

**INVESTIGATING CUSTOMERS' PERCEPTION
TOWARDS THE SERVICE QUALITY IN THE UAE'S
SEMI-GOVERNMENT RETAIL SECTOR**

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**TO INVESTIGATE THE CUSTOMERS' PERCEPTION
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SEMI-GOVERNMENT RETAIL SECTOR**

by

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ABSTRACT

Customer perception of service quality is crucial to observe and valuable for organizations. The study aims to explore customer perception of service quality in the competitive market of the UAE, where all retail suppliers provide a similar product range and quality to their customers. This study examined the service quality of the semi-government retail sector as perceived by their experienced customers.

This study assessed the service quality by recording the customers' responses on the multiple themes and sub-themes analyzed through the literature. The study recorded the customers' experience in 2 phases of interviews- semi-structured interviews and a focus group discussion through pre-designed questionnaires with the assistance of previous research. The themes used for investigation are: Performance divided in the sub-themes of functional, technical and technological performance attributes; Perceived Service quality; Expected Service Quality; Perceived Service Gap; and customers' satisfaction with the interconnections of post-purchase behaviour of Brand Loyalty; Repurchase Intentions; and a positive Word of Mouth.

Thematic analysis is used to analyse the service quality through the emergent data collected from the semi-government retail stores of the UAE. The investigation revealed that customers in the retail sector place higher value on the performance attributes associated with selected stores. These attributes encompass physical, social, technical, and interactive features of the stores' services, influencing their perceived service quality. This analysis helps identify gaps that can be addressed by the management of semi-government stores in the UAE to enhance customer satisfaction.

Chapter 1: Introduction

1.1 Overview of the Study

The UAE government anticipated that implementing comprehensive quality services by the management would enhance overall results and increase organizational productivity. This improvement was expected to alter the services in a better and enhanced way (Sweis et al., 2019). In essence, as per Salahuddin and Gow (2019), the UAE administration formulated distinctive institutional practices and organizational reforms intending to fulfil this purpose (Othman et al., 2019). Service quality is immensely a significant factor that affects both consumer satisfaction and behaviour intention (Muslim et al., 2020). The exploration of research investigation to find a relationship customer satisfaction and service quality has been a concern of various researchers (Hong and Slevitch, 2018). Although it is crucial to corporate strategy, quality is a wider and more challenging issue (Bettis and Blettner, 2020). According to King et al. (2019), Customer-to-customer or service provider-to-customer is only one example of how quality is a global problem that impacts every participant involved.

In contrast, service quality refers to both the promise an organisation makes to its customers and the actual service that is provided (Al Khoury et al., 2020). Companies that give services to consumers regularly need to ensure that their staff have the necessary skills and knowledge for a deeper comprehension of the importance of quality and improved service delivery (Loo, 2019). A company's management accountability, information management, and item and/or service comprehension and analysis must all be continually improved, according to Steiss (2019). Organizations throughout the world are also concerned with customer satisfaction, which calls for a review of their approach and the application of consumer insight to comprehend customer requirements (Oruko, 2019). Each customer has various expectations and impressions of the brand, which affects how satisfied they are with the company (Hult et al., 2019). Consumers' perception is greatly influenced by societal culture (Cheng and Wong, 2017). In the UAE retail sector, cultural considerations that influence service quality assessments showed high standards for service quality across all sectors in the UAE due to its service-oriented culture and the expanding economic role of government service providers (Anauimi et al., 2021).

In this way, researchers have explored various dimensions of service quality and their impact on customer perception. In one study, the authors examined factors influencing

customers' perceptions of service quality in hypermarkets in Gujarat, India. The study utilized the RSQS to evaluate physical components, consistency, interpersonal communication, proficiency in problem-solving, and decision-making. The research identified eight dimensions. Despite this, a review of the discussion suggests that retail store management should continue employing the five dimensions proposed by Dabholkar et al. (1996) as the foundation for improving customer service. However, as nations develop, consumer behavior is expected to evolve, potentially placing greater emphasis on intangible factors in service quality (Mistri & Bhatt, 2013).

In a separate study, Luximon and Chan (2017) investigated cultural diversity and service quality expectations in the Hong Kong retail sector. The study incorporated the physical aspect, dependability, interpersonal interaction, problem-solving, and policy in assessing service quality expectations. The findings supported the idea that cultural characteristics significantly influence how well consumers perceive service. According to the authors, every individual consumer has differentiated expectations and preferences from the available services to them by retailers. Therefore, fashion merchants must be mindful of these individual expectations and differentiated preferences of their customers to maintain a competitive edge in the marketplace (Luximon and Chan, 2017). Cultural diversity influences customer behaviour in the retail sector by way of manner of life, gender, customs, societal affiliations, cultural beliefs, family status, and the social and environmental landscape, all of which have a major impact on purchasing decisions (Amdan & Zanna, 2021). They are forming a "halo effect" where other consumers take note of their choices and tastes, so affecting the tastes and preferences of a larger community (Tsuchiya, Fu, & Huang, 2022).

As a result, customer satisfaction strategies need to evolve, and consumer insight should be applied to better understand customer expectations. Organizations are now viewing customer satisfaction as a worldwide issue (Oruko, 2019). According to the many expectations and impressions that each consumer may have of the brand, overall satisfaction differs from one customer to the next (Hult et al., 2019). Additionally, customer satisfaction increases an organization's value since satisfied customers are more likely to stick with it, giving it a competitive edge (Eldor, 2019). The subject of customer satisfaction has garnered significant interest from both academics and organizations (Garga and Bambale, 2016).

It is clear from the perspective of management that customers play crucial roles in the organisational process. Because of this, managers must take the needs of the client into account before implementing any new initiatives in the organisation (Nykamp, 2019). In order to grow and advance in today's market, organisations must cultivate client relationships in addition to delivering high-quality services. In order to do this, they must outperform the competition by offering superior services and goods to the intended customers (Pearson, 2016).

Furthermore, it has been demonstrated that focusing on customers' satisfaction that supports their perceived service quality can help organisations perform better overall (Pakurár et al., 2019). All businesses rely on consumer feedback and opinions regarding how satisfied they are with the items they buy and use, regardless of whether the business provides quality services or not (Meesala and Paul, 2018). Higher levels of quality also lead to improved customer satisfaction. One way in which consumer opinion is influenced is by the type of service they receive and the emotional state of the consumer. On the other hand, organisations need to support employees and provide them with important information they need to know about the needs of their customers (Delcourt et al., 2013).

Understanding the significance of effective communication between workers and customers leads to recognising the idea of a relationship. An individual's relationship between two distinct units is defined by Gamba (2015) and Delcourt et al. (2013) and has a direct impact on important outcomes like customer satisfaction and loyalty. Regarding their capacity to communicate with customers and comprehend their emotional needs, employees' skill sets vary greatly (Karimi et al., 2020). Since services are largely intangible, the quality of the services cannot be appropriately assessed by the customers in the same way that they do with tangible things (Kana, 2019).

1.2 Background of the Study

Research carried out in the neighboring region of the Kingdom of Saudi Arabia (KSA) revealed a significant level of perceived quality of service. Customer satisfaction and the quality of retail services are significantly correlated, according to the research. Because of Saudi Arabian society's cultural characteristics and way of life, the physical components of service quality have the greatest impact on customer satisfaction in all service quality dimensions (Mahfooz, 2014). Therefore, the researcher investigated the aspects of the UAE retail sector that

can affect service quality and the significance of the current study in investigating the customers' perception of service quality in the region. It is crucial to investigate the retail service providers and guide the stakeholders to understand the significance of the aspects of service quality to apply proper strategy in order to achieve a competitive edge over domestic and foreign competitors striving for a piece of a growing consumer base (Mahfooz, 2014).

1.2.1 Significance of Service Quality

For service organizations to thrive and flourish in the market, increased competition and rising client expectations have compelled them to prioritise the quality of the service they offer (Yap, Ramayah, and Shahidan, 2012). Outstanding customer service increases client base, boosts market shares and sales, and improves customer retention (Shemwell, Yavas, and Bilgin 1998). However, according to Kilbourne et al. (2004), not all companies that provide services have fully included service quality in their strategic planning. As a result, service providers need to incorporate service quality dimensions into the design of their strategic plans in order to forge stronger bonds with their clients and reach market growth (Yap, Ramayah, and Shahidan 2012).

1.2.2 Structure of UAE's Retail Sector

The UAE's retail sector is growing, and as a result of increased investments from domestic and foreign retail service providers, the organized market segment now dominates the retail scene across all of the nation's emirates (Majid Al Futtaim, 2024). The retail market can be generally divided into supermarkets, department stores, exclusive stores, and online retailers based on the distribution channels used for the different retail segments (Hameli, 2018). Hypermarkets and Supermarkets make up the greatest portion of the UAE's retail market, while department shops account for the smallest portion of the sector's overall structure (Majid Al Futtaim, 2024). The modern infrastructure and well-developed logistics have made it easier for the country's retail sector to thrive and expand (Bodolica, Spraggon, & Soueid, 2019).

Gas stations, convenience stores, grocery/food stores, supermarkets, and hypermarkets all sell complete goods to consumers as part of the retail sector. Although they carry out the same tasks, these entities differ (Moraga et al., 2010). This differentiation occurs in ownership, size, operation hours, product types, business strategies, market segments, and several other aspects. In the retail sector, it is challenging to differentiate based on a product's quality and variety because most outlets carry identical goods made by the same companies. In these situations,

according to researchers, providing superior customer service is a crucial industrial strategy that has a beneficial impact on long-term client retention (Mahalingamet et al., 2010).

Higher customer expectations for service quality across all sectors, including retail, are a result of the service-oriented culture in the UAE, where service providers play an increasingly important economic role. The retail sector in the UAE expanded by 14% in 2023, which illustrates how important the retail industry is to UAE consumer spending overall. Retail categories that experienced rapid expansion include leisure/entertainment (15%), general retail (16%), and fashion (31%). This demonstrates the size and variety of the flourishing retail scene in the UAE (Majid Al Futtaim, 2024). The retail sector in the UAE makes a substantial contribution to both the improvement of consumer quality of life and the strengthening of the economy by providing a broad choice of products and services in one place. Half of all retail sales are made up of supermarkets and hypermarkets, most of which are centered in the three major cities of Dubai, Sharjah, and Abu-Dhabi (Elmelegy, Ponnaiyan, & Alnajem, 2017). Additionally, over 250,000 new jobs have been generated in the retail sector, indicating a considerable boost in employment opportunities. Retail sales in the UAE are expected to reach a staggering USD 70.5 billion by the completion of 2027 (SEED Group, 2023). According to the researchers, it is necessary to regularly evaluate and monitor service quality in order to maintain and enhance the retail sector's reputation as competition within the industry grows.

These findings were further supported by the results evaluated by Elmelegy, Ponnaiyan, and Alnajem (2017) for the UAE's hypermarkets. The researchers claimed that most hypermarkets offer comparable services and goods. Consequently, to stand out in the market, as the primary differentiator, hypermarkets should prioritize service quality. Although the results show that customers are happy with the service quality level provided by hypermarkets, there is still a chance that customers would go to competitors. To improve their relationships with clients, hypermarkets must address their flaws and enhance all service quality aspects (Rahman & Connie, 2019).

1.2.3 Impact of Culture and Ethnicity on Service Quality

A little over fifty percent of the population residing in the UAE are South Asians, mostly from Bangladesh, India, Pakistan, and Sri Lanka. Other significant immigrant populations include Arabs, Filipinos, Western citizens, East Asians, and Egyptians. About 11.5% of the

population is Emirati, 59% is South Asian, 4.2% is Egyptian, 6.86% is Filipino, and 12% is others, up to 88.50% of non-natives. With approximately 75 percent of the population being Muslims, Islam is the recognized state religion. Christianity (9%), Baha'i, Buddhism, Sikhism, Hinduism, and Judaism are among the other religions (GMI, 2024).

The culture of the UAE is a fusion of East African, Indian, Persian, Arabian, and Islamic elements that significantly influence consumer perceptions regarding service quality. Different cultural groups have different perceptions of service quality, determined by how each culture positions itself on Hofstede's dimensions (Kashif et al., 2016). A combination of the customer's sexual orientation and nationality, there are notable disparities in the perceptions of service quality at Islamic banks in the UAE. Price, quality, and brand recognition are important factors for South Asian customers to consider while making retail purchases. They frequently search for the best deal and compare costs (Roy & Datta, 2021). This evidence significantly highlighted the differences in customer perception depending on their origin and respective culture that scholars can identify.

1.2.3.1 South Asian Consumers: Family-Centric Values and Collectivism

Consumers from South Asia belong to countries like India, Bangladesh, Sri Lanka, Pakistan, and Nepal, making up 59% of the total expatriate population residing in the UAE (GMI, 2024). Hofstede's cultural dimensions can assist in comprehending South Asian customers' perceptions as they prefer a collectivist cultural orientation, which prioritizes the well-being of the family and the community over personal preferences (Hofstede, 2001). Customers more prone to collectivism, like family well-being, are attracted to retail practices emphasizing cost, dependability, and services that provide long-term value—like after-sales care and bulk purchasing options (Rizwan et al., 2017).

1.2.3.2 East Asian Consumers: Harmony, Efficiency, and Innovation

The shopping behaviors of East Asian expatriates from countries such as China, Japan, and South Korea are characterized by collectivist principles and a strong inclination towards technological innovation (Chebbouba, 2024). Consumers belonging to China frequently prioritize price, usefulness, and digital ease, anticipating a smooth transition between online and offline shopping (Jiang & Stylos, 2021). South Korean and Japanese customers are more concerned with quality, customization, and innovative technology like automated checkout processes and app-based loyalty programs (Jung, Lee, & Yoshida, 2022).

1.2.3.3 Western Consumers: Individualism and Personalization

In contrast to South Asian customers, Western customers, who comprise citizens from countries such as, the UK, Germany, Spain, Italy, and the USA, tend to prioritize a more personalized and individualistic approach to retail buying. They prioritize convenience, innovation, and products representing their lifestyle and sense of self (Shobeiri, Mazaheri, Laroche, 2018). Their expectations for retail, however, are further refined by the subtle distinctions among Western cultures (Cleveland, Papadopoulos, & Laroche, 2021).

British consumers generally value understated luxury, expertise, and excellent service (Haffer et al., 2016). American consumers value speed, convenience, and innovation, and they frequently anticipate digital integration in their shopping experiences, which will overcome obstacles, such as customized app-based services and mobile payment alternatives (Jung, Kwon, & Kim, 2020). Due to their propensity for accuracy and practicality, Germans value high-quality goods, well-planned retail designs, and effective service delivery (Seidel, 2021). Spanish and Italian consumers bring the Mediterranean focus on relational warmth, aesthetic appeal, and luxury branding (Bouranta et al., 2022). Western consumers require retailers to take a comprehensive approach incorporating cutting-edge technologies, such as AI-driven personalization and seamless omnichannel experiences, while upholding high customer service and professionalism (Cleveland, Papadopoulos, & Laroche, 2021).

