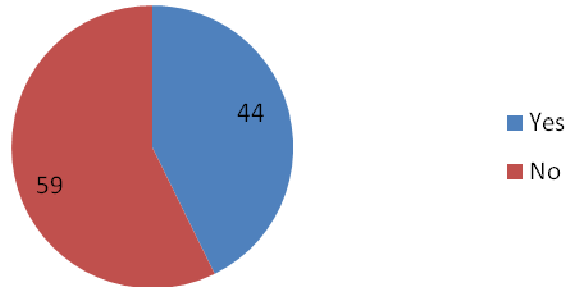
QUESTION 8e

**Is the Quality of Meat/Fish a
Factor in Choosing a Grocery
Store?**



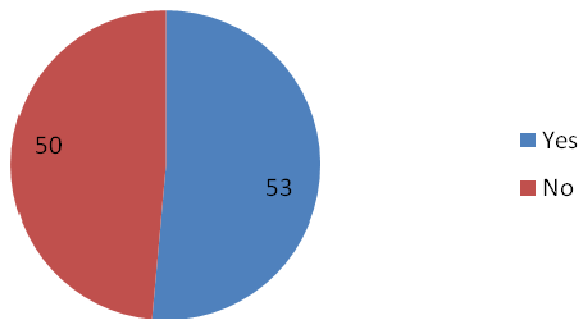
QUESTION 8f

Do you Regularly use social networking websites?



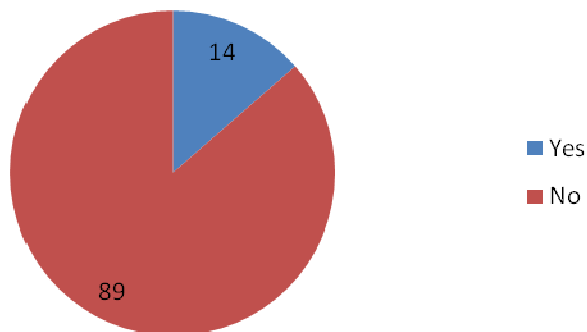
QUESTION 9

Do You Visit Facebook Often?



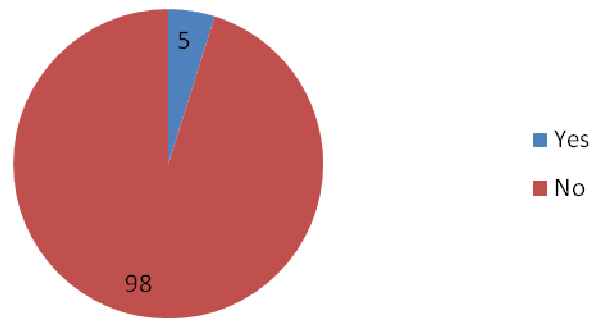
QUESTION 10a

Do You Visit Myspace Often?



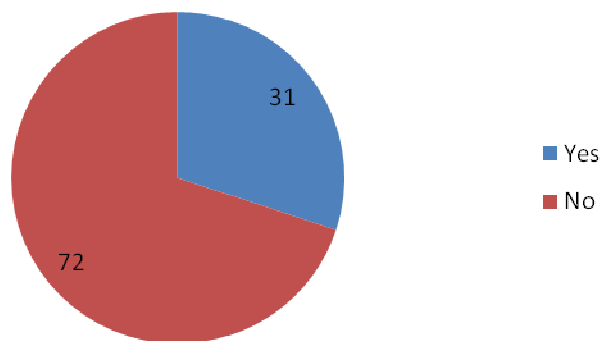
QUESTION 10b

Do You Visit Twitter Often?



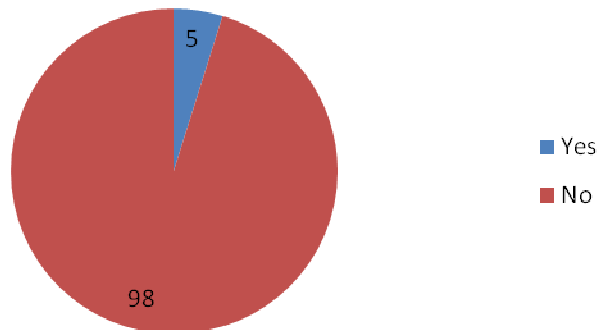
QUESTION 10c

Do You Visit Youtube Often?



QUESTION 10d

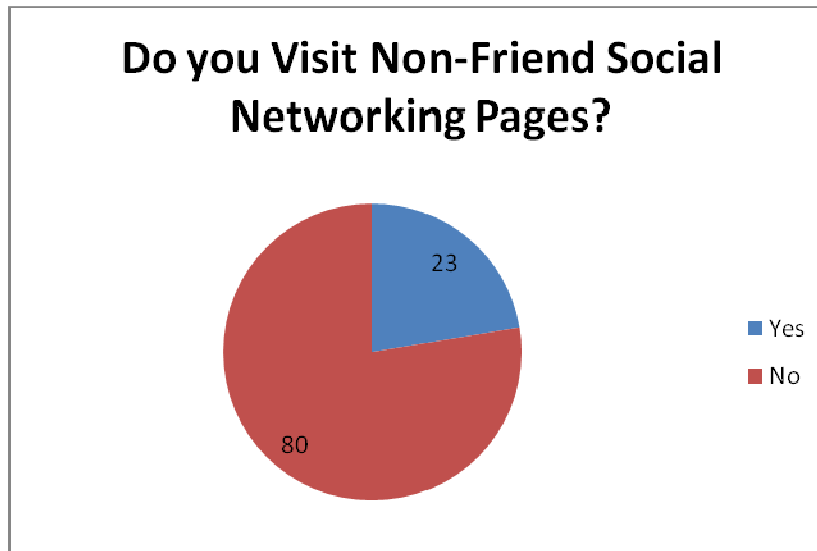
Do You Visit LinkedIn Often?



