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 23 I45 |
| B  | Vacant premises  | * 2 (construction)
* All stores are full
 | 12345 |
| C  | Exterior appearance of shops  | * Old floors
* Dusty outside of the store fronts
* Has not been renovated in a while
 | 12345 |
| D  | Interior appearance of shops | * Depends on the stores
* Luxury/branded- clean and organized
* Department- unorganized and untidy
 | 12345 |
| E  | Amount of high order goods  | * Branded stores
* Ball gown stores
* Special/ non typical scooter stores
* Leisure activity (cinema, trampoline and segway).
 | 12345 |
| F  | Amount of low order goods  | * Department stores (ross, burlington, marshalls).
* Food court (fast food restaurants)
 | 12 345 |
| G  | The initial atmosphere  | * Normal mall atmosphere
* Old/wear downed mall
 | 12345 |

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 2345 |
| B  | Vacant premises  | * No vacancies
* Some renovations (starbucks)
 | 12345 |
| C  | Exterior appearance of shops  | * Clean buildings
* Modern/new exterior
* Posh/modern looking appearance
* Good customer service
 | 12345 |
| D  | Interior appearance of shops | * Modern clean
* Organized
* Good customer service
 | 12345 |
| E  | Amount of high order goods  | * Orthadontidts
* Leisure activities
* Posh gyms
* Posh restaurants
* Famous (torchy’s tacos)
* Clothing
* Premium groceries
 | 12345 |
| F  | Amount of low order goods  | * Grocery store
 | 12345 |
| G  | The initial atmosphere  | Clean , luxury decorations make it more appealing | 12345 |

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 2345 |
| B  | Vacant premises  | * Almost no one inside
* Very few shoppers
* Less employees than shoppers
 | 12345 |
| C  | Exterior appearance of shops  | * Looks bigger than it actually is
* Not as attention catching as places such as HEB
 | 12345 |
| D  | Interior appearance of shops | * Organized
* Very clean
* More appealing inside
* Bar
* Cooked/ready to eat food area and stalls
 | 12345 |
| E  | Amount of high order goods  | * Specialist groceries
* Premium groceries
* Healthy food products
* Organic food products
* Pre-peeled oranges ;-)
 | 12345 |
| 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
 | 12345 |
| G  | The initial atmosphere  | * Healthy promotions
* Green environmental atmosphere
* Healthy looking place
 | 12345 |

Grand Parkway (HEB)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance**  | **Description**  | **Score**  |
| A  | The upkeep of the area (cleanliness of the street and facilities)  | * Chipped paint
* Cracks in pavement
 | 1 2345 |
| B  | Vacant premises  | * Very little
 | 12345 |
| C  | Exterior appearance of shops  | * Crowded produce
* Seasonal item promotions (pumpkins)
 | 12345 |
| D  | Interior appearance of shops | * Organized sectioned produce
* Large selection of brands for a specific type of produce
* Samples of food/produce
 | 12345 |
| E  | Amount of high order goods  | * Event tickets
* Real estate
* Phone/Tablet repair
* Clinic
* Organic produce
* Specialist produce
* Specialist health products
* Bank
 | 12345 |
| F  | Amount of low order goods  | * Large low orders good (produce)
* Daily produce
* Small basic restaurants
 | 12345 |
| G  | The initial atmosphere  | * Normal grocery atmosphere
* Nothing special
 | 12345 |

Old town Katy

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Importance**  | **Description**  | **Score**  |
| A  | The upkeep of the area (cleanliness of the street and facilities)  | * Old feel upkeep
* Well designed
 | 1 2345 |
| B  | Vacant premises  | * Vacant bank
* Vacant realty
 | 12345 |
| C  | Exterior appearance of shops  | * Old/antique appearance
* Clean outside
 | 12345 |
| D  | Interior appearance of shops | * Antique appearance
* Crowded and clean upkeep
 | 12345 |
| E  | Amount of high order goods  | * Antiques
* City hall
* Real estate
* Old record shop
 | 12345 |
| F  | Amount of low order goods  | * Florists
* Shop
 | 12345 |
| G  | The initial atmosphere  | * Old/antique feel
 | 12345 |