1.2.3.4 Filipino Consumers: Affordability, Warmth, and Empathy

Filipino customers look for customer involvement that is culturally appreciable and look for loyalty programs. They frequently appreciate sales and discounts that complement their family-friendly way of life and value friendly, helpful employees (Cayaban et al., 2023).

Moreover, Filipinos consider affordable, family-friendly offerings and sympathetic customer service that portrays their collectivist culture. Retailers can maximize their services for Filipino customers by providing community-focused marketing initiatives, culturally sensitive staff training, and competitive pricing tactics. Including app-based promos and digital loyalty schemes can improve their shopping experience even further (Castillo, 2018).

1.2.3.5 Middle Eastern and North African (MENA) Consumers: Tradition and Modernity

The MENA consumers are Lebanese, Moroccans, Jordanians, Egyptians, and Emiratis, and they have unique cultural expectations for retail consumption. They value their traditions and modern-day facilities and frequently strike an arrangement between deeply ingrained traditional values like hospitality, respect, and community with contemporary demands for convenience, efficiency, and innovation (Alwehabie, 2020).

1.2.3.6 Emirati Consumers: Social Status and Cultural Pride

As a significant MENA subgroup, Emirati consumers make up about 11.5% of the UAE's total population as natives. They display clear preferences based on their social standing, cultural pride, and love of upscale, exclusive activities. Emiratis value personal interactions, adherence to cultural standards, and services that represent their status and way of life (Anauimi et al., 2021). Retailers aiming to attract Emirati customers should ensure their products contain high-end product lines, loyalty plans, and culturally relevant services like gender-segregated areas, Arabic-speaking employees, and product lines that comply with Islamic law (Hujran et al., 2024). Exclusive access applications, virtual concierge services, and the smooth transition between digital and physical retail channels are just a few ways technology might improve customers' shopping experience (Baskaran & Rajavelu, 2020).

1.2.3.7 A Multicultural Retail Strategy for the UAE

The numerous nationalities and ethnicities of the UAE's population have a significant impact on the country's retail landscape. Therefore, semi-government stores must modify their services that alters the customers' perception of service quality to satisfy a range of cultural norms. This research analysis emphasizes the importance of cultural awareness in providing successful retail services, ranging from the individualistic preferences of Western expatriates to the collectivist priorities of South Asian and Filipino consumers, as well as the blending of tradition and modernity in MENA and East Asian communities.

Technology makes navigating the multicultural complexity in the customers' perception possible. Revolutionary digital solutions can improve the consumer experience for a variety of demographic groups include AI-driven personalization, loyalty programs based on apps, and the smooth blending of online and offline channels (Ahmed & Hussain, 2023). For example, family-friendly reward programs and culturally relevant incentives appeal to South Asian and Filipino consumers, whereas automated checkouts and personalized recommendations are highly popular with Western and East Asian consumers. Digital services that cater to luxury, such virtual shopping assistants and exclusive access applications, are advantageous to Emirati and wider MENA consumers.

The UAE is positioned as a global leader in retail development owing to the convergence of technological advancements and cultural awareness (Ozoral, 2024), which enables semi-government businesses to satisfy a wide range of consumers' demands. The significance of incorporating demographic information into retail arrangements to improve service quality, consumer satisfaction, and competitive advantage can be achievable by incorporating this strategic alignment of cultural sensitivity and technical innovation (Uzir et al., 2021).

A comprehensive knowledge of how nationalities and ethnicities influence customer expectations is necessary due to the UAE's distinctively heterogeneous population. The varied needs of the customers of Emirate, South Asia, West, MENA, East Asia, and Filipines can be met by semi-government businesses by combining modern technology with culturally aware service approaches. Investigating these interpersonal aspects of service quality in various countries is likely prioritized due to cultural norms that place a strong emphasis on interpersonal interactions. Due to the wide range of consumer perceptions and tastes, the UAE's distinct demographic solidifies the UAE's standing as a global center for retail development and customer satisfaction.

1.2.4 Position of Semi-Government Organizations

Ameen, Ali, Isaac, and Mohammed (2020) could be viewed as one of several ideas that can be used in this direction in which the public sector has analysed its service quality, however, it cannot be generalized for the semi-government retail sector. Several studies significantly estimated the government sector retail service providers in the UAE (Alameri et al., 2023; Alnauimi et al., 2021; Alshehail, Khan, & Ajmal, 2021; Ameen et al., 2020). Consequently, the

semi-government businesses of the UAE are performing better than their regional government-owned counterparts (Hamid Uddin, Halbouni, & Raj, 2014). Al Awadhi & Alshurideh (2023) determined how locating sustainability and agility generally affect organizational performance in the semi-government entities of the UAE. Janahi (2013) investigated the performance of semi-government organizations in the manufacturing sector and found Their inability to comprehend the fundamentals of interpersonal communication, their problems with costs and personnel, and their legal and corporate liability concerns all suggested that they would eventually have a possibility to improve their operational capabilities and take their place in the competitive UAE market.

On the other hand, The UAE's retail market is dominated by the private sector, including several significant private-sector retailers (Majid Al Futtaim, 2024). Semi-government retailers in the UAE are working hard to improve the service quality and provide better services to their retail customers, for instance, in 2020, ADNOC made investments in the renovation of 170 of its convenience stores out of 500, indicating a desire to improve and elevate the shopping experience of its customers to enhance the customer base (ADNOC Annual Report, 2023). The authors further examined several performance indicators for the UAE's convenience stores and the effects of technological advances in influencing customer satisfaction significantly (ADNOC Annual Report, 2023).

When considering cultural influences and service quality standards, semi-government stores could differ from fully government-run or private retail establishments (Khare, 2014), however, little research has been done in this area which is insufficient to provide any strategic plan that brings improvements in the semi-government retail stores in the UAE. The semi-government entities differ from their competitive government and private organizations and get less attention in the subject matter. The current study provides outcomes that enhance the competitiveness of semi-government retail stores. The emphasis placed by the UAE government on growing the e-commerce industry and digital economy is also considered by the semi-government store intended to investigate its impact on service quality. Semi-government retailers that use both online and physical channels may be able to provide insightful information about changing consumer preferences in the UAE context that significantly improves the position of these stores in the retail landscape.

This research has opted for the retail stores that are operating under a combination of ownership of both private and government entities. The researcher intended to analyse semi-government stores like ADNOC, Oasis, Emirates Cooperative Society, and Zoom rather than wholly government-owned companies or private merchants. Another factor that is significantly related to considering semi-government retail stores is its significant number of outlets throughout the UAE which accommodate a large consumer base. Additionally, these stores are located with gas stations where other private stores are not serving their retail services which further enhances the consumption of consumers from semi-government retail stores. These practical factors can help to speed up the investigation and acquire more information from the consumers because they have a higher probability of visiting such stores frequently or occasionally by the retail consumers.

1.3 Research Aim and Objectives

By investigating the essential management characteristics of semi-government-owned retail stores in the UAE, this research aims to assist retail service providers in recognizing and overseeing their service quality. The study delves into customers' perceptions of service quality to provide valuable insights for improvement. The research participants, comprising both female and male customers actively involved with the stores, form the focus of the examination into the service quality delivered by semi-government retail stores operating in the UAE. The following objectives will be used to reach the study's goal:

Objective 1: To conduct a comprehensive review of existing literature that is essential to understand the critical performance characteristics that influence customers' store selection. This study will investigate the most important factors for customers that shape their perceptions of service quality. Additionally, research studies are analysed to establish the anticipated level of service quality within different industries, particularly within the retail sector. The study then focuses on defining the boundaries and identifying relevant research areas within the literature, specifically tailored to the perspective of the UAE.

Objective 2: To gain insight into how customers perceive the quality of the service they receive when buying their goods from the semi-government retail stores through a variety of retail outlets using qualitative analysis of data from interviews conducted in the UAE in the semi- government retail sector.

Objective 3: To contribute to the conception of service quality for the UAE's semi-government retail sector through the qualitative analysis of the study's interviews and literature review.

Objective 4: To assist the retail sector and other service providers in the industry avoid the factors that caused their performance to decline in the UAE market, this research develops a strategic assessment framework to identify the possible contributors of perceived gaps in service quality.

1.4 Research Questions

The questions for research has been used for the study are written below.

1. How is perceived service quality identified and understood by the customers' perspective in the UAE?
2. What determines the customers' perception of service quality in semi-government retail stores in the context of the UAE?
3. How can semi-government retail stores conceptualize their performance attributes to minimize the perceived service quality gap and make customers satisfied with the semi-government retail sector in the UAE?
4. How can the proposed framework successfully assess the themes that alter customers' perception of the semi-government retail stores in the UAE and how it assist management in controlling the possible perceived performance failures in the UAE's retail sector?

1.5 Problem Statement

Service quality empowers customers to shape their perceptions positively, influencing future engagement (Lim, Gupta, Biswas, and Gupta, 2020). The favourable view of service aspects is notably linked to an organization's ability to cultivate a robust service identity through commercial relationship structures (Hapsari et al., 2017). The perceived quality of service can be understood as the correlation between the organization's performance and customer expectations.

A positive relationship fosters customer satisfaction, ultimately driving repeat business (Khudhair et al., 2019).

The foundation of the perceived quality construct lies in the customer's assessment of the value derived from the services they receive. A central question in the service quality literature is how the customer's subjective perception contributes to a sense of satisfaction with the service offering, ultimately confirming the existence of service quality (Rahim, 2016). Therefore, the investigation of the perceptions of customers is essential for those who make purchases from semi-government retail stores in the UAE regarding service quality.

Service quality is intricately tied to customer expectations and additional amenities. Customers consider service quality to be excellent if it aligns with their expectations and is delivered by a business organization. Meeting or surpassing customer expectations leads to satisfaction in terms of service quality (Mukherjee, 2018). Addressing the additional facilities customers desire in the service can only be understood through their first-hand experiences.

The significance of customers' perceptions has not yet been fully understood by service quality conceptualizations specifically in the semi-government retail sector. It is possible to classify the research on service quality dimensions as scattered. A few researchers use measurements from earlier investigations, mainly SERVQUAL (Elmelegy, Ponnaiyan, and Alnajem, 2017; Alketbi, Alshurideh, and Al-Kurdi, 2020). Others, like Felix (2017) and Izogo (2017), add their own dimensions within the existing dimensions. In a few studies, some researchers make completely new suggestions (Fauzi, 2016; Wirtz, 2016).

From the review of the literature, it was found that the customers' perception towards the service quality delivery by semi-government retail stores has not been fully explored in the context of the UAE. The studies in this context have focused on service quality which is limited to the SERVQUAL analysis, a method that has some flaws in its generalizability (Alzaydi et al., 2018; Kant and Jaiswal, 2017). The evidence suggests that when retail stores provide similar products, differentiation in service provision becomes a critical factor for retaining customers and fostering customer loyalty, repeat purchasing decisions, and positive word-of-mouth (Ahmad, Ahmad, and Papastathopoulos, 2019; Elmelegy, Ponnaiyan, and Alnajem, 2017).

1.6 Rationale of the Study

Through a systematic review of the academic literature, I have found many authors and articles that have highlighted the importance of service quality for organizations to improve customers' perception and organizational reputation in the industry (Izogo, 2017). The examination of service quality in specific industries and regions has yielded mixed outcomes based on their categorization. Chan and Gho (2019) conducted a study on service quality in the Malaysian clothing industry. They found positive effects on customer satisfaction when quality products and other physical aspects, along with personal interactions between employees and customers, were prioritized. However, the study also revealed shortcomings in reliability and assurance provided by certain retail clothing brands to their customers.

A concept of service quality introduced by Grönroos (1984) is based on the notion of a gap model. According to the model's premise, service quality explained as the discrepancy between an organization's performance expectations and actual performance (Grönroos, 1984). To gauge service quality, Parasuraman et al. (1985) created SERVQUAL in 1988. It is the most widely adopted and utilised service quality measuring model in literature is still the SERVQUAL Model.

Parasuraman et al. (1985) carried out an initial investigation of the SERVQUAL model concerning service quality. The authors have developed a model for gauging the quality of services after carrying out the research in four service contexts, including retail banking, credit card services, servicing and repairs of electrical items, and remote communication telecommunications services. Customer's expectations and their perceptions of the service revealed a gap from service providers, they finally received SERVQUAL model of service quality. Customers' evaluations of the service's delivery strategy and outcomes are the basis for this approach of assessing service quality (Parasuraman et al., 1985). The authors emphasized that good service quality is one that exceeds or matches the consumer's expectations of the service.

When it was first developed, the SERVQUAL model consisted of elements of service quality, including tangibles, dependability, responsiveness, communication, credibility, security, competence, dignity, and understanding the needs of the customer. However, because some of

these dimensions (communication, credibility, security, competence, dignity, understanding customers, and access) overlapped with one another, they were eventually reduced to five which includes, Tangibility, Reliability, Responsiveness, Assurance, and Empathy (Parasuraman et al., 1988).

By using SERVQUAL methodology, Tessera, Hussain, and Ahmad (2016) wanted to explore service quality level in the hospitality industry, Ethiopia. The research found that the three SERVQUAL dimensions of Tangibles, Responsiveness, and Empathy all had substantial influence on customer perception of quality that influenced the post-purchase customer behaviour. In the United Arab Emirates (UAE) the hotel industry was used to assess the service quality in Ahmad, Ahmad, and Papastathopoulous's (2019) investigation. The results demonstrated that customers valued the physical elements, quality and standard services, and the responsiveness of the staff and management have a considerable and favourable impact on customer satisfaction. On the other hand, dependability and empathy have little effect on tourists' satisfaction.

Ali and Raza's (2017) investigation aimed to assess the treatment of customers by Islamic banks in Pakistan. Employing the SERVQUAL model, the study revealed that customer satisfaction is significantly influenced by better and friendly interactions with both customers and employees, surpassing other dimensions of the model. Similarly, Whingan and Ogundare's (2018) study sought to examine how customers' perception of the quality of bank services is impacted by various aspects. The findings indicated that customers, in evaluating the service quality of banks, give less consideration to tangible elements and instead prioritize attributes such as communication, friendly and cooperative employee attitudes, and overall management practices.