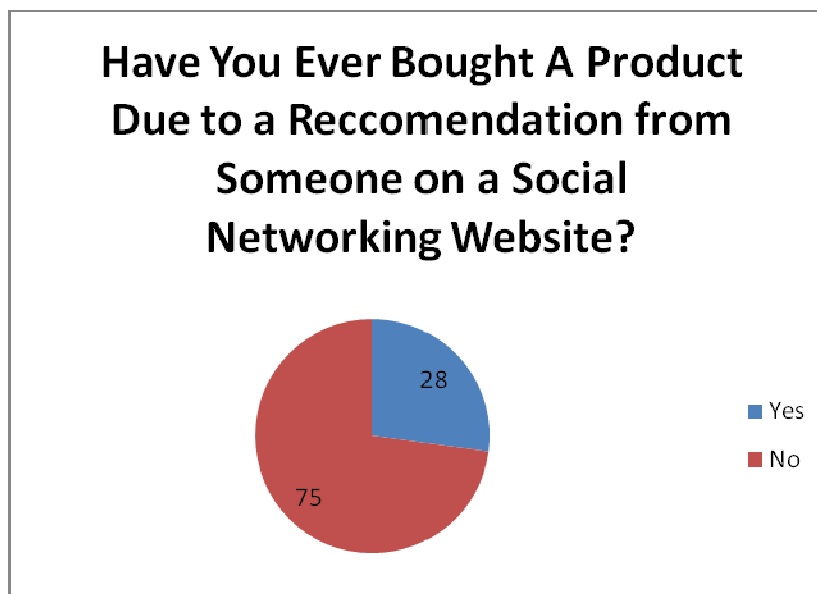
QUESTION 10e

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q11HrsPerWk	103	0	30	3.3786	5.56445
Valid N (listwise)	103				

QUESTION 11

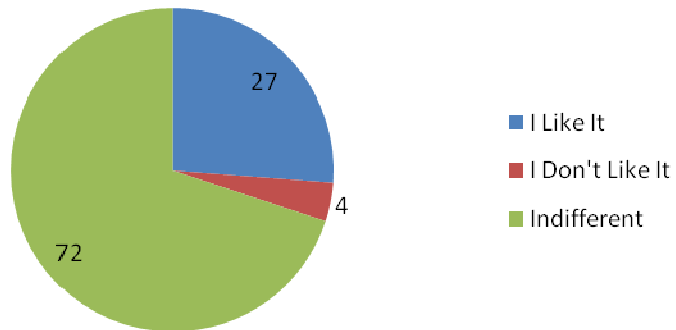


QUESTION 12



QUESTION 13

What do you Think of a Grocery Store Social Networking Site?



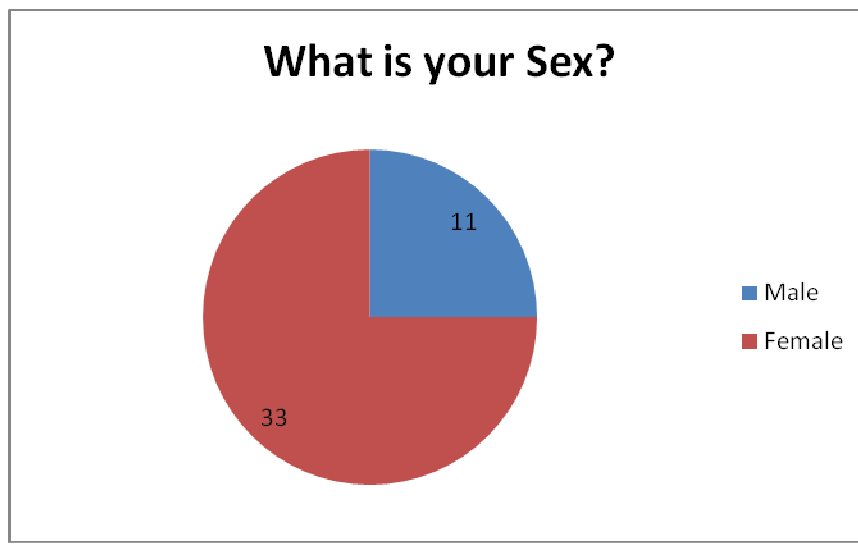
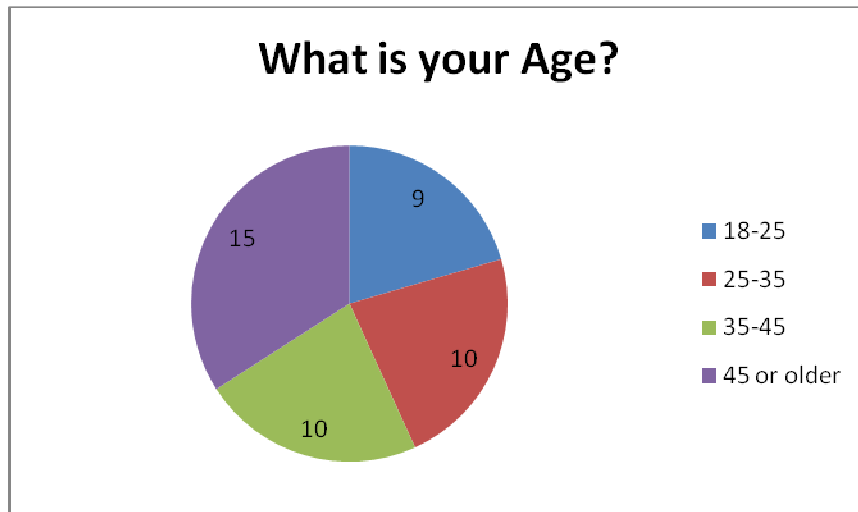
QUESTION 14

