Shopping hierarchy coursework: shopping quality survey

Katy Mills

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance** | **Description** | **Score** |
| A | The upkeep of the area (cleanliness of the street and facilities) | * Relatively clean * Some rubbish on the street * Depends on the area/store * All concrete and old looking carpet * No decorations * Some seasonal amenities | 1  2  3 I  4  5 |
| B | Vacant premises | * 2 (construction) * All stores are full | 1  2  3  4  5 |
| C | Exterior appearance of shops | * Old floors * Dusty outside of the store fronts * Has not been renovated in a while | 1  2  3  4  5 |
| D | Interior appearance of shops | * Depends on the stores * Luxury/branded- clean and organized * Department- unorganized and untidy | 1  2  3  4  5 |
| E | Amount of high order goods | * Branded stores * Ball gown stores * Special/ non typical scooter stores * Leisure activity (cinema, trampoline and segway). | 1  2  3  4  5 |
| F | Amount of low order goods | * Department stores (ross, burlington, marshalls). * Food court (fast food restaurants) | 1  2  3  4  5 |
| G | The initial atmosphere | * Normal mall atmosphere * Old/wear downed mall | 1  2  3  4  5 |

La Centerra

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance** | **Description** | **Score** |
| A | The upkeep of the area (cleanliness of the street and facilities) | * Very clean * Decorations (benches, flower pots) * Organized * Clean pavement (large amounts of seating) | 1  2  3  4  5 |
| B | Vacant premises | * No vacancies * Some renovations (starbucks) | 1  2  3  4  5 |
| C | Exterior appearance of shops | * Clean buildings * Modern/new exterior * Posh/modern looking appearance * Good customer service | 1  2  3  4  5 |
| D | Interior appearance of shops | * Modern clean * Organized * Good customer service | 1  2  3  4  5 |
| E | Amount of high order goods | * Orthadontidts * Leisure activities * Posh gyms * Posh restaurants * Famous (torchy’s tacos) * Clothing * Premium groceries | 1  2  3  4  5 |
| F | Amount of low order goods | * Grocery store | 1  2  3  4  5 |
| G | The initial atmosphere | Clean , luxury decorations make it more appealing | 1  2  3  4  5 |

Grand Parkway (Whole foods)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance** | **Description** | **Score** |
| A | The upkeep of the area (cleanliness of the street and facilities) | * Relatively clean * Quite a few garbage and recycling cans | 1  2  3  4  5 |
| B | Vacant premises | * Almost no one inside * Very few shoppers * Less employees than shoppers | 1  2  3  4  5 |
| C | Exterior appearance of shops | * Looks bigger than it actually is * Not as attention catching as places such as HEB | 1  2  3  4  5 |
| D | Interior appearance of shops | * Organized * Very clean * More appealing inside * Bar * Cooked/ready to eat food area and stalls | 1  2  3  4  5 |
| E | Amount of high order goods | * Specialist groceries * Premium groceries * Healthy food products * Organic food products * Pre-peeled oranges ;-) | 1  2  3  4  5 |
| F | Amount of low order goods | * A few typical groceries that you would find at a normal grocery store * Premium branded/healthy/organic grocery items mean low low order goods | 1  2  3  4  5 |
| G | The initial atmosphere | * Healthy promotions * Green environmental atmosphere * Healthy looking place | 1  2  3  4  5 |

Grand Parkway (HEB)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance** | **Description** | **Score** |
| A | The upkeep of the area (cleanliness of the street and facilities) | * Chipped paint * Cracks in pavement | 1  2  3  4  5 |
| B | Vacant premises | * Very little | 1  2  3  4  5 |
| C | Exterior appearance of shops | * Crowded produce * Seasonal item promotions (pumpkins) | 1  2  3  4  5 |
| D | Interior appearance of shops | * Organized sectioned produce * Large selection of brands for a specific type of produce * Samples of food/produce | 1  2  3  4  5 |
| E | Amount of high order goods | * Event tickets * Real estate * Phone/Tablet repair * Clinic * Organic produce * Specialist produce * Specialist health products * Bank | 1  2  3  4  5 |
| F | Amount of low order goods | * Large low orders good (produce) * Daily produce * Small basic restaurants | 1  2  3  4  5 |
| G | The initial atmosphere | * Normal grocery atmosphere * Nothing special | 1  2  3  4  5 |

Old town Katy

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance** | **Description** | **Score** |
| A | The upkeep of the area (cleanliness of the street and facilities) | * Old feel upkeep * Well designed | 1  2  3  4  5 |
| B | Vacant premises | * Vacant bank * Vacant realty | 1  2  3  4  5 |
| C | Exterior appearance of shops | * Old/antique appearance * Clean outside | 1  2  3  4  5 |
| D | Interior appearance of shops | * Antique appearance * Crowded and clean upkeep | 1  2  3  4  5 |
| E | Amount of high order goods | * Antiques * City hall * Real estate * Old record shop | 1  2  3  4  5 |
| F | Amount of low order goods | * Florists * Shop | 1  2  3  4  5 |
| G | The initial atmosphere | * Old/antique feel | 1  2  3  4  5 |