The study's findings, which examined the expectations for customer service quality and cultural diversity in Hong Kong's retail clothing firms, confirmed the importance of cultural factors in defining customer service quality. Consequently, every customer will possess distinct inclinations and anticipations regarding the services given by the shops. Consequently, apparel retailers must acknowledge these expectations to sustain a competitive edge over their rivals (Luximon and Chan, 2017). The retail industry has additional literature that underscores its unique characteristics or other factors that contribute to explaining service quality. Shahneaz and

Salma's (2013) research delves into service quality in retail megastores in Bangladesh. The study revealed that tangible factors such as customer knowledge and attitude significantly influenced satisfaction, whereas responsiveness did not have a notable impact on overall customer satisfaction with retail establishments. However, the research suggested that retail store management should prioritize enhancing responsiveness and other aspects of service quality based on conversations with experienced customers. This emphasis is crucial, given that service quality serves as a marketing strategy to differentiate the business from its competitors.

Hisham et al. (2016) also investigated the service quality of the retail stores that suggested that more focus on strategies that enhances the physical facilities of the stores is needed. The findings also further emphasize that the appearance and interactions of the staff as another necessary element that encourage customers to purchase from retail stores. Salim et al. (2016) examined the retail industry in the UAE. Through his research using the Gap evaluation in service delivery, the authors demonstrated that the UAE retail industry employs a conventional style that does not take into account the consumers' perception and requirements when offering their services. To precisely gauge customers' needs through direct interactions and gain deeper insights into their experiences and preferences with semi-government retail establishments, our study opted for qualitative research.

Similarly, Gopalan, Sreekumar and Satpathy (2015) emphasized that the retail industry's management needs to focus more on the physical and tangible elements of the stores and product range they are offering. Paparoidamis, Tran and Leonidou (2019) and Hamming et al. (2019) discussed the role of staff and employee attitudes towards the customers in shaping their perception of service quality for retail sector and encourage the use of effective communication in stores. Through these studies, it becomes evident when the expected service is not delivered, facilitating the identification of issues. This research aims to address such challenges within the semi-government retail sector in the UAE. It is evident, as indicated by numerous studies, that the success of any organization hinges on the quality of its services.

Moreover, to enhance the generalizability of the study, the researcher introduces additional performance elements, making this research dynamically comprehensive in understanding customers' perceptions of service quality.

1.7 Researchers' Positionality

The researcher is well-versed in the setting, having grown up in the UAE which is another factor that significantly affects the research procedure as the researcher is an Emirati national. Expectations for service quality are shaped by cultural values and customs of which the researcher is well aware, particularly through his experiences in the region. However, insider knowledge can also breed prejudice and presumptions that alter the research outcomes (Saidin, 2017).

80% of purchases in Dubai are influenced by women who indicate a sizable share of the retail consumer base (Wordbank, 2020), accessing and establishing connections with them may be difficult for a male researcher. The study procedure may encounter obstacles due to cultural conventions around gender interactions. On the other hand, a researcher's gender may be advantageous when it comes to reaching and speaking with male customers, as they might feel more at ease discussing their experiences with a fellow individual (Shah, 2024).

The researcher offers important context and insights because of his learning experiences in the UAE's institutions for 19 years, during which he interacted with principals, teachers, administrators, classmates, and colleagues of many nationalities, age categories, and gender. Despite the beneficial aspects of the researcher's background that are considered appropriate and useful in conducting research in the UAE context there might be the likelihood that this experience will also add some subjectivity to the study procedure which might reveal biased research outcomes (Holmes, 2020).

The researcher should aim for an appropriate compromise between both objectivity and subjectivity to preserve accuracy. It is essential to recognize and consider positionality at every stage of the research process. Potential biases can be reduced with the use of professional discussion, participant verification, and triangulation of data sources. Moreover, the more diverse and multicultural sample from the population also overcomes possible biases in the results and ensures research accuracy (Holmes, 2020).

1.8 Organization of the Thesis

The following study has been designed in a way that would follow the structure that systematically explores the research objectives. The organization of the research thesis

elaborates the layout of the study step-by-step which assists the researcher as well as readers to better understand the researcher's investigation.

The fundamental structure for the entire investigation is established in Chapter 1. The research goals and objectives, which the investigation would be dependent upon, the study's background, the problem description, rationalization, and significance of the investigation, the research hypothesis, and the researcher's positionality are all stated in detail in this introduction chapter.

To assess the semi-government retail sector in the UAE, this study aims to investigate the relationship between customer satisfaction levels and perceived and expected service quality. Chapter 2 discusses the systematic literature review that was conducted to comprehend more about previous investigations. To illustrate the connection between the research variables, a theoretical framework has been created. Additionally, a framework for measuring service quality has been devised, along with an explanation of the relationship between the research variables.

All of the methodological strategies used for this investigation are covered in detail in Chapter 3. The research paradigm, research methodologies, sample and participant selection, the use of qualitative data collection techniques, ensuring the quality of research utilizing validity and reliability tools, the technique of qualitative data analysis, research limitations, researcher's reflection, and ethical issues for this study are all included in this chapter.

In Chapter 4, the researcher has presented the findings of the adopted methodology and the literature review in a very detailed manner. The data is gathered through conducting semi-structured interviews and focus group discussions with the consumers of the semi-government retail sector.

Chapter 5 demonstrates the study's discussion that focuses on the results in the context of the literature review. The results are thoroughly discussed, examining the variables that alter consumers' perception and service quality of the semi-government retail stores as well as the significance of the research outcomes.

Based on the study's findings evaluated in Chapter 5, the final phase of the research Chapter 6, encompasses the investigation. The chapter also lists the evaluation of key research findings, the contribution of the research, recommendations, research limitations, and research implications, and makes suggestions for the future research scope.

1.7 Summary

This chapter provides a summary of the literature, outlining the contextual background that forms the foundation of the study within the semi-government retail sector in the UAE. Before introducing the study's objectives and related research questions, the chapter identifies a research gap, emphasizing the void that this study intends to address, contributing to academic understanding, and assisting stakeholders. The primary aim of this study is to fill the identified gap in conceptualizing service quality in the UAE semi-government retail sector by introducing new performance dimensions that enhance the assessment with more dynamic interrelations among the themes that evaluate service quality in the region-specific context. Realizing that existing frameworks such as SERVQUAL are appropriate to the Western culture to identify service quality, the researcher intends to propose a customized approach to explore service quality within the Middle Eastern context, emphasizing the need for cultural adaptation in service quality frameworks. In order to better comprehend and meet the diverse needs of multicultural consumers of the UAE, the study advocates for an integrated approach to service quality that blends conventional models with more dynamic analytical tools. Due to the distinct cultural, economic, and operational characteristics of the UAE, the semi-government retail industry is a significant yet understudied field. Research on this area can produce insightful findings that are quite pertinent to the UAE setting.

Chapter 2: Literature Review

2.1 Introduction

This study seeks to examine the impact of perceived and expected service quality on the levels of customer satisfaction in the context of the United Arab Emirates. As customers' perceptions of quality is central in determining their repurchase decision and word of mouth, it is a major concern for practitioners and researchers. This chapter addresses the systematic literature review done to gain insights into past research. A theoretical framework has been developed to depict the relationship between the study variables. Moreover, the explanation of the relationship between the study variables and the underpinning SERVQUAL framework has also been developed.

2.2 Systematic Literature Review Strategy

The literature was carried out with the focus on service quality and customer perception towards the phenomenon of service quality in the retail sector. The research articles, and other sources of information, including drawing from grey literature, were used to fully present the central purpose of study.

2.2.1 Search terms for the Review

The terms used during the literature review were related to service quality, perceived service quality, customer perception, service sector and the retail sector. The table 2.0.1 below represents the key terms used for the literature search. The right column denotes the search terms that were identified as relevant to the area of study. The left column shows the different combinations of the terms used to identify the relevant literature, developing 4 different combinations termed as A, B, C and D, which were used for searching for relevant journal articles, books, blog articles and newspaper articles.

Table 2.0.1: Key Terms and Combinations

Search terms used	Different combinations used during literature search
Service quality, perceived service quality, customer perception, service sector, retail sector, dimensions of service quality, and service quality	Service quality and customer perception (A)
	Perceived service quality in the retail sector (B)
	Service quality in retail sector (C)
	Dimensions of service quality in retail sector (D)

The databases consulted for the collection of data comprised Google Scholar, Emerald Insight, SAGE Journals, and Science Direct. Apart from these sources, unpublished theses, sources presenting explanation of business theories and concepts, business magazine articles and newspaper articles were also reviewed to select the suitable content. In addition, Google Books was consulted for finding relevant books that have elaborated the concept of service quality. The following table outlines the research results obtained through the different database, and the exclusion and inclusion criteria used to select the relevant data sources for the systematic review.

Table 2.0.2: Summary of Search Results

Search results Summary	
Google Scholar	A: 46,000 results
	B: 5,990 results
	C: 69,000 results
	D: 16,600 results
Emerald Insight	A: over 15000
	B: 289
	C: over 8000
	D: over 5000
SAGE Journals	A: 2180
	B: 19
	C: 1846
	D: 718
Science Direct	A: 16,727 results
	B: 87 results
	C: 10,743 results
	D: 3,919 results

From each keyword category, 5 selections were made, making 20 selections from each source. Total articles included in the review are 80.

2.2.2 Exclusion and selection criteria for Researches

The criteria followed during search comprised:

- Studies carried out internationally, including in the UAE
- Studies were out in both the retail and service sectors
- Articles in the English language only
- Content with the keywords, published between 2015 to 2021, to maintain focus on contemporary sources of information only.

The content that did not fall within the scope mentioned above was filtered out, and the literature that adhered to the above-mentioned criteria was included in the review.

2.3 Systematic Literature Review

The following subsection presents an analysis of the themes of service quality, components of service quality model, customer perception, perceived service quality, and service quality in the retail sector, including the retail segment in the UAE. The theoretical framework used to support the analysis of related concepts is primarily based on the service quality (SERVQUAL) model. In the current era, where service providers are engaged in providing high quality services to the customers to gain competitive advantage, the service quality model SERVQUAL is excessively used (Asogwa et al., 2014).

The SERVQUAL model allows service providers to offer greater value, provide competitive services, and achieve better growth rates and greater customer satisfaction (Asogwa et al., 2014). In the last several years, developed nations have recognized service quality as an important determinant of organizational performance and customer satisfaction. The delivery of high-quality services is dependent on developing a better understanding of the perceptions and expectations of customers. The level of satisfaction achieved by the services obtained is determined as quality (Asogwa et al., 2014).

2.3.1 Is the customer always right?

There are researchers who believe that in order to move towards business growth, the company needs to adhere to the belief that the customer is always right. The changing dynamics of the customers, and the increasing number of social media users has made customer management more intricate than previously. Kähr et al. (2016) used qualitative interviews to investigate how customers can cause considerable harm to a brand's market image, suggesting the model of consumer brand sabotage (CBS) to explain the way word of mouth is used to express underlying hostility.

An opposing school of thought, as described by Kähr et al. (2016), has rejected the concept that the customer is always right; on the grounds that employee satisfaction should be a priority as compared to customer satisfaction. The rationale for this is that a dissatisfied set of personnel are not likely to offer quality service, therefore, putting the entire focus on the customer is a flawed approach to managing a business (Madera, Lee and Kapoor, 2017). Supporting this, Mukherjee (2018) used a literature analysis in the banking sector and offered similar insight into the way an entirely customer centric business causes damage to the organization and its employees.

Keeping with current industry dynamics, focusing on customer satisfaction and customer experiences is of crucial importance to compete with rival firms. As stated by Gowing (2018), the intense competition in traditional and online platforms has necessitated the use of the phenomenon of customer experience as a guide for devising marketing strategy. Furthermore, Lemon and Verhoef (2016) emphasized the need to look beyond the traditional service offer and customer purchase context, and shift to a more integrative perspective to traditional and digital customer experience management.

A blend of both these extreme points of views seems to be a suitable approach to managing customers. A web article by Pillai (2018) offered a plausible explanation for the concept of a customer being right, asserting that rather than drawing a conclusion based on the literal meaning, emphasis should be placed on the factual background of the statement, which hints at the process of creating value for customers. Based on this article, the central theme that

should be the focal point for businesses, is creating a positive experience for the customer, in terms of the value they are able to derive out of the service.

In this way, it can infer that the customer might not always be right, but in the contemporary era, the customer has much more power as compared to the past. In the past, people could share their bad experience of a product or service to their circle or friends, but now with the advancement of technology and globalization, people can address a large audience to share their experiences and disparage a brand. A company's inability to deal with the customers' complaints is a big reason for them spreading bad word of mouth rather than complaining to the company (Catherine et al., 2017).

From the literature analysis, clearly the customers are not the sole determinants of service quality, rather employees and government also influence the perceptions of the service quality and customer satisfaction levels. In addition to customers there are other stakeholders who also affect perceptions of service quality. Satisfaction of the firm's employees serve as a major determinant of service quality (Munhurrin, Naidoo and Bhiwajee, 2010). When the employees of a service providing firm are committed, they will tend to perform better and there will be a virtuous cycle of continuous improvement in the offered quality of services. The interactive nature of service delivery enhances the significance of employees and their commitment to the organisation. A number of studies have shown that satisfied employees are highly motivated and committed and in turn work with greater efficiency and effectiveness (Munhurrin, Naidoo and Bhiwajee, 2010). The higher the degree of employee satisfaction, the greater will be the chances of customer satisfaction, because happier employee engage in better service delivery. A study targeting service firms of Hong Kong reported that employee satisfaction has a significant relationship with service quality and customer satisfaction (Kosovali et al., 2010).