Descriptive Statistics

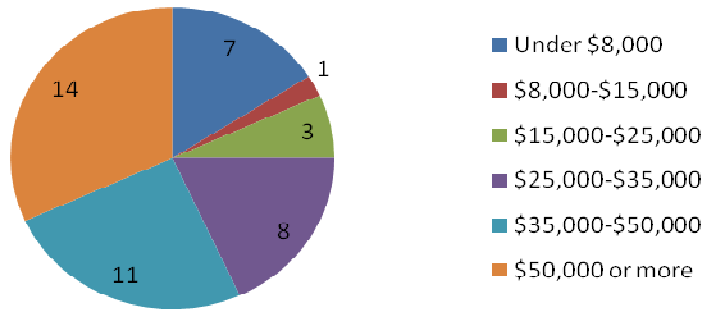
	N	Minimum	Maximum	Mean	Std. Deviation
Q15aUpcSales	103	1	4	2.932	1.12252
Q15bRecipes	103	1	4	2.5049	0.93802
Q15cPictures	103	1	4	2.233	1.002
Q15dBlogs	103	1	4	2.3495	0.9467
Q15eDiscussBs	103	1	4	1.9126	0.81778
Q15fFAQs	103	1	4	2.2427	0.92319
Valid N (listwise)	103				

QUESTION 15

DATA FOR SOCIAL NETWORK USERS (44 TOTAL):

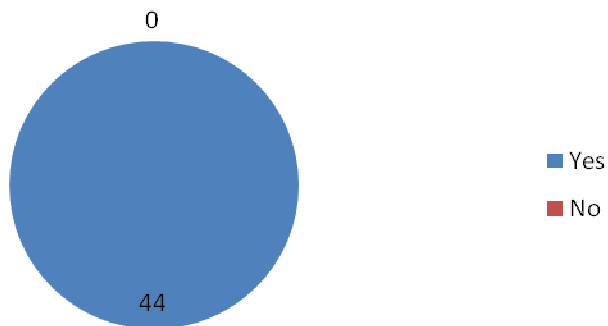


What is your Income?



QUESTION 3

Do you have High Speed Internet?



QUESTION 4

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q5#TimesStore	44	1	25	6.9091	5.44665
Valid N (listwise)	44				

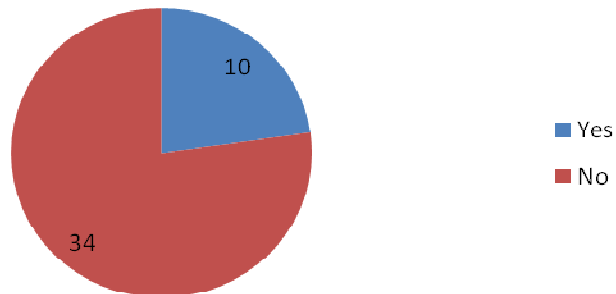
QUESTION 5

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q6\$Spent	44	30	1200	402.1591	276.56825
Valid N (listwise)	44				

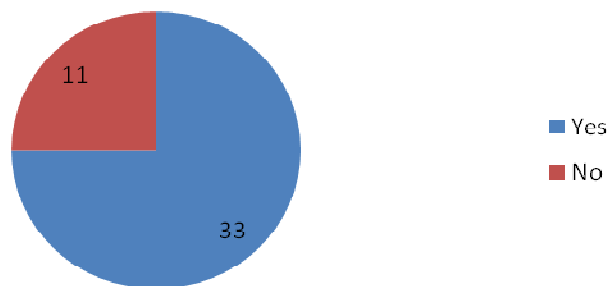
QUESTION 6

Are you Loyal to one Grocery Store?



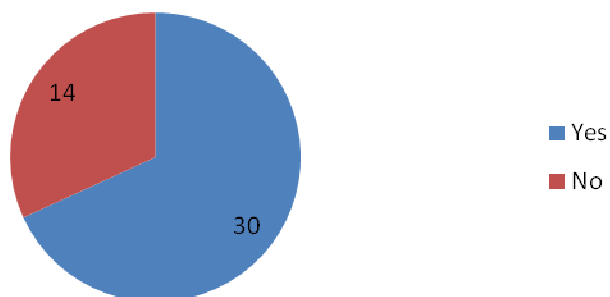
QUESTION 7

Is Location a Factor in Choosing a Grocery Store?



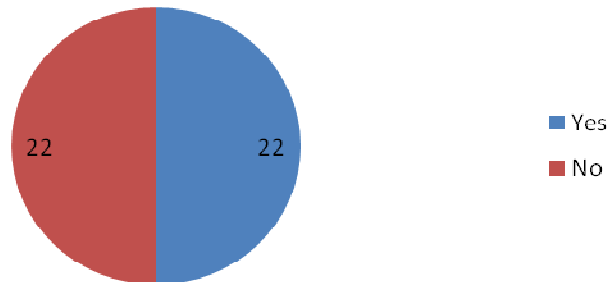
QUESTION 8a

Is Price a Factor in Choosing a Grocery Store?



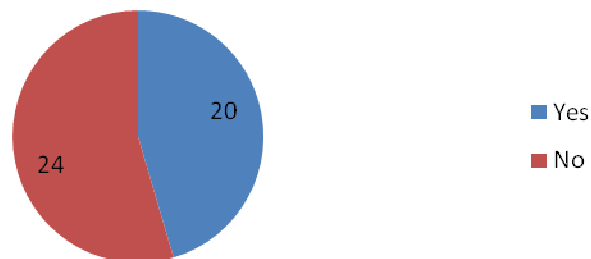
QUESTION 8b

Is Service a Factor in Choosing a Grocery Store?