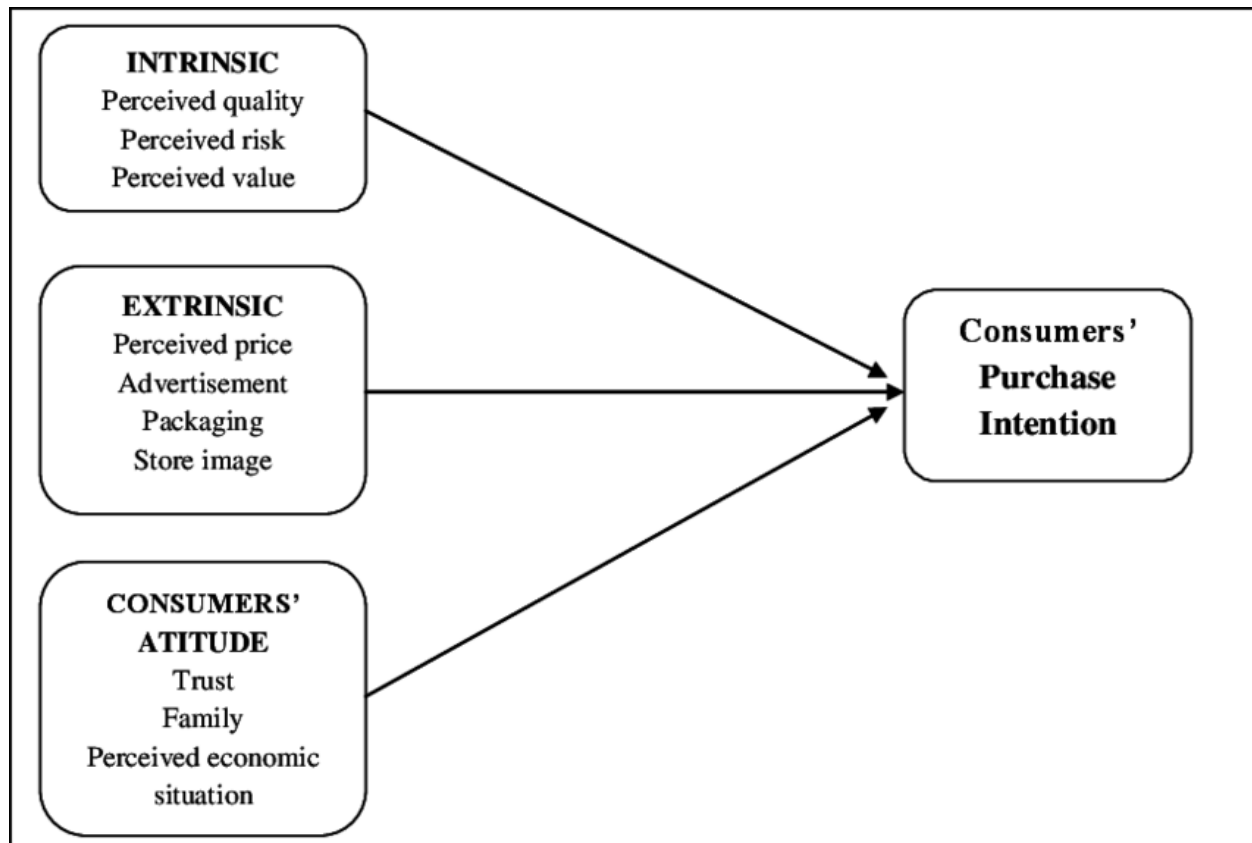
Additionally, Bashir, Machali and Mwinyi (2012) explored the role of government in determining the perception and customer satisfaction of service quality. The results of this study added to the understanding regarding the relationship between the role of government and customer satisfaction. The role played by the government impacts the operations of service firms, thus affecting the customers' satisfaction.

2.3.2 Customer Perception

The way a customer views a service is an essential component for business success as a brand is able to create a positive perception in its target market and is likely to flourish over the years (Felix, 2017). Taking the example of the hospitality sector, simulation experiment results illustrated that if customers view a business as being unable to provide them the quality they expect, issues start emerging, causing a decline in the sales generated by the organization as the customers opt for substitute service providers (Jung et al., 2015). Garrido-Morgado, González-Benito and Martos-Partal (2016) emphasized the need to sustain positive brand perception of the customer, as it can provide the basis for loyalty among buyers. One of the commonly used strategies to achieve this objective is to target the creation of intrinsic and extrinsic perceived quality in the market (Hossain, Quaddus and Shanka, 2015).

Fauzi (2016) outlined the key components of customer perception, as depicted in the model below. According to the model, the decision to buy a product or service is dependent on an intrinsic and extrinsic analysis, along with the attitude of the individual towards personal and organizational-related factors. The intrinsic component is more subjective in nature as it includes perception about the quality, risk, and value that an individual can derive from a service experience. The extrinsic aspect of customer perception is centred on more tangible dimensions of a service, such as pricing structure, advertisements displayed through different mediums, and the overall image the service provider has developed through the physical features of the retail setup. Konuk (2018) asserts that intrinsic and extrinsic variables are directly associated with the image a business forms among customers, the attitude reflected through trust in the brand is also a significant factor shaped by customer perception supported by the proposed model of Fauzi (2016).

Figure 2.0.1: Components of Customer Perception



Source: Fauzi (2016, p. 23)

Conversely, researchers such as Jang and Moutinho (2019) analysed the hospitality industry and discovered that intrinsic factors play a more crucial role in the development of customer perception than extrinsic factors. Chai, Malhotra, and Alpert (2015) suggested that customer perception also involves an individual's observation of the value that the service can generate for a person. The dimensions of utilitarian and hedonic value are important to consider in this context as both facets are associated with different marketing and service quality frameworks. Within the service sector, there has been a substantial focus on service quality, considering quality as a central element in the customer retention strategy which is missing in the Fauzi model. Izogo (2017) highlighted the critical nature of service quality for business survival in today's highly competitive world. In essence, the service proposition alone does not trigger positive feelings in the buyer, unless it is accompanied by a positive experience that derives consumers' purchase intention.

Therefore, it can be stated that positive experience originates from the perception of service quality. This framework assists researchers in understanding the direction and the drivers of consumers' perceptions of service quality that shape their purchasing behaviour of consumers that answers the research questions of the current study. However, Fauzi (2016) has discussed the tangible aspects of the performance that partially explain the functional performance of the stores while intangible performance aspects were not present in the Fauzi model which is another objective for the current study. Moreover, he did not discuss the satisfaction of the consumers that they achieve from their purchase and their repurchase decision which is also crucial to consumer loyalty. It provides the researchers with a significant dimension to evaluate the service quality through additional intrinsic and extrinsic variables that serve as performance indicators, but these variables could not cover all the aspects of the performance that are crucial to the consumers in the present day, although the SERVQUAL model has discussed more variables that covers tangible and intangible elements of performance provides a relatively broader illustration of service quality perception. Still, the Fauzi model has added to the knowledge by incorporating consumers' attitudes into the practice which was absent in the SERVQUAL model. The Model guided the researcher regarding the aspects that shape consumer perception, however, the consumers' perception attributes might also affected by the cultural and digital belonging of the consumers.

2.3.2.1 Cultural Influence on the Consumer Perception

Taras et al. (2010) addressed the practical effects of cultural variants on consumers' perception of service quality assessment in globalized and competitive market contexts, complementing Hofstede's cultural dimensions (Hofstede, 2001) as a theoretical framework. Furthermore, it's important to include cultural distinctiveness when measuring service quality, particularly in markets with a wide range of cultures such as the UAE which comprises several nationalities in its residing and working population. According to Luximon and Chan (2017), there are concerns over the global applicability of Western-developed models like as SERVQUAL, particularly in non-Western consumer markets where cultural nuances greatly influence service perception of the consumers that significantly shape their expectations and interactions with service providers. According to Aswad et al. (2019), service quality is examined in the Middle East with a focus on the necessity of culturally appropriate service

quality frameworks due to the cultural diversity in the population which alters the customers' perception while assessing service quality due to their beliefs, attitudes, and values (Kledrowetzová, 2023).

2.3.2.2 Technological Influence on the Consumer Perception

The increasing integration of digital technology into daily consumer experiences has led to an increase in the need for seamless digital interactions. According to Blut et al. (2015), satisfying contemporary customer demands requires successfully integrating digital touchpoints into service delivery. Lerzan Aksoy et al. (2019) discussed how customer participation affects service quality and emphasized how changing service expectations are brought about by the rise of technology and customer collaboration through their assessments and feedback to improve service quality. These revelations spurred more investigation into how these worldwide patterns are influencing local customer views of service quality and how they are appearing locally.

Technological advancement has brought about a transformation in customer relationships and consumer expectations (Ming-Hui Huang & Roland Rust (2017). Furthermore, to ensure that services are both technologically advanced and culturally sensitive, Wirtz and Kaufman's (2015) work on service innovation emphasizes the significance of modifying service quality models to accommodate technological improvements and cultural diversity. incorporating technological innovations into service management, which is in line with the increased focus on enhancing customer experiences with technology advancements and tailored communications. Lemon and Verhoef (2016), highlighted the significance of multidimensional approaches in delivering integrated consumer experiences across several platforms—a crucial component in the current digital era emphasized on another dimension which is crucial to service quality that enhances convenience and reduces wastage of time giving an improved experience to customers regarding service quality.

2.3.3 Concept of service quality

The term service quality is hard to define explicitly. Researchers have attempted to define service quality based on differing viewpoints (Ramya and Kowsalya, 2019). Kotler et al. (1993),

a service provider company's capacity to hold onto clients for extended periods is a measure of its service quality. According to this definition, customer retention is the best determinant of service quality (Ramya and Kowsalya, 2019). Berry (1985) defined service quality as the delivery of superior service quality with the demands and expectations of customers (Ramya and Kowsalya, 2019).

Roy (2018), there are two distinct ways to approach acknowledging about service quality: subjective and objective. The objective perspective is dependent on the quantifiable aspects of a service, while the latter is linked with the individual's interpretation of the quality of service. The measurement of both these aspects is interlinked, as the objective criterion for understanding service quality is often based on the subjective input regarding the factors that constitute quality. Deb and Ahmed (2019) further indicated the differences existing in objective and subjective accounts of service quality, illustrating how both approaches can provide a different perspective towards service excellence.

Rahim (2016) examined the buyer's opinion regarding service quality as the basis of perceived quality construct. The underlying theme across the literature pertaining to service quality addresses the way customer's subjective perception can create a sense of fulfilment of the promised service offer, which ultimately reflects the presence of service quality (Ali and Raza, 2017; Meesala and Paul, 2018). The central proposition in service quality revolves around the gap between service expectations and the actual service experience, influencing the extent of a favourable perception of service excellence (Ghotbabadi, Feiz, and Baharun, 2015). This gap can be translated into instances where customer experiences fall short, enabling businesses to identify shortcomings, a focal point this study aims to address.

In other words, customers' satisfaction greatly relies on the way he/she perceives the quality to be. Customers tend to be satisfied when the perceived service quality levels match their expectation levels of services. Hence, the firms must identify the requirements of the customers and position their services accordingly to achieve greater levels of customers' expectations. In summary, it can be inferred that service quality holds critical importance for business success, as elaborated in the following section.

2.3.4 Importance of Service Quality

Service quality measurement and improvement is deemed a key part of business processes as it is frequently used as a means to gauge the level of satisfaction experienced by the buyers. Wirtz (2016), communication with staff members can foster a comprehensive sense of satisfaction of customers with the service offered, they experience a deep sense of value which enhances individual experiences and constructs their perception yet contributes to the satisfaction. This, in turn, can lead to an assessment of the service's quality, which, if favourable, encourages the client to return and repeat their purchases in the future. Here, the author also discussed the transactional quality that includes the customers' perception of improved or better service quality product quality, comforting and supportive behaviour towards customers, and the outlook that attracts customers' senses. Additionally, it also adds to the overall satisfaction of the customers when combining producers' facilities through product quality, locations' outlooks, and services to the customers with customers' attitudes and beliefs.

When it pertains to their next purchase, consumers' intentions to repeat their purchases are primarily impacted by their overall perceptions of the company's service quality, rather than by their specific satisfaction assessments during and after a particular transaction. Alternatively, and in light of the multi-attribute choice model, this means that customers attempt to forecast the quality of the upcoming service transaction. Despite their dissatisfaction with their last choice, customers may choose to go back to a place in particular if they believe the place is great in general. They might consider the negative encounter to be a unique event. Nonetheless, a subsequent or even tertiary dissatisfaction assessment will significantly lower the general opinion of the company's level of service quality and risk future business (Wirtz, 2016). The figure below outlines the process.

Figure 2.0.2: Service Quality Process



Source: Wirtz (2016, p. 60)

Conversely, the Wirtz model has not catered to the factors that would restrict the consumers from repeating their purchase irrespective of their bad experience but also spread negative word of mouth. Negative word of mouth is regarded as a service failure cost because the business has to deal with the loss of potential customers, along with the development of a negative image among existing customers (Koc et al., 2017). To rectify the service failure, the company has to invest in restructuring the marketing processes and developing marketing campaigns to restore customer's perception of the brand which adds to the cost of business operations (Zhang, Omran, & Cobanoglu, 2017). Dale and Plunkett (2017) wrote about the costs an organization has to bear in case of an inability to fulfil customer expectations, which has been termed 'external failure'. A few examples of this type of failure include negative reviews from customers, legal issues, and a reduced likelihood of repeat purchases from buyers. Additionally, responding to legal complaints filed against the company requires investing considerable resources. Therefore, it can be seen that overlooking the importance of the perception of customers towards the service attributes of a firm can lead to various issues due to customer dissatisfaction and less likely to purchase the products in the future.

This model significantly highlighted the attributes that improve customer satisfaction which is crucial for the service provider to improve their service quality to retain customers this is not discussed in the widely used SERVQUAL model by Parasuraman et al., (1985) because retaining customers is essential for businesses to prosper by making their customers satisfied. The model further emphasized the factors that contribute to improving the customers' perception of service quality through both tangible and intangible elements of service providers that reflect the overall performance of the businesses which is the prior objective of evaluation of this research, however, weaknesses of the model should be considered when taking assistance from it while these highlighted gaps that gave directions to the researcher to further enhance the attributes that guide the researcher to propose more comprehensive and novel framework to evaluate the service quality.

2.3.5 Customer Satisfaction and Service Quality

While reviewing the literature on service quality, a recurring theme has been customer satisfaction, seen as a clear outcome of delivering a service that either meets or surpasses the buyer's expected standard. Namin (2017), focusing on the fast-food industry, argued that service

excellence doesn't directly influence the intention to purchase; instead, there's a more direct link between customer satisfaction (resulting from service quality) and the willingness to avail the service in the future. Although revisits from buyers aren't directly impacted by service standards, quality does influence the perceived value of the service, proportionately enhancing or reducing satisfaction (Jiang, Jun, and Yang, 2016).

Izogo and Ogba (2015) concluded that maintaining a high standard of service leads to customer satisfaction, while the variable of commitment or behavioural loyalty is noticeably connected to service quality. When service quality falls below expectations, customers seek alternatives that meet their expected standards, compromising their commitment. Attitudinal loyalty, manifested through a favourable attitude towards a specific brand or organization, hints at future purchases from that organization (Kaura et al., 2015).

In a similar study, Izogo and Ogba (2015) highlighted that long-term business growth depends on the service organization's ability to retain and expand its customer base by consistently delivering quality service. Kiran and Diljit (2017) supported this idea, emphasizing the importance of offering a high standard of service that embeds a sense of value in the customer's mind, leading to satisfaction (Ngo and Nguyen, 2016). Customer satisfaction's mediating role in establishing brand loyalty has also been noted, where emotional attachment and a sense of association with a brand shape satisfaction levels. This emotional connection leads to loyalty and allows service providers to charge premium prices without the fear of customers switching to other brands. However, to secure a strong position in customers' minds, the brand must maintain consistent service quality. It's evident that a customer's emotional experience is a crucial component in the service quality equation, as discussed in the next section.

2.3.6 Service Quality and Customer Emotional Connection

In the realm of service quality and customer emotional connection, perceived service quality is recognized for its pivotal role in fostering an emotional connection with the brand and cultivating commitment among customers in the service sector (Paul, Mittal, and Srivastav, 2016). Customer loyalty implies a strong affiliation a buyer feels with the brand, resulting in revisits and repeated purchases (Nyadzayo and Khajehzadeh, 2016). Beyond these positive

effects of service quality, businesses gain a competitive edge by having the ability to charge higher prices without a significant risk of declining sales (Hemsley-Brown and Alnawas, 2016).

Furthermore, an emotionally-based association with the brand is an expected outcome when consistently delivering good-quality service. This allows businesses to leverage the perceived value to set a price they deem appropriate. However, as pointed out by Kaura et al. (2015), fairness must be considered in devising a pricing strategy, as a price structure that seems unjustified can backfire. The emotional experience translates into customer behaviour, often manifested in the form of word of mouth. The connections between service quality and positive word of mouth are explored in the subsequent discussion.

2.3.7 Service Quality and Positive Word of Mouth

Another area analysed concerning service quality is positive word of mouth and customer reviews. Some researchers, like Felix (2017), have been unable to establish a clear connection between these two factors. However, numerous studies, such as Hussain, Al Nasser, and Hussain (2015), highlight the significance of service excellence as the foundation for initiating the sharing of positive feedback within an individual's social circle. Positive emotional and attitudinal constituents in shared reviews are likely to yield positive outcomes, enhancing the brand's reputation. Conversely, dissatisfied customers engaging in criticism can damage the brand's image (Hussain, Al Nasser, and Hussain, 2015; Sengupta and Pillai, 2017).

Word of mouth (WOM) is strongly associated with customers' repurchase behaviour, indicating a desire for the same service quality experience that fulfilled their expectations (Leonnard, Comm, and Thung, 2017). Positive reviews suggest that the customer's needs have been adequately addressed, increasing the likelihood of future visits and reducing the risk of losing the customer to competitors.

Trust is an underlying theme stimulating positive WOM processes, as the belief that the organization will maintain service quality in future transactions allows customers to recommend the service provider to others (Rahayu, 2018). The act of recommending a service recalls individuals' positive experiences, emphasizing the service provider's trustworthiness (Liu and Lee, 2016). The perception of service standards and their degree of quality translates into

recommendations about the service to others (Hidayat et al., 2017). By consistently offering better quality services, service providers can achieve higher bargaining power, leading to various benefits, with positive word of mouth being one of them. Delighting customers by meeting their expected quality levels encourages them to share positive word of mouth, potentially resulting in a greater market share for the service provider.

Researchers, including Meesala and Paul (2018) and Polyakova and Mirza (2015), have provided insights into how service quality is perceived in terms of different measurable variables, moving beyond vague concepts and creating operational definitions for the phenomenon, as elaborated in the following section.

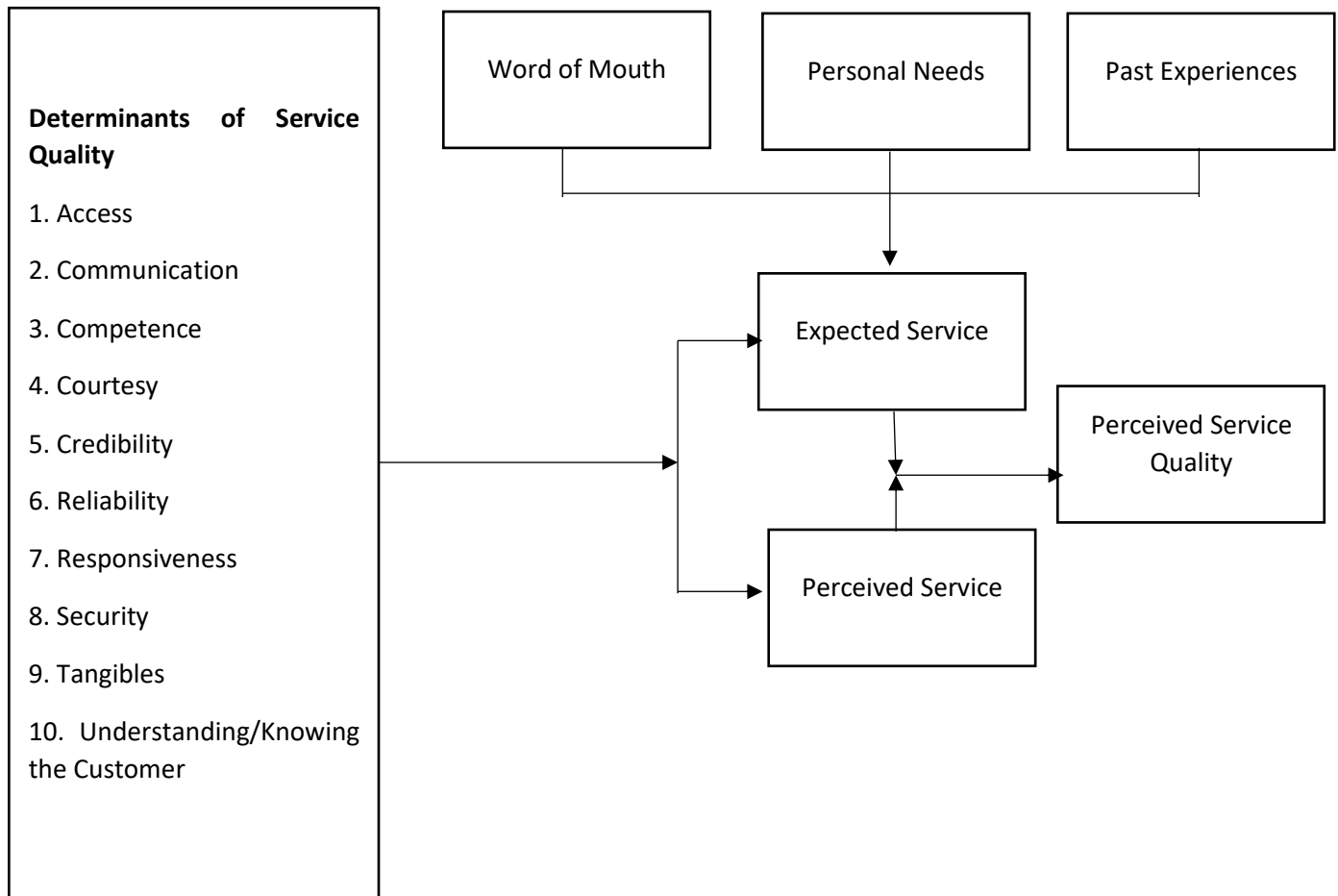
2.4 Components of Service Quality

Through the review of the literature, it can be seen that buyers strongly respond to specific service attributes and shape their perceptions towards service standards accordingly (Wang et al., 2015). One of the constructs that is relatively easy to identify is the nature of communication (verbal and non-verbal both) between the buyer and personnel (Kondasani and Panda, 2016). A positive interaction between the two parties ultimately provides the foundation for customer satisfaction and loyalty. Nevertheless, service quality entails few other dimensions as well defined besides the pattern of communication.

The service sector has witnessed enormous growth in the United Arab Emirates over the last few years and this extensive growth demands service providing firms to improve their service quality to achieve greater customer satisfaction. Academics, managers and researchers are exploring the dimensions of service quality to better understand the customers' expectations regarding the quality of services (Khudri and Sultana, 2015). The success of a service organization is contingent on the delivery of quality services. For customers, measuring and assessing the quality of a service is quite challenging as compared to evaluating the quality of products. Customers' expectations regarding the quality of services tend to influence their perceptions of service quality (Johnston, 1995; Khudri and Sultana, 2015). To better gauge the quality of a service, firms can compare customers' expectations regarding their services with the perception of quality (Khudri and Sultana, 2015).

Parasuraman, Zeithaml and Berry (1985) are pioneers in the domain of service quality framework development, with the earlier investigation resulting in the development of 10 factors which were deemed as representation of service quality, as illustrated in the following figure.

Figure 2.0.3: Determinants of Service Quality



Source: Parasuraman et al., (1985, p. 48)

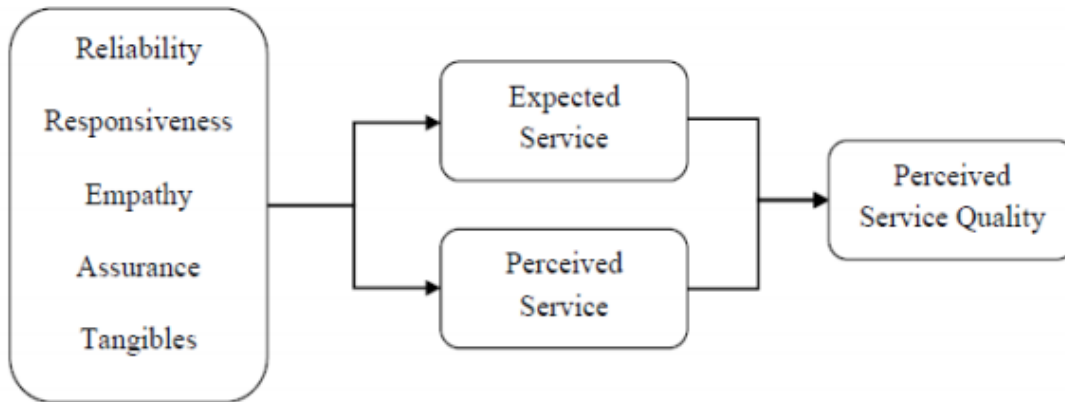
The framework presented above identifies 10 different areas that help customers in their analysis of service quality and help them conclude the ability of the service to meet their expectations. It has also been mentioned that prior experience and the current needs of the buyer, along with the suggestions an individual has received from others, affect their perception of the service. Furthermore, their belief about what to expect from the service provider is also largely

affected by previous experiences and reviews of others, creating an overall impression of the service standard.

The 10-dimension model includes some components that are associated with each other; therefore, those components were merged to form a more refined model to outline the concept of service quality (Panwar, 2016). After the preliminary model, the SERVQUAL model extension was adopted by various researchers, examining the way service quality and its implications affected the customer and service provider's interaction and the buyer's post-purchase attitude towards the organization (Ahmad, Ahmad, & Papastathopoulos, 2019; Kant & Jaiswal, 2017; Kaura et al., 2015).

In the extension, these five components include “tangibles, reliability, assurance, responsiveness, and empathy” (Teshnizi, et al., 2018, p.2). In an attempt to benefit from a comparison with the Gronroos model, Parasuraman et al. (1985, 1988) proposed a service quality measurement. Managers can find the gaps in their services with the SERVQUAL model (Seth, Deshmukh, & Vrat, 2005). The model is modified and made concise with 5 dimensions of service quality rather than 10 discussed by Ghotbabadi et al. (2015). This particular model is the most popular among academics and professionals. Despite years of research, SERVQUAL is the most well-known model for service quality. However, scientists have found that the model's approach to assessing gaps at different levels is unclear (Brady & Cronin, 2001; Seth et al., 2005). The following image shows the composite structure of the SERVQUAL Model:

Figure 2.0.4: SERVQUAL Model Dimensions



Source: Ghotbabadi et al., (2015, p. 276)

Critics have argued that the SERVQUAL Model has some distinctive issues that reduce its effectiveness in understanding service quality dimensions across different sectors (Alzaydi et al., 2018; Farooq et al., 2018). In some cases, further additions need to be made to accommodate other components of service quality which are not included in the generic model. For instance, compliance has been added as a supplementary feature of the SERVQUAL model for the banking sector (Ali and Raza, 2017), as the five dimensions used do not address this important aspect of the banking industry. Moreover, Kar (2016) identified the over-reliance on inductive analysis creates a measurement tool that is more inclined to analyse functional quality, ignoring the way the outcome of the service shapes customer attitude which is a significant limitation of this model.

The framework is also criticized because it cannot be readily applied to different sectors, without any adjustments. For example, the component of reliability is subjective in nature and can differ from one industry to another. This, along with the differences arising out of the human interaction involved in service delivery, makes it difficult to develop a valid construct that is applicable across different service sectors (Basfirinci & Mitra, 2015). Researchers contended that better assessments of service quality cannot be obtained analytically by assessing the difference between expectations and perceptions. The component for analysing the customers' expectations and perceptions should be evolved that incorporate the dynamic of consumers' attitudes towards the judgment of service quality (Phan, Thai, & Vu, 2021).

Moreover, the model has analysed the service quality with the performance attributes that are insufficient in the current era due to a more aware and vigilant consumer base. They value the service providers' effort with their time and convenience which should be added to the study to evaluate technical performance in elaborating service quality. On the other hand, SERVQUAL has demonstrated the idea of perceived service quality that also identifies gaps by comparing the expected service and perceived services, however, it did not explain the effects of service quality perceived gaps on the consumers. Researchers have elaborated on the implications of gaps as they leave customers dissatisfied. Organizations are concerned with having a loyal consumer base which is ensured by the satisfied customers. Several prior research investigations have confirmed the strong correlation between brand loyalty and customer satisfaction (Ahmed et al., 2014; Al-mallam, 2015; Awan and Rehman, 2014). Additionally, the customers after their experience with the service provider, spread their opinions to other potential target audiences that might be reluctant to utilize the services from the producer or service provider because word-of-mouth marketing and advertising are nearly nine times more effective for a company than other deliberate and conventional strategies (Keller, 2007; Kim and Hyun, 2019). Satisfied consumers might have repurchased intention because it refers to the desire of customers to make repeat purchases from identical service providers on several occasions. Researcher have claimed that repurchasing behaviour is favourably influenced by customer satisfaction (Ariffin et al., 2016; Hellier et al., 2003; Ibzan et al., 2016).

The following section further discusses the components of SERVQUAL and their limitations which emphasized on the rationality to incorporate more elements in the model to evaluate the service quality in the future for different sectors, specifically retail sector.

2.5 Scope and Limitations of Components of SERVQUAL Model

2.5.1 Tangibles

The initial aspect addressed in service quality is tangibles, associated with the physical appearance of the service-providing organization. This includes features such as the equipment used to facilitate customers and the appearance of personnel assisting employees (Roslan, Wahab, and Abdullah, 2015). While some scholars argue that the tangible aspect should not be the top priority, and resources should be invested in the other four dimensions (Dahari, Abduh, &

Fam, 2015), Banahene, Ahudey, and Asamoah (2017) assert that technological evolution has reduced the emphasis on tangible aspects, diverting customer attention towards the other four components.

In contrast, researchers like Nguyen et al. (2018) consider tangibles the main component influencing customers' opinions about the service. It is crucial to align all five segments, as a noticeable gap between different quality indicators can undermine the credibility of the service provider. Ali and Raza (2017) make similar arguments, viewing SERVQUAL variables as separate yet interconnected components that provide a comprehensive view of firm performance from the customer's perspective.

However, the emphasis on tangibles sometimes neglects the way price structures shape customer satisfaction. Narteh (2018) argues that understanding the moderating effects of price is imperative for comprehending customer perception. Furthermore, the component of price sensitivity is a vital part of the overall customer service experience (Chua, Lee, Goh, and Han, 2015), not fully addressed in the tangibles dimension.