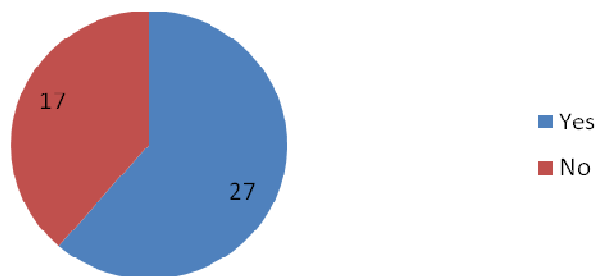
QUESTION 8c

Are Advertised Specials/Sales a Factor in Choosing a Grocery Store?



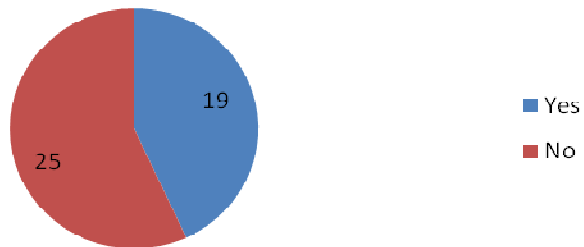
QUESTION 8d

Is the Quality of Produce a Factor in Choosing a Grocery Store?



QUESTION 8e

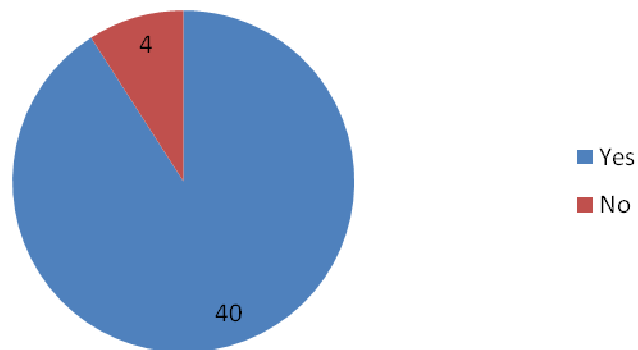
Is the Quality of Meat/Fish a Factor in Choosing a Grocery Store?



QUESTION 8f

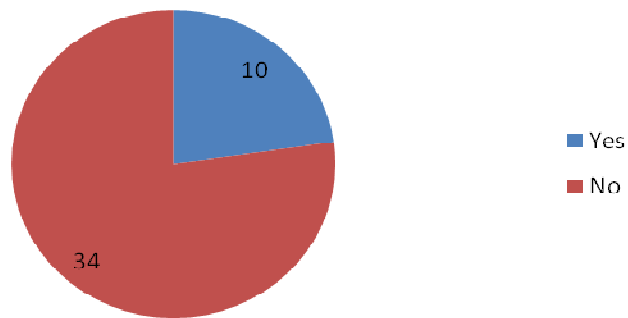
QUESTION 9 separated the groups; these are all regular social network users.

Do you Visit Facebook Often?



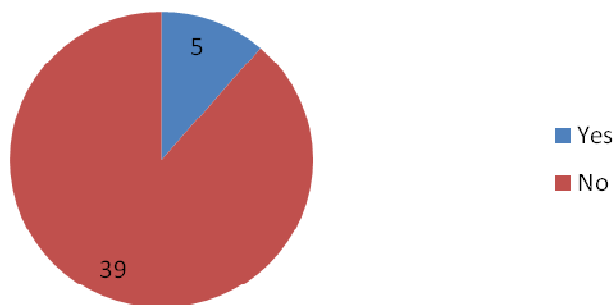
QUESTION 10a

Do you Visit Myspace Often?



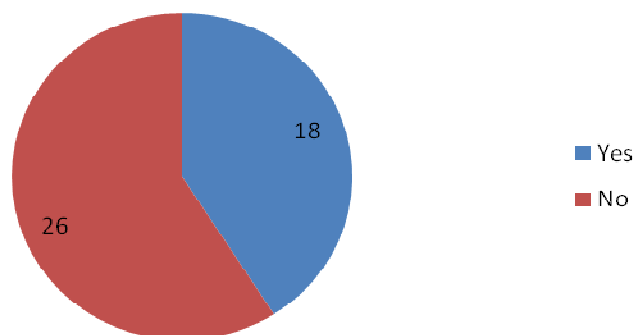
QUESTION 10b

Do you Visit Twitter Often?



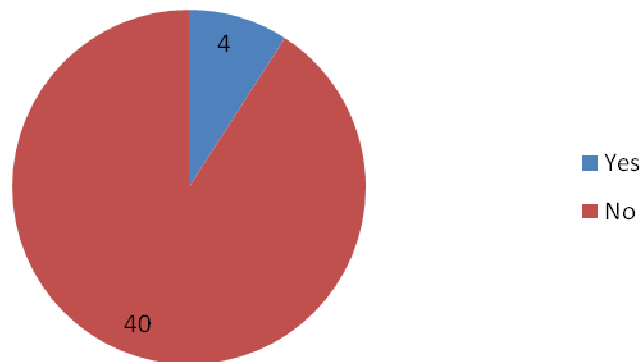
QUESTION 10c

Do you Visit YouTube Often?



QUESTION 10d

Do you Visit LinkedIn Often?



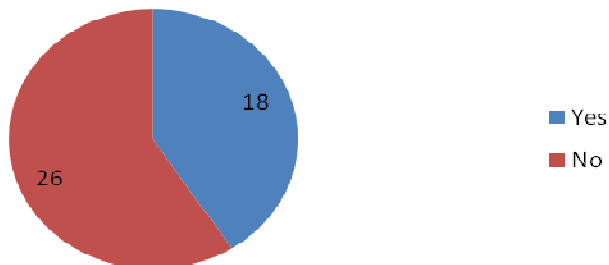
QUESTION 10e

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q11HrsPerWk	44	1	30	7.1818	6.81746
Valid N (listwise)	44				

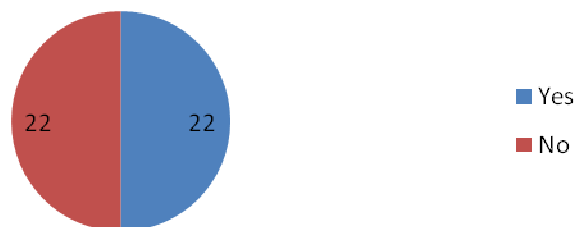
QUESTION 11

Do you Visit Non-Friend Social Networking Pages?



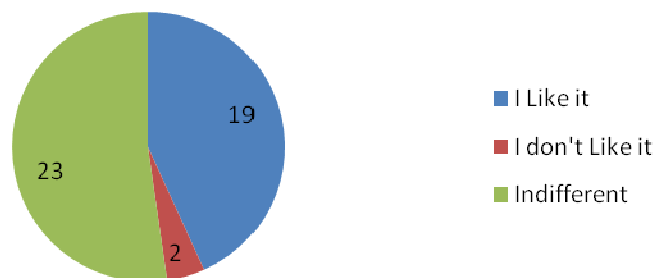
QUESTION 12

Have you ever Bought a Product due to a Recommendation from Someone on a Social Networking Site?



QUESTION 13

What do you Think of a Grocery Store Social Networking Site?



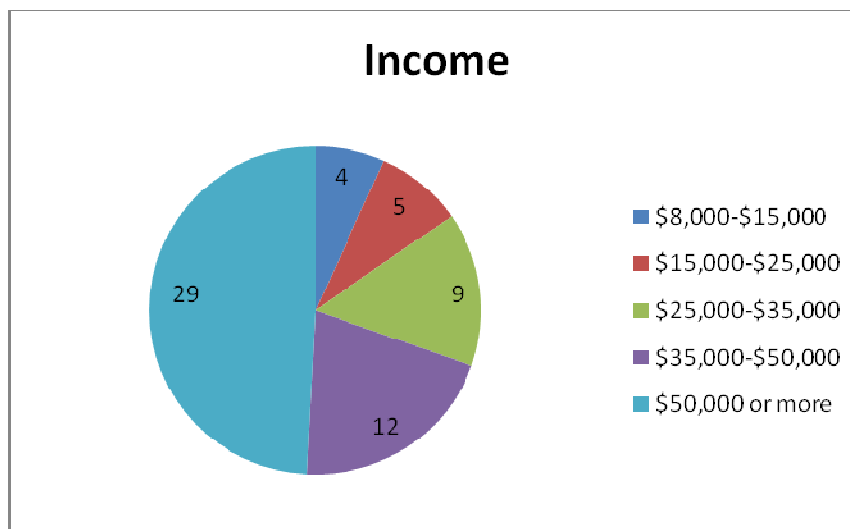
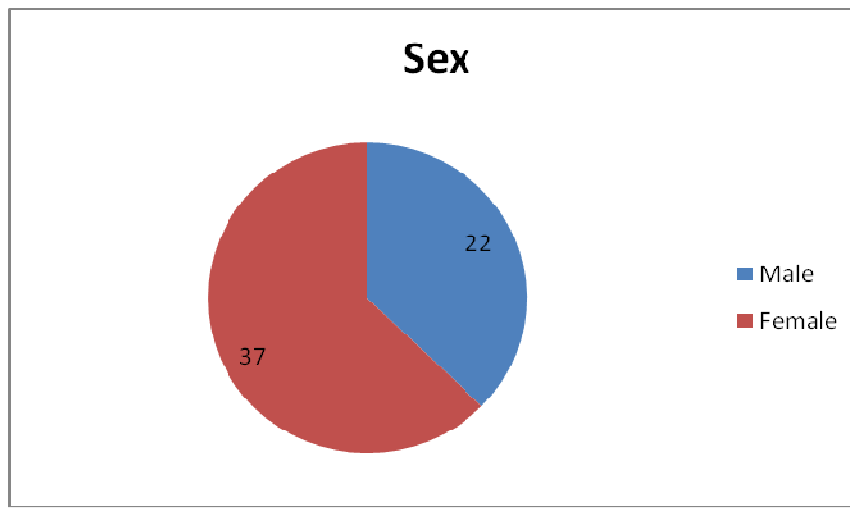
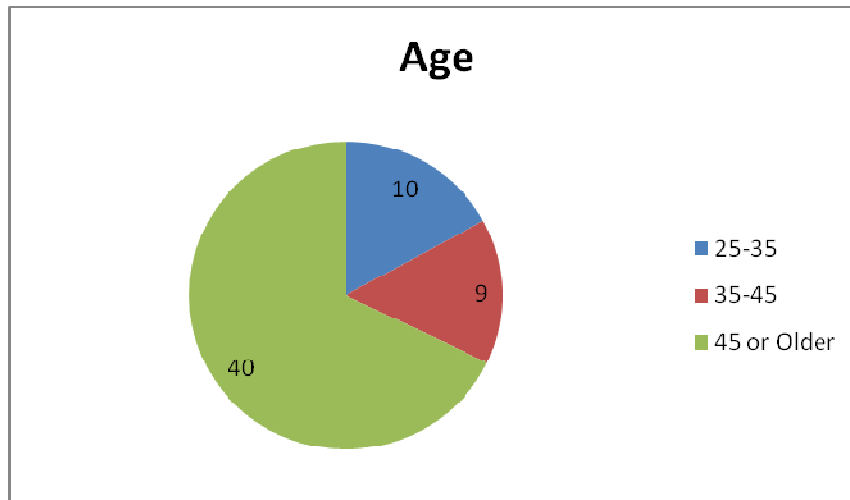
QUESTION 14