In the retail sector, tangible attributes of services are the physical aspects customers use to evaluate service quality. The organization of retail outlets, efficiency, speed of transactions, and the external appearance of stores, including opening and closing hours and ease of transactions and payment methods, all influence customers' perceptions of service quality. Tangible aspects of services are those attributes that must remain consistent regardless of cultural differences (Pakurár et al., 2019; Sultana et al., 2016). Improving the attractiveness of retail outlets can enhance customers' perceptions of service quality (Pakurár et al., 2019; Sultana et al., 2016).

2.5.2 Reliability

The second dimension which is a part of the SERVQUAL model is that of reliability, which is the business' ability to adhere to the service excellence that they have claimed to deliver. In the case where businesses have established their set up along with updated facilities, if they fall short on the reliability of the service, with interruptions and delays in the service provision, customers will rate the service in poor terms (Kant and Jaiswal, 2017).

Reliability, as an integral part of the service delivery equation, signifies to customers that an organization is trustworthy and can be depended upon to provide prompt and accurate service (Setyawan et al., 2019). Namin (2017) supports this conclusion, highlighting how the presence of prompt service is linked to buyer satisfaction and loyalty. Even if delayed service meets the expected standard, it fails to delight customers, damaging customer engagement and reducing the chances of gaining positive perceptions (Prentice, Wang, and Loureiro, 2019). In the hospitality industry, personnel's ability to maintain updated and precise information about guests, facilitating their stay at the hotel, is a significant indicator of dependable service (Stefano et al., 2015).

Reliability has varying connotations in non-traditional service sectors but remains a prime focus during service delivery. It holds relevance in contexts with minimal interaction with personnel, primarily based on self-service (Vakulenko, Oghazi, and Hellström, 2019). In technology-driven service contexts, reliability is more inclined towards the functionality of technical aspects, such as website performance (Zehir and Narcıkara, 2016) and electronic banking service excellence (Osei et al., 2016).

The retail industry in the UAE needs to make sure that high-quality services are delivered and that service standards are met in order to increase consumer satisfaction. The extent to which service providers uphold the service standards reflects dimension of reliability of service quality (Almomani, 2018). Among the dimensions of service quality, reliability is often ranked at the top (Pakurár et al., 2019). It gauges the accuracy with which the firm claims to render services at the time of the agreement between the customer and the service provider, encompassing how service providers deliver the promised attributes of the services (Alarussi and Alhkami, 2016).

2.5.3 Responsiveness

Responsiveness involves the ability of employees to promptly address customer issues and provide suitable solutions. Midor and Kučera (2018) noted that the time taken to find an employee for customer assistance strongly influences customer satisfaction. In service setups where employees are available to assist promptly, perceived quality is higher compared to services with longer waiting times. Namin (2017) positioned quick response to customers among the top two aspects of service quality.

In contrast, the relevance of responsiveness in developing perceptions of quality in healthcare setups and found that responsiveness was given least preference by customers. Therefore, the importance of responsiveness can vary across industries, necessitating adjustments to the model's dimensions based on sector-specific quality attributes (Al-Neyadi, Abdallah, and Malik, 2018).

Paul et al. (2016) established linkages between quick response time to customer queries, immediate response to customer needs, and the level of satisfaction among buyers. Additionally, displayed behaviour showing preparedness to help customers when needed is a part of service excellence (Nyadzayo and Khajehzadeh, 2016). Besides critical circumstances requiring immediate action, response time for seemingly non-critical scenarios is also considered by service users when developing their overall perception of service standards and identifying flaws. Moreover, customers having their first interaction with an organization are particularly concerned about the time taken by personnel to respond to and address their queries and issues (Kuo, Chen, and Cheng, 2018).

Responsiveness reflects the promptness of service providers in responding to customer complaints, questions, and requests (Alarussi and Alhkami, 2016; Almomani, 2018; Qadri, 2015). To achieve higher customer satisfaction levels, service providers should develop a robust system for complaint handling and offer solutions (Qadri, 2015). Customers demand undivided attention, solutions to their problems, and an immediate response to their requests from service providers (Alarussi and Alhkami, 2016; Qadri, 2015). In the retail sector, greater responsiveness can result in positive word of mouth and higher sales.

2.5.4 Assurance

Assurance is conveyed to buyers when employees exhibit attitudes and behaviours suggesting reliability and trustworthiness. According to Nyffenegger et al. (2015), the service provider's prior experience in fulfilling buyer requirements builds a sense of dependability, creating a positive projection for the firm's future performance. Consistent delivery of high-quality service in the past is linked to lower doubts about the organization's competence, enhancing buyer confidence. It is crucial to communicate clearly with customers about staff

expertise, competence, and the delivery of promised standards to satisfy service users (Al-Neyadi et al., 2018).

Beyond the impact of brand trustworthiness on customer satisfaction and future revisit (Miranda, Tavares, and Queiró, 2018; Paul et al., 2016), researchers have outlined how integrating different aspects of service quality, such as assurance, can build relationship equity among customers, increasing the likelihood of a positive organization perception regarding business commitment (Kurniawan and Sidharta, 2016). The business's commitment to adhering to promises shows customers that the company values integrity and their well-being. Keeping promises illustrates that the organization considers moral and ethical values in business, strengthening buyer trust as they perceive the business as trustworthy (Booher, 2018). Words matter in this context, especially for first-time service users influenced by marketing or recommendations. The created image can only be maintained if employees make the required effort to manage customers accordingly.

Assurance of service quality measures the skills of service-providing employees and the ability of service providers to gain customer trust (Alarussi and Alhkami, 2016; Almomani, 2018; Qadri, 2015). Satisfied customers are likely to return, engage in transactions, and spread positive word of mouth (Alarussi and Alhkami, 2016). Well-qualified and skilled staff members tend to win customer trust, as customers rely on them to resolve problems (Alarussi and Alhkami, 2016). Operational security, courtesy in customer dealings, and staff politeness are all functions of the assurance dimension (Qadri, 2015). The way service providers interact with customers influences customer trust (Almomani, 2018).

2.5.5 Empathy

The final dimension of service quality is empathy, observed through insight into customer needs and the employees' ability to provide individual attention, demonstrating interest in the customer's well-being and comfort. In the customer and buyer dyadic, empathy is displayed by employees making efforts to understand the customer's requirements and affective state (Delpechitre, Rutherford, and Comer, 2019). Non-verbal behaviour is a fundamental strategy used by employees to convey the organization's genuine care for customers.

The significance of empathy is highlighted in Mukherjee and Shivani's (2016) study, outlining how employee empathy positively affects customer satisfaction in the retail banking segment. In healthcare, empathy also significantly impacts customer service evaluation and their resulting attitude towards healthcare providers (Meesala and Paul, 2018). Ismail and Yunan (2016) further mentioned the strategic implications of empathy for a business entity, emphasizing that providing buyers with a sense of importance and individual attention from personnel increases customer loyalty. Hyken (2019) discussed that while customer satisfaction does not always guarantee choosing the same business for future purchases, empathy is the core ingredient that fosters strong associations and loyalty among service users.

Empathy-based one-on-one interactions were also studied by Mahphoth et al. (2018), who found that within the airline industry, empathy did not have a profound effect on customers' orientation towards the airline's service quality. However, in other service sectors such as healthcare, empathy took precedence over other dimensions (Pekkaya, İmamoğlu, and Koca, 2017). This difference highlights the critical appraisal of the model, raising concerns about its validity across different businesses (Kar, 2016).

The expression of empathy by service providers can instill confidence and trust in customers, making them realize that the service provider is reliable and can lead to repeat purchases and recommendations to others (Alarussi and Alhkami, 2016). Empathy is a measure of the individualized attention and care that service providers can offer to customers. Customers seek undivided and individual attention from service providers (Alarussi and Alhkami, 2016). The better service providers understand customer demands and requirements, the more empathetic they can be (Almomani, 2018). Empathetic service providers view themselves as if they are customers of their own organization (Pakurár et al., 2019).

2.6 Is SERVQUAL really useful?

Despite the service quality framework's capability to offer insights into how a business can foster customer loyalty and positive brand association, the 5-factor structure provides a limited view of service dynamics. As argued by Baumann, Hoadley, Hamin, and Nugraha (2017), an overemphasis on service has led to the oversight of the interplay between the actual product and the customer's perception and resulting attitude. Therefore, alongside service-related

components, applicable product-related aspects should also be included in analysing customer perceptions of the brand, especially in industries where the customer experience involves both the product and the service providers delivering it, such as in the restaurant setup. Additionally, the changing nature of technology and widespread use of social media have transformed the way service quality was originally framed by Parasuraman et al., (1985), necessitating an upgrade to the model to include aspects of e-service quality as well (Yarimoglu, 2015).

Cheng and Wong (2017) highlighted the complex interplay between societal culture and how customers experience a service. Moreover, the SERVQUAL model primarily depends on the customer's view of service standards, offering a one-sided perspective of the service sector. Therefore, limiting the experience of service quality to just five dimensions would be an understatement of what constitutes perceived quality. Nevertheless, the framework provides valuable information about customer needs based on which a service proposition can be developed (Kant and Jaiswal, 2017).

The SERVQUAL model assesses service quality by measuring the gap between the expected and actual levels of services delivered, employing five dimensions of quality (Othman and Jabari, 2012). SERVQUAL assists managers in understanding gaps between different dimensions of service quality (Othman and Jabari, 2012). From the customer's perspective, service quality correlates with customer satisfaction, and higher service quality leads to increased customer satisfaction and a greater likelihood of repeat transactions (Pakurár et al., 2019). Greater service quality enhances customer satisfaction, promising sustainable competitive advantage for the firm and increasing market share (Pakurár et al., 2019). The SERVQUAL model, often viewed as a multidimensional measure of service quality, is used to assess the quality of services provided by different industries (Othman and Jabari, 2012). However, some researchers criticize SERVQUAL for its requirement to measure expected and perceived service quality separately and assess the gap between them, citing its inefficiency due to the length of the questionnaire and the reliability of the scale (Nadiri and Turner, 2009).

This research is intended to take the SERVQUAL model as its standard and try to enhance the capability of the proposed model by integrating the aspects that have not been covered by the other models. the SERVQUAL model has given a range of elements that can

evaluate the service quality, however, SERVQUAL cannot completely address all aspects of the customer's perception. The proposed model would be adapted to UAE's unique economic and cultural context, considering digital service expectations and cultural dynamics, based on academic contributions and technological advancements. As Ming-Hui Huang and Roland Rust (2017) added the profound effect of technology on delivering services and customer interactions warrants the adaptation of service quality models that can reflect specific cultural and technological variables unique to the UAE.

Although SERVQUAL's dimensions of tangibles, responsiveness, assurance, and empathy offer a strong foundation for evaluating service quality, its application in the desired region necessitates customization to meet local consumer expectations influenced by distinctive cultural values and rapid digitalization. Additionally, this study attempts to incorporate the research that combines digital advances and contemporary service management techniques made by Ron Kaufman and Jochen Wirtz (2015) that can deeply analyse the consumers' perception of performance that shapes their concept of evaluating service quality. To better understand the prerequisites to evaluate the service quality, the researcher assessed the available research models critically to recognize the essential components requirements that well-suited the current study to attain its objectives.

2.7 Other Measures for Evaluation of Service Quality

The literature has examined a number of notions and models that gauge and evaluate the provision of services from various points of view. Because it allows for beforehand and afterwards comparisons, identifies quality-related problems, and facilitates the development of clear standards for service delivery, measuring of service quality is essential. Some of the major models are discussed below:

2.7.1 Fuzzy Kano Model

Customer satisfaction is undeniably directly influenced by the quality of goods and services (Susanti, 2013), but each factor also has a unique impact. Herzberg (1965) developed the concept of "motivation-hygiene," which was later adapted by Kano (1984) to create a model for determining how various quality components affect customer satisfaction. The Kano Model, advocated by them, is frequently used to classify and prioritize consumer requirements.

Therefore, using this framework to comprehend customers' requirements is suitable for evaluating the provision of service quality by businesses. The model explains how the functional existence of quality features falls into six Kano classes, including Must-Be, One-dimensional, Attractive, Indifferent, Reverse, and Questionable, in relation to consumer satisfaction towards service quality. For each quality component, the Kano Model employs a survey with a set of dysfunctional and functional questions. Functional questions represent scenarios in which the questioned quality component is appropriately present. Disruptive inquiries, on the other hand, highlight instances in which the performance of the chosen quality aspect is subpar. The conventional Kano questionnaire suggests five different responses, including neutral, expect, accept, and disapprove (Shokouhyar, Shokoohyar, & Safari, 2020).

However, the Fuzzy Kano Model is a complex model that can be challenging to implement due to its complexity and subjectivity in fuzzy membership functions. This can lead to inconsistencies in results and interpretations across studies. Additionally, there is a lack of extensive empirical validation for the Fuzzy Kano Model, which needs more real-world applications and case studies (Batwara et al., 2022). The model's ability to handle uncertainty in customer preferences is also a concern, as it may not fully capture the complexities of customer emotions and mental states. The model's over-reliance on quantitative data may also limit the depth of analysis and understanding of customer satisfaction (Wu & Weng, 2011). Questionnaire design is another challenge for researchers applying the Fuzzy Kano Model, as it often faces difficulties in accurately capturing the fuzzy and uncertain nature of customer preferences. This can result in inadequate data collection and skewed results, impacting the model's overall effectiveness (Lin et al, 2017).

2.7.2 SERVPERF Model

The SERVPERF model, developed by Cronin and Taylor in 1992, utilizes the performance approach method, assessing service quality based on customers' overall perceptions. While this approach effectively measures service quality, it lacks insights into how service providers can enhance their services according to customer preferences. According to McDougall and Levesque (1994), including expectation scores on a service quality instrument may be ineffective and unnecessary. People often rate their expectations as very high, yet their perceptions rarely exceed these expectations. The performance-only measure, as advocated by

McDougall and Levesque, demonstrated superior validity of constructs and operational reliability compared to SERVQUAL in evaluating service quality. It also contributed more to explaining the variance in the overall measure of service quality. Additionally, Cronin and Taylor (1992) cast doubt on both SERVQUAL's multidimensionality and the applicability of its five dimensions across diverse service contexts, finding empirical support for one-dimensionality.

However, SERVPERF also lacks essential aspects of measuring service quality as it ignores the importance of customer expectations in favour of concentrating just on perceived performance. Given that expectations have a big impact on customer satisfaction, this simplification could miss some crucial details in assessments of service quality (Chatterjee et al., 2022). SERVPERF's reliance on self-reported evaluations has the potential to generate bias because different customers may interpret performance claims differently. Subjectivity has the potential to compromise the results' dependability and cause erroneous perceptions of the quality of the services (Adil, Alghaswyneh, & Albkour, 2013). Despite being used in many industries, SERVPERF's efficacy may vary greatly depending on the service industry and cultural setting. This unpredictability calls into question the generalizability of the paradigm and requires modifications to suit particular circumstances (Thanh et al., 2023).