Descriptive Statistics

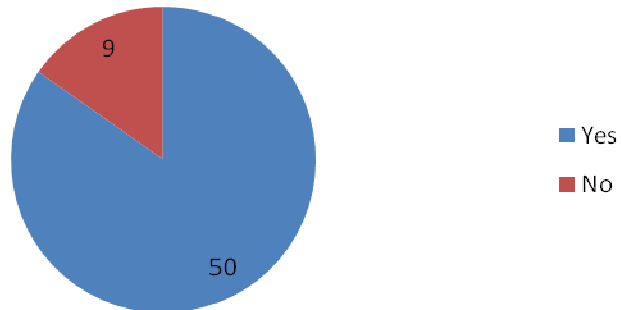
Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
1 Q15aUpcSales	44	1	4	3.3182	0.95899
Q15bRecipes	44	1	4	2.6591	0.91355
Q15cPictures	44	1	4	2.3864	0.96968
Q15dBlogs	44	1	4	2.5227	0.92733
Q15eDiscussBs	44	1	4	1.9773	0.84876
Q15fFAQs	44	1	4	2.4091	0.9479
Valid N (listwise)	44				

QUESTION 1

DATA FOR NON SOCIAL NETWORK USERS (59 TOTAL):



Do you have High Speed Internet?



QUESTION 4

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
2 Q5#TimesStore	59	0	35	7.2881	5.96845
Valid N (listwise)	59				

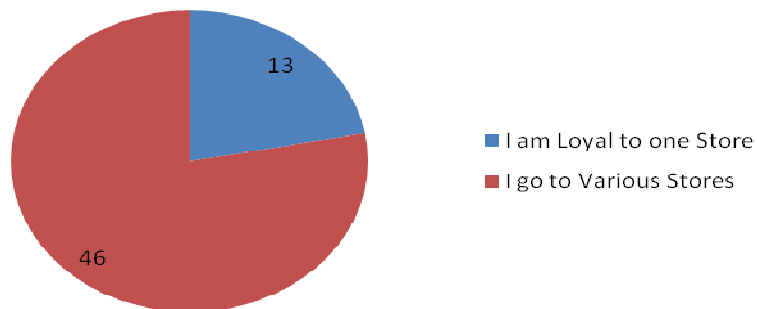
QUESTION 5

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
2 Q6\$Spent	59	0	1200	416.3559	256.48457
Valid N (listwise)	59				

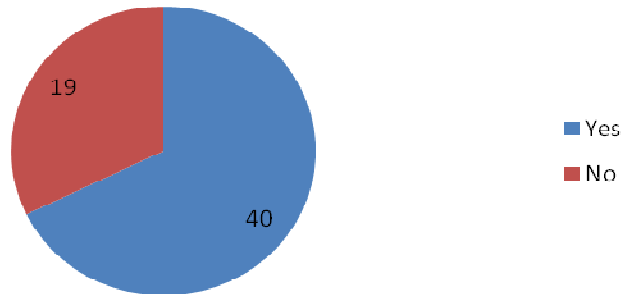
QUESTION 6

Loyal to one Grocery Store?



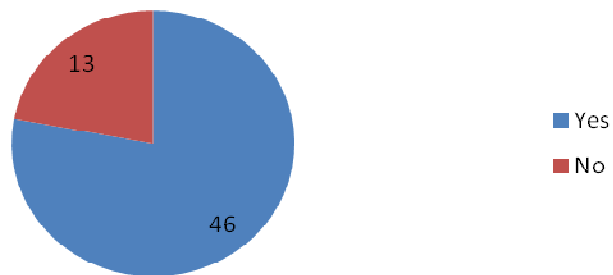
QUESTION 7

Is Location a Factor in Choosing a Grocery Store?



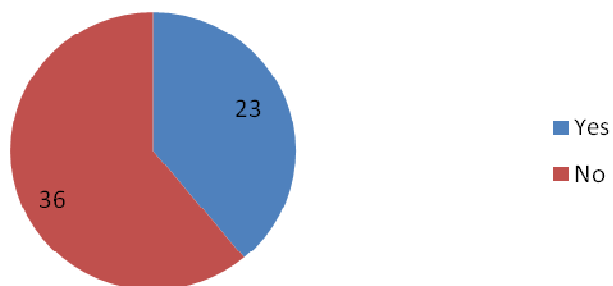
QUESTION 8a

Is Price a Factor in Choosing a Grocery Store?



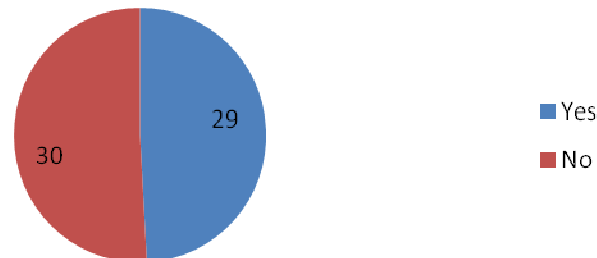
QUESTION 8b

Is Service a Factor in Choosing a Grocery Store?



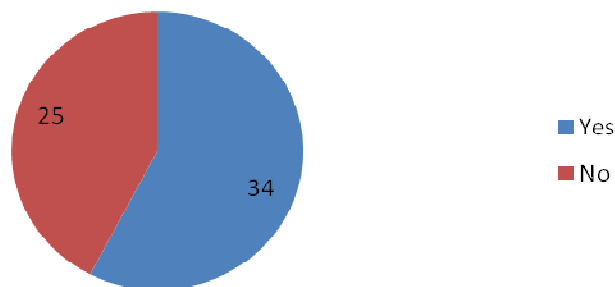
QUESTION 8c

Are Advertised Specials/Sales a Factor in Choosing a Grocery Store?



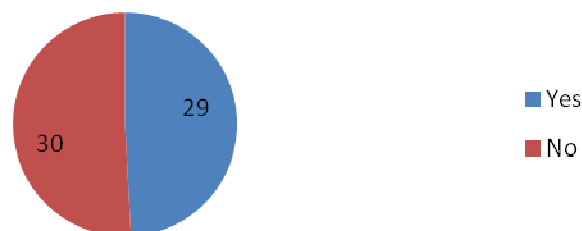
QUESTION 8d

Is the Quality of Produce a Factor in Choosing a Grocery Store?



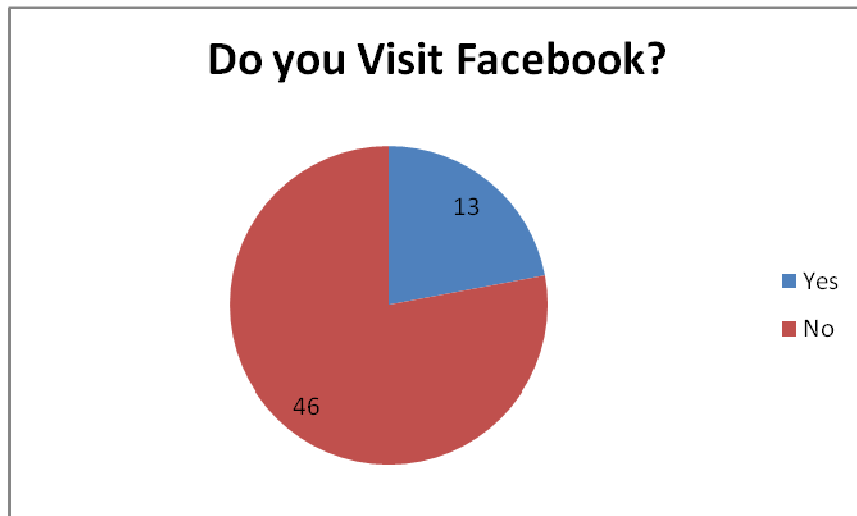
QUESTION 8e

Is the Quality of Meat/Fish a Factor in Choosing a Grocery Store?

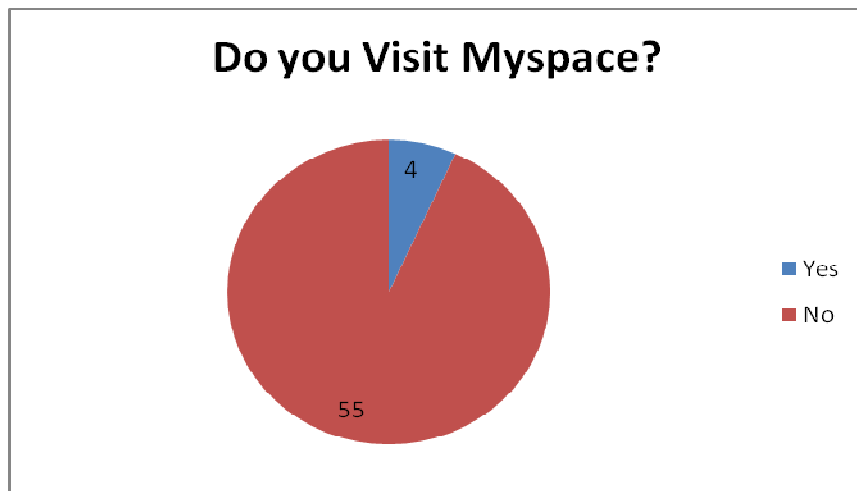


QUESTION 8f

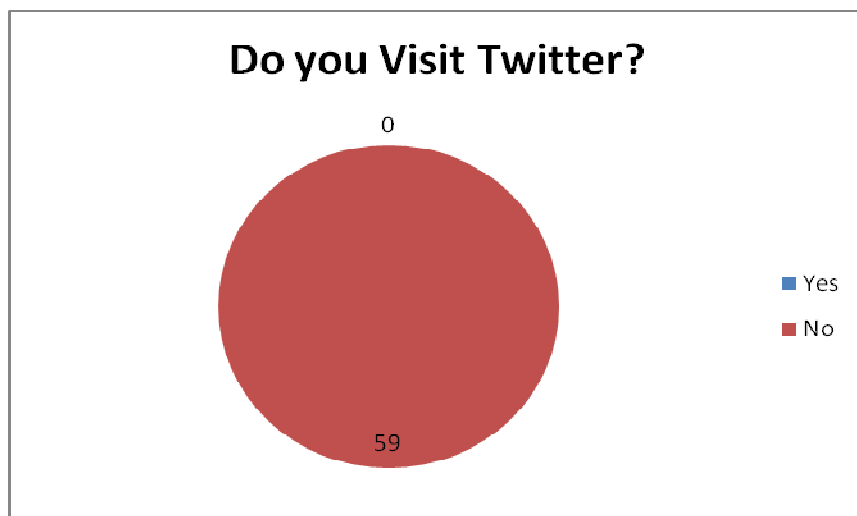
QUESTION 9 separated the groups; these are all the non-social network users.



QUESTION 10a

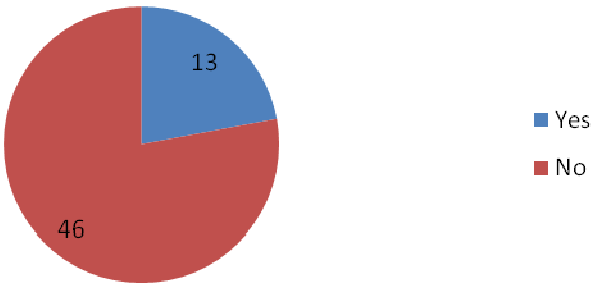


QUESTION 10b



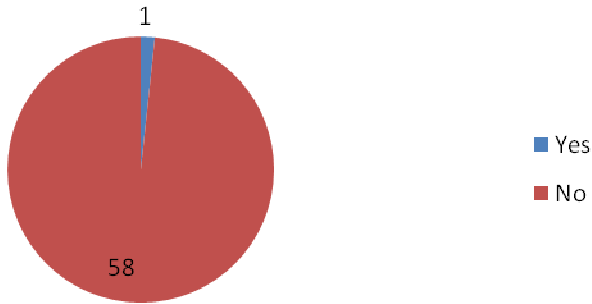
QUESTION 10c

Do you Visit YouTube?