2.7.3 Rust and Oliver's Model

A three-dimensional, untested model including components for service environment, service delivery, and service product was proposed by Rust and Oliver in 1994. According to the model, these three elements work together to influence how customers and service quality are perceived overall. Service providers can gain a deeper grasp of how clients assess service quality by concentrating on these aspects. The expectancy-disconfirmation paradigm, which holds that the gap between expected and perceived performance determines customer satisfaction, serves as the foundation for the model (Johnson & Karley, 2018). Oliver (1994) proposed the Expectancy-Disconfirmation Paradigm (EDP), a theoretical paradigm that assumes consumers have pre-purchase expectations on the expected performance of the goods and services they acquire. These anticipations serve as a benchmark by which the product is evaluated. Results are compared to expectations after utilizing the product or service, and confirmation happens if they match expectations. When expectations and actual results diverge, disconfirmation happens. The

degree to which expectations and perceptions diverge, whether positively or negatively, determines whether a customer is satisfied or dissatisfied. When service performance exceeds expectations and leads to satisfaction, this is known as positive disconfirmation. On the other hand, negative disconfirmation happens when customer satisfaction is low due to subpar service performance.

However, the EDP's reasoning implied that consumers have clear expectations about certain characteristics prior to receiving a service, but since travel and hospitality services are experiential and largely depend on experience and credibility properties, this may not matter when consumers are unsure of what to expect until they receive the service (Zhang et al., 2021). The way expectations are created is not sufficiently addressed by the model. It ignores the dynamic nature of consumer ideas and the impact of past experiences, advertising campaigns, and social connections on expectation development, assuming that expectations are fixed and predetermined (Jiang & Yin, 2021). Positive disconfirmation, which occurs when performance above expectations, may not receive as much attention as negative disconfirmation when perceived performance is below expectations. This disparity may result in a lack of comprehension on how exceeding expectations can improve customer satisfaction and loyalty (Shukla, Mishra, & Dwivedi, 2023). Because expectations and perceived performance are subjective concepts, measuring them can be difficult. Individual interpretation variance might result in inconsistent satisfaction assessments, making the EDP's use in empirical research more challenging (Elkhani & Bakri, 2012).

2.6.4 Retail Service Quality Scale (RSQS)

Dabholkar et al. (1996) had introduced the scale for retail service which represents a hierarchical model of retail service quality. This scale is said to be appropriate for usage in retail establishments like department or specialized stores that sell both goods and services. Retail service quality is considered as a higher-order element specified by 2 levels of attributes in the RSQS, which is a multilevel model. The instrument has a few sub-dimensions: inspiring confidence, appearance, getting it right, convenience, promises, and courteousness. The five basic dimensions are tangible elements, reliability, personal interaction, issue solutions, and policy. While Dabholkar et al.'s (1996) study contributed to a better understanding of service quality in certain retail settings, it was also criticized for not shedding light on the relationship

between consumers' opinions of a retailer's service quality and the product's quality the retailer sells (Finn and Kayande, 1997).

Moreover, the Service Quality Questionnaire of RSQS may not be universally applicable across different retail formats and cultural contexts due to variations in consumer perceptions of service quality. The original dimensions of the RSQS, such as physical aspects, interpersonal interactions, problem-solving, and reliability, may not capture all relevant factors influencing customer satisfaction in modern retail environments (Musasa & Tlapana, 2023). As retail evolves, new dimensions like technology integration and online service quality may need to be considered. The RSQS relies on self-reported data, which can introduce bias and variability in results. Customers' perceptions can be influenced by personal experiences, expectations, and contextual factors, making it challenging to obtain consistent and objective measurements of service quality (Nagar, 2016).

2.7.5 Brady and Cronin Model

A multidimensional, hierarchical model was proposed by Brady and Cronin (2001). The Tri-Component Model of Service Quality by Rust and Oliver (1994), and the Multilevel Conceptualization of Service Quality (Dabholkar et al., 1996) were merged by these writers as an alternative to the conventional approach to service quality. They described a third-order factor model in which three fundamental dimensions—such as interaction quality, physical environment quality, and outcome quality—combine to generate service quality. Each of these dimensions is composed of three matching sub-dimensions: waiting time, tangibles, and valence (outcome quality); ambient conditions, design, and social aspects (physical environment quality); attitude, behaviour, and experience (interaction quality). Their idea was grounded in a qualitative study and a review of the literature, just like other service quality models.

It is crucial to highlight that Brady and Cronin (2001) contend that sub-dimensions affect quality dimensions, i.e., that perception of quality dimensions is directly influenced by sub-dimensions. Their operationalization of the model is distinct; dimensions are factors that affect sub-dimensions. This conflict, which is crucial to understanding Brady and Cronin's conceptualization, is not addressed in their research. Dimensions can be used as a reliable proxy for service quality, according to Brady and Cronin (2001). This indicates that the overall level of

service quality and the sum of the quality aspects are two separate things. However, because dimensions and sub-dimensions are separate concepts, it is not possible to get the score of a given dimension directly from the value of a given sub-dimension (as shown in RSQS). Each dimension therefore serves as a proxy for each of its associated sub-dimensions. As it has been demonstrated, the Brady–Conin Model provides a fresh approach to conceptualizing and assessing quality, but it falls short in addressing certain crucial conceptual conflicts.

2.8 Service Quality in the Retail Sector

In the retail sector, responsiveness and assurance are the dimensions that customers consistently rank higher, and cultural factors play a role in shaping the priority associated with these variables (Diallo, Diop-Sall, Djelassi, and Godefroit-Winkel, 2018). However, in the realm of food retailing, a slightly different dynamic is at play in understanding service quality. Customers in this domain consider additional variables beyond the 5 dimensions of SERVQUAL, taking tangibles such as product quality and pricing into account before making purchase decisions (Rashid and Rokade, 2015). Similarly, Tanwar (2015) identified the tangible aspect of food retailers as the primary source of satisfaction or dissatisfaction among store visitors, while customers in the general retail segment often prioritize the reliability of retail firms as a benchmark for analysing their performance (Gopalan, Sreekumar, and Satpathy, 2015).

Haming et al. (2019) emphasized the importance of creating empathy-based interactions between customers and personnel in the retail sector. Understanding customers' actual needs and delivering services that meet those needs is crucial for maintaining sales and customer repurchase. Therefore, focusing on the components valued by buyers helps minimize the gap between perceived and expected quality. The challenge for the retail sector lies in identifying the aspects of service that hold meaning for global customers and integrating excellence in delivering those service aspects (Paparoidamis, Tran, and Leonidou, 2019). This approach not only enhances business performance in the retail sector but also strengthens the overall business strategy, enabling firms to stand out among competitors by providing premium-quality service (Hussain, Al Nasser, and Hussain, 2015; Monica and Ramanaiah, 2018).

In today's intensely competitive business world, both at the national and global levels, businesses are focusing on restructuring and reengineering to gain a competitive advantage over their counterparts. Service quality management is viewed by service providers as a crucial measure to position themselves favourably in the market (Othman and Jabari, 2012; Mehta et al., 2000). Retailers, offering goods accompanied by services, need to be attuned to the changing demands and expectations of customers to survive in this environment of heightened global awareness (Nadiri and Turner, 2009).

2.9 Retail Industry of the United Arab Emirates

The UAE boasts a promising retail market valued at \$55 billion as of 2019, with expectations of further growth to reach \$75 billion by the end of 2025. This expansion is attributed to various factors, including increased development projects, a rising number of immigrants and refugees, a thriving tourism industry, and an elevation in per capita income. Given its substantial size, the UAE retail market is segmented based on region, distribution channel, type of market, and market type.

In recent years, the United Arab Emirates' retail sector has undergone significant transformations, witnessing the introduction of new value-added segments such as ready-to-cook food items. The retail market can be classified into organized and unorganized segments based on types. The industry is experiencing remarkable expansion, and with growing investments from both local and international retail service providers, the organized market segment is dominating retail landscapes across all states in the country. Regarding distribution channels, the market encompasses supermarkets, departmental stores, exclusive stores, and online stores. Supermarkets represent the largest segment of the UAE retail market, while departmental stores hold the smallest share in the industry's organizational structure. The well-established logistics and state-of-the-art infrastructure further facilitate the growth and expansion of the retail industry.

Geographically, the retail industry is categorized into states, with Dubai emerging as the leader in terms of retail business and profitability. The city's rapid progress can be attributed to a significant influx of visitors and investors. Additionally, the rising trend of mega sales, shopping

festivals, and various e-commerce and online business activities have propelled retail businesses' operations.

2.10 SERVQUAL Gaps in UAE Retail sector

Salim et al. (2016) observed significant gaps in the expected and delivered quality of retail services in the UAE using the conceptualization of service quality gaps. The study identified several key issues in the retail sector. Small-scale retailers were found lacking in customer needs and views analysis, as most did not conduct customer surveys to gather insights into customer perceptions. Consequently, service delivery processes were often shaped by limited understanding, primarily from the management's perspective, rather than incorporating customer perspectives. In contrast, larger retail entities focused on analysing customer perspectives and aligning service attributes with customer expectations, demonstrating a more customer-centric approach.

Another issue that limits the small retailers in terms of building stronger ties with the customers through loyalty and emotional affiliation is the lack of acceptance for customer's feedback (Salim et al., 2016). The larger retail companies have shown a better performance-expectation congruence in UAE. Salim et al. (2016) also stated that overlooking the importance of including human resource management practitioners in the organizational structure has negatively influenced the HRM practices of the management, causing demotivation among the personnel. Since demotivated employees find it difficult to depict assurance and empathy-based behaviour, the service quality is compromised as a result (Amin et al., 2017). Moreover, Demerouti, Xanthopoulou and Bakker (2018) endorsed that when employee behaviour is unsupportive and somewhat scornful, the customers show high levels of dissatisfaction from the service. The personnel employed by UAE retailers belong to different regional backgrounds, who if not given proper training of maintaining congruence between promised and delivered service, can create poor perception of service quality among the store visitors. In order to maintain service quality standards and align them with the customer's point of view, the retailers in UAE need to conduct thorough investigation of the buyer's needs.

Despite the acknowledged detractors of the SERVQUAL model, many researchers, such as Jabnoun and Khalifa (2005), Jabnoun et al. (2007), Salim et al. (2016), Elmelegy, Ponnaiyan,

and Alnajem (2017), and Ahmad, Ahmad, and Papastathopoulos (2018), have employed this approach to examine service quality in the UAE. Salim et al. (2016) specifically studied the retail industry in the region, revealing a conventional style that does not adequately consider consumer perceptions and requirements when delivering services. To address this gap, our study adopts a qualitative design, engaging in face-to-face interactions to gain deeper insights into consumer concerns and expectations from semi-government retail establishments.

Jabnoun and Khalifa (2005) expanded the SERVQUAL model by incorporating values and images, linking staff skill diversification to the quality of retail banking services. However, this comprehensive strategy does not address service quality in retail establishments. Elmelegy, Ponnaiyan, and Alnajem (2017) applied the SERVQUAL methodology to assess customer perceptions at UAE hypermarkets, emphasizing the importance of three model dimensions—Reliability, Assurance, and Empathy—although their findings differed from those of retail establishments. Alketi, Alshurideh, and Al-Kurdi (2020) examined service quality by analysing the frequency of incidents affecting customer experience, establishing connections between customer satisfaction, loyalty, and retention.

2.11 Conceptual Framework

The conceptual Model presented below is grounded in the research of Ngo and Nguyen (2016), Parasuraman et al. (1985), and Rahayu (2018). The literature has analyzed a few models that can measure service quality. However, their limitations would encourage the researcher to propose a new model which overcomes their weaknesses, which are summarized in the table below:

Model	Limitations
SERVQUAL Model	overemphasis on service has led to disregarding the relationship between the product and the customer's perception and attitude (Baumann et al., 2017). It does not cater to the cultural differences of the customers that impact their perception of service quality (Aswad et al., 2019). the components for analyzing customer expectations and perceptions should consider the changing attitudes toward service quality judgment (Phan, Thai, & Vu, 2021).
Fauzi Model	Jang and Moutinho (2019) found that intrinsic factors are more important in customer perception than extrinsic factors in the hospitality industry. Service quality is crucial for customer retention and business survival in a competitive world (Chai, Malhotra, & Alpert, 2015), as it is not included in the Fauzi model.

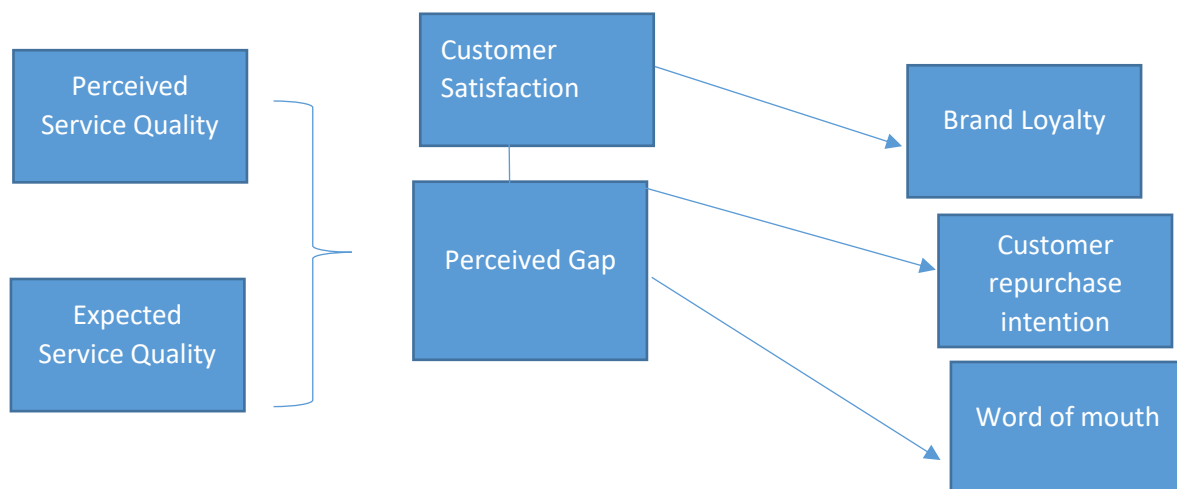
Wirtz Model	The Model fails to address factors preventing consumers from repeating purchases and spreading negative word of mouth, leading to service failure costs. This results in losing potential customers and a negative brand image (Koc et al., 2017). To rectify this, companies must invest in marketing processes and campaigns, which increases operational costs. External failures, such as negative reviews and legal issues, also require significant resources (Dale & Plunkett, 2017; Zhang, Omran, & Cobanoglu, 2017).
Fuzzy Kano Model	The Model is a complex and subjective model that can be challenging to implement due to its subjectivity and lack of empirical validation (Batwara et al., 2022). It also needs to handle uncertainty in customer preferences, over-reliance on quantitative data, and questionnaire design, which can lead to inadequate data collection and skewed results, impacting its effectiveness (Lin et al., 2017).
SERFPERF Model	It overlooks customer expectations and subjective evaluations, potentially generating bias and erroneous perceptions of service quality (Chatterjee et al., 2022). Its effectiveness may vary depending on the service industry and cultural setting, questioning its generalizability and necessitating modifications to suit specific circumstances, despite its widespread use in various industries (Thanh et al., 2023).
Rust and Oliver Model	The EDP model assumes consumers have clear expectations about services, but this may not be enough when consumers are unsure of what to expect (Jiang & Yin, 2021). It overlooks the dynamic nature of consumer ideas and the impact of past experiences, advertising campaigns, and social connections on expectation development (Shukla, Mishra, & Dwivedi, 2023). Positive disconfirmation may not receive as much attention as negative disconfirmation and measuring expectations and perceived performance can be challenging due to individual interpretation variance (Elkhani & Bakri, 2012).
Retail Service Quality Scale	The Service Quality Questionnaire may not be universally applicable across retail formats and cultural contexts due to variations in consumer perceptions (Musasa & Tlapana, 2023). Its original dimensions, including physical aspects, interpersonal interactions, and reliability, may not capture all factors influencing customer satisfaction in modern retail environments (Nagar, 2016).
Brady and Cronin Model	They argued that sub-dimensions directly influence quality dimensions, but their research does not address this conflict. They suggest that dimensions can be used as a proxy for service quality, but they cannot directly determine the score of a dimension from its value. The Brady-Cronin Model offers a new approach to quality assessment but lacks crucial conceptual conflicts (Polyakova & Mohammad, 2015).