QUESTION 10d

Do you Visit LinkedIn?



QUESTION 10e

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
2 Q11HrsPerWk	59	0	5	0.5424	0.9158
Valid N (listwise)	59				

QUESTION 11

Do you Visit Non-Friend Social Networking Pages?



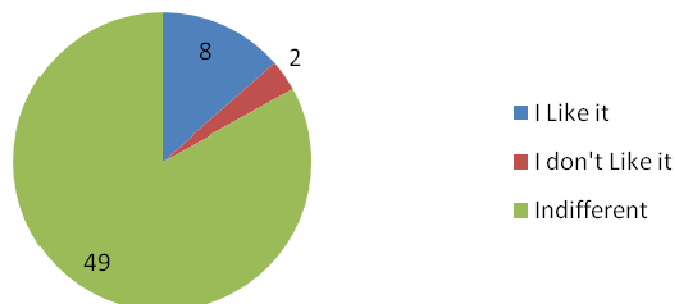
QUESTION 12

Have you Ever Bought a Product due to a Recommendation from Someone on a Social Networking Site?



QUESTION 13

What do you Think of a Grocery Store Social Networking Site?



QUESTION 14

Descriptive Statistics

Q9SNQ	N	Minimum	Maximum	Mean	Std. Deviation
2 Q15aUpcSales	59	1	4	2.6441	1.15613
Q15bRecipes	59	1	4	2.3898	0.94717
Q15cPictures	59	1	4	2.1186	1.01853
Q15dBlogs	59	1	4	2.2203	0.9481
Q15eDiscussBs	59	1	4	1.8644	0.79779
Q15fFAQs	59	1	4	2.1186	0.8922
Valid N (listwise)	59				

QUESTION 15

DATA COMPARING NON SOCIAL NETWORK USERS TO SOCIAL NETWORK USERS
(P-VALUES ARE RED):

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.627 ^a	3	.000

QUESTION 1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.748 ^a	1	.186		

QUESTION 2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.720 ^a	5	.026

QUESTION 3

QUESTION 4: Pearson Chi-Square P-Value .000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Q5#TimesStor e	Equal variances assumed	.008	.930	-.331	101	.741	-.37904	1.14576	-2.65191	1.89383
	Equal variances not assumed			-.335	96.891	.738	-.37904	1.13049	-2.62278	1.86469

QUESTION 5

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Q6\$Spent	Equal variances assumed	.174	.678	-.269	101	.789	-14.19684	52.82922	-118.99581	90.60212
	Equal variances not assumed			-.266	88.774	.791	-14.19684	53.41720	-120.33942	91.94574

QUESTION 6

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.007 ^a	1	.933		

QUESTION 7

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.634 ^a	1	.426		

QUESTION 8a

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.247 ^a	1	.264		

QUESTION 8b

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.243 ^a	1	.265		

QUESTION 8c

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.138 ^a	1	.710		

QUESTION 8d

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.146 ^a	1	.703		

QUESTION 8e

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.361 ^a	1	.548		

QUESTION 8f

QUESTION 9 separated the groups

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	47.865 ^a	1	.000		

QUESTION 10a

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.458 ^a	1	.019		

QUESTION 10b

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.047 ^a	1	.008		

QUESTION 10c

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.268 ^a	1	.039		

QUESTION 10d

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.985 ^a	1	.084		

QUESTION 10e

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Q11HrsPerWk Equal variances assumed	51.238	.000	7.404	101	.000	6.63945	.89678	4.86048	8.41841
Equal variances not assumed			6.417	44.159	.000	6.63945	1.03466	4.55443	8.72446

QUESTION 11

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.288 ^a	1	.000		

QUESTION 12

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	20.200 ^a	1	.000		

QUESTION 13

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.939 ^a	2	.003

QUESTION 14

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference

									Lower	Upper
Q15aUpcSales	Equal variances assumed	6.447	.013	3.143	101	.002	.67411	.21445	.24870	1.09953
	Equal variances not assumed			3.230	99.804	.002	.67411	.20870	.26005	1.08818
Q15bRecipes	Equal variances assumed	.004	.949	1.449	101	.150	.26926	.18584	-.09941	.63793
	Equal variances not assumed			1.457	94.536	.149	.26926	.18486	-.09776	.63628
Q15cPictures	Equal variances assumed	.051	.821	1.347	101	.181	.26772	.19880	-.12664	.66208
	Equal variances not assumed			1.356	95.126	.178	.26772	.19737	-.12409	.65953
Q15dBlogs	Equal variances assumed	.096	.757	1.616	101	.109	.30239	.18710	-.06877	.67355
	Equal variances not assumed			1.621	93.877	.108	.30239	.18649	-.06790	.67268
Q15eDiscussBs	Equal variances assumed	.006	.940	.691	101	.491	.11287	.16331	-.21110	.43683
	Equal variances not assumed			.685	89.519	.495	.11287	.16480	-.21457	.44030
Q15fFAQs	Equal variances assumed	1.334	.251	1.591	101	.115	.29045	.18252	-.07163	.65252
	Equal variances not assumed			1.577	89.595	.118	.29045	.18415	-.07543	.65632

QUESTION 15