This conceptual framework illustrates how perceived and expected service quality contributes to forming a customer perspective gap. Customers evaluate the disparity between the service they receive and the quality they anticipate by evaluating various aspects of the performance that matters to the consumers, shaping their perception by considering their cultural differences and the dynamic of consumers' attitudes that impact their expectations and other evident gaps in the service process that did not fulfil by the previous research model discussed above. Furthermore, the framework delineates that the perceived gap is pivotal in influencing

customer satisfaction. Customer satisfaction, in turn, acts as a mediator between the perceived gap and brand loyalty. While these two variables are not directly linked, loyalty is indirectly influenced by the perceived gap. The discussed literature has provided insights into the workings of the gap model within the context of service quality and the resultant impact on customer satisfaction.

Beyond customer satisfaction, the perceived gap also impacts buyers' repurchase intentions and word-of-mouth recommendations. In instances where the perceived gap is substantial, and customers perceive the service quality as falling short of expectations, negative word of mouth may ensue (Ghotbabadi et al., 2015). Similarly, significant gaps between perceived and delivered quality, indicative of poor service quality, diminish the likelihood of customers returning to the service provider due to the negative associations with the service experience (Kuo et al., 2018; Leonnard et al., 2017).

Figure 2.0.5: Conceptual Framework



Through the proposed framework, the researcher is expected to enhance the theoretical comprehension of service quality by furnishing empirical data regarding the suitability and efficiency of a modified SERVQUAL model in a contemporary retail setting impacted by technological advancement and inclusion in the consumers' daily lives. The framework would be useful to policymakers and service managers as they provide insights on how to better plan and execute service quality efforts that cater to digitally aware and diversified customers of this era in the retail sector.

2.12 Expected Service Quality

For effective marketing strategy development, assessing customer responses to service quality and their satisfaction levels is crucial. In customer-oriented business models, particularly those operating in global markets, customer satisfaction plays a pivotal role. Strategic outcomes are significantly influenced by satisfaction ratings, encompassing elements such as customer retention and repurchase behaviour, directly impacting an organization's overall performance and profits. Despite being recognized as a critical success factor, achieving customer satisfaction globally remains a challenging endeavor. According to Ghotbabadi, Feiz, and Baharun (2015), "global marketers need to be cautious in accepting theories or techniques proven successful in their home markets."

Companies expanding across national borders must meticulously formulate marketing orientation strategies, with cultures of different national markets exerting a high influence factor. In direct communication with customers, retailers, whether companies or individuals, play a crucial role in customer retention, establishing long-term profitable relationships through service quality (Mosadeghrad, 2014). Cultural distinctiveness should also be taken into account when evaluating the quality of services, especially in markets with a diverse population, like the UAE, where residents and workers come from a variety of countries. Luximon and Chan (2017) raised concerns regarding the SERVQUAL model's global applicability, especially in non-Western consumer markets where cultural quirks have a significant impact on consumers' perceptions of the services they receive and how they interact with service providers. Aswad et al. (2019) state that the Middle East's service quality is studied with an emphasis on the need for culturally appropriate frameworks because of the population's diversity in terms of beliefs, attitudes, and values, which affects how customers perceive service quality (Kledrowetzová, 2023).

In the current digital era, Lemon and Verhoef (2016) emphasized the importance of multidimensional approaches in delivering integrated consumer experiences across multiple platforms. They also emphasized the importance of another dimension that is crucial to service quality and improves convenience and reduces time wastage, giving customers an improved experience regarding service quality. Similarly, Blut et al. (2015) stated that satisfying modern customer demands requires successfully integrating technological interfaces and online channels into service delivery that enhances the consumers' experience and perception of service quality.

Expected service quality is intricately linked to customers' pre-consumption behaviour regarding a firm's services (Hamer, 2006; Malik, 2012). Customers decide to avail a service or purchase a product based on their expectations. The closer customers believe a service aligns with their expectations, the more likely they are to avail those services. For example, if a customer perceives that the products or services of restaurant A surpass those of restaurant B, they will prefer the offerings of restaurant A (Herath, 2016).

Satisfaction is the customer's response to the consumption of a service or product, with service quality being a key element of their judgment (Hussain et al., 2015). Quality of service is influenced by customer expectations and services relevant to the service. If a firm's services align with customer expectations, they perceive the service quality as satisfactory. Moreover, when services exceed customer expectations, they perceive the service quality as excellent (Mukerjee, 2018). Achieving competitive advantage hinges on service providers consistently meeting customer demands and satisfying their needs, fostering customer satisfaction (Mukerjee, 2018).

Customer expectations, shaped by prior experiences or information, are preferential beliefs toward goods and services (Al-msallam, 2015b). Positive prior experiences stimulate customers to avail a service provider's services (Al-msallam, 2015; He et al., 2008; Mukerjee, 2018). Various factors, such as prior transactions, publicity, effective marketing, positive word of mouth, and promotional efforts, influence customer expectations (Al-msallam, 2015b; He et al., 2008; Ibzan et al., 2016). Customer expectations impact their brand choice before making a purchase, evaluating services based on performance, personnel attitude, and equipment/tools used (He et al., 2008; Ibzan et al., 2016; Oh, 1999).

Post-service consumption, customers evaluate their satisfaction based on different types of expectations, including normative and predictive expectations (Mukerjee, 2018). Predictive expectations concern beliefs about the expected service level, judging satisfaction with their fulfilment. Normative expectations represent the ideal service level, reflecting customers' desires and wants (Yüksel and Yüksel, 1977). Customers' expectations regarding service quality mirror their preferential attitudes toward a product or service (He et al., 2008). Prior experiences shape their expectations, with fulfilled expectations leading to positive word of mouth and intentions to repurchase (Yüksel and Yüksel, 1977).

2.13 Perceived Service Quality

The perceived service quality is concept that has proven to be one of the most essential yet debatable constructs in recent marketing literature. It serves as an input to both customer satisfaction and value, directly impacting customer loyalty to the service organization. Before the actual consumption experience, consumers are believed to hold a set of expectations, benchmarking quality interpretations of the service. It is possible that customers with reasonable expectations may notice differences from what they remember from the specific service encounter. Perceived service quality is essentially a measure of how well a service meets or surpasses a customer's expectations. Nevertheless, Brady and Cronin (2001) as well as Parasuraman, Zeithaml, and Berry (1985) have pointed out how obscure this concept is. Research has predominantly focused on measuring service quality perceptions (Brady and Cronin, 2001; Parasuraman, Zeithaml, and Berry 1985, 1988). Much of this research stems from Parasuraman, Zeithaml, and Berry's (1985) gap analysis in the realm of services, introducing the concept of "perception gaps" between the service firms and the customer's perception of quality. This gap model, derived from the disconfirmation paradigm, originated from the well-known SERVQUAL model. Despite being highly debated, the SERVQUAL model is adaptable and has been widely used to assess quality in various service situations.

Due to perceived service quality experiences, companies often conduct surveys and specific testing to meet customer expectations, enhancing customer value and potentially increasing sales (Jhandir, 2012). Technological tools and strategic plans are employed by many companies to understand and meet customer needs and expectations. In the food industry, some establishments hire tasters to provide third-party reviews, influencing changes in ingredients based on public perceptions. Over time, the business world has transformed, with perceived service quality leading to the creation of numerous competitive companies striving to provide maximum customer value. The concept of turning a company into a brand is intricately linked with perceived service quality, where a brand is created through attractive logos, impressive services, and strong social and hard skills. The power of consumers has shaped and revolutionized the market for centuries (Dabholkar, 2015).

Most studies discussing service quality adopt a multidimensional approach (Poolthong and Mandhachitara, 2009). The intangible, perishable, inseparable, and heterogeneous nature of

services complicates the criteria and standards customers employ to define service quality. Scholars posit that customers view quality as a function of one or more cues, considering outcomes, experiences, and credence. The SERVQUAL framework, a well-accepted measure of perceived service quality, comprises 22 items categorized under reliability, responsiveness, tangibility, assurance, and empathy. Other determinants of service quality include pre-service search, post-service experience, and credence, measuring the financial health of the firm (Athanasopoulos et al., 2001; Poolthong and Mandhachitara, 2009; Zeithaml and Berry, 1988).

In addition to the dimensions of the SERVQUAL model, some other determinants of the service quality that the customers consider include the search they perform before availing the actual services, experience of the services after the services have been provided and credence which is the measure of the financial health and soundness of the firm (Athanasopoulos et al., 2001; Poolthong and Mandhachitara, 2009).

Grönroos (1991) identified two major dimensions influencing how customers perceive service delivery: technical performance associated with performing the core service and functional performance associated with how services are rendered. The perception of service quality varies based on the nature of services, industry type, firm objectives, and economic status (Grönroos, 1991).

Perceived service quality reflects customers' perceptions of a firm's goods and services' quality, excellence, or superiority relative to competitors (Awan and Rehman, 2014). It evaluates the services consumers receive against their expectations, encompassing feelings, pleasure, and attributes. During the process of service consumption, the consumers refer to their feelings and pleasure associated with the utility of the service in addition to the attributes of the service (Al-msallam, 2015a; Awan and Rehman, 2014; Malik, 2012). Pleasure associated with services positively influences customer satisfaction evaluations (Birtwistle et al., 1999; Brucks et al., 2000; Omachonu et al., 2008).

Service quality is described as the difference between customers' expectations and perceptions regarding the quality of the service provided (Grönroos, 1991). Quality is complex, with any significant aspect perceived by the customer considered part of the service's quality. Meeting or exceeding customer expectations leaves a positive, lasting impact on their perception

of service quality (Yasmeen, 2016). Any aspect of a service that is perceived to be significant by the customer indicates their perceptions of the service provided (Clemes et al., 2008; Ismail et al., 2013). When the actual services rendered meet or exceed the customers' expectations regarding the quality, they tend to be delighted and it leaves a long-lasting positive impact on the minds of the customers regarding the quality of the services and image of the service provider (Yasmeen, 2016).

Haque and Sarwar (2012) note the challenge of measuring service quality due to its multidimensional nature and links to factors significant for the success of service providers. . From the literature review it was learned that service quality is defined differently by different scholars (Haque and Sarwar, 2012; Ismail et al., 2013). Some of the scholars defined quality as a condition of zero defects in the goods or services (Ismail et al., 2013). Quality can be measured by breaking down its constituents into internal and external factors. However, it is not easy to replicated the measures adopted to define and assess quality in the services sector (Yasmeen, 2016).

When defining service quality, customer perceptions and expectations become crucial. Service providers strive to balance customer expectations with perceptions of service quality, considering customers' feelings and pleasure. Customers also evaluate service quality in terms of satisfaction, utility, and pleasure. Choices are shaped by superior service experiences, building trust with customers (Haque and Sarwar, 2012; Kumar and Charles, 2010; Mukerjee, 2018; Yasmeen, 2016).

Defining the quality of services involves considering customers' perceptions and expectations of the service. Service providers aim to strike a balance between meeting customer expectations and ensuring perceived quality (Mackay and Crompton, 2006; Yasmeen, 2016). Another aspect of customers' perceptions of service quality is linked to their perception of a firm's dominance over its competitors (He et al., 2008; Mackay and Crompton, 2006; Oh, 1999). This concept is essentially an evaluation by customers who assess the actual service quality against the image developed in their minds based on past experiences (Ariffin et al., 2016; Ravichandran and Mani, 2010; Mukerjee, 2018).

Customers' perceptions of service quality can also be defined as the degree to which actual service delivery aligns with their expectations regarding service quality (Laroche et al., 2004; Mackay and Crompton, 2006; Yasmeen, 2016). Satisfaction arises when the quality of services meets or exceeds customers' expectations. Conversely, if actual services fall short of customer expectations, dissatisfaction is likely, and customers may be less inclined to avail the services of that provider in the future (Laroche et al., 2004; Yasmeen, 2016).

According to Kumar and Charles (2010), customers' perceptions of service quality represent their endorsement of a firm's superiority compared to competitors. Customer choices are significantly influenced by experiences of superior service quality, contributing to building trust between the firm and its customers (Haque and Sarwar, 2012; Kumar and Charles, 2010; Mukerjee, 2018; Yasmeen, 2016).

Customers evaluate services not only based on their attributes but also consider their feelings and, above all, calculate the quality of a service in terms of the satisfaction, utility, and pleasure they derive from it (Saleem and Raja, 2014; Yasmeen, 2016). This aligns with the findings of Dabholkar (1996), who studied service providers' alternatives in service delivery and concluded that customers' decisions to avail a service depend on the satisfaction and pleasure derived from its use. Customers' perceptions of services are also influenced by factors such as reliability, enjoyment, and the speed of delivery (Yasmeen, 2016).

The performance of services that customers receive must surpass their expectations. Customer satisfaction or dissatisfaction hinges on the gap between their expectations and perceptions of quality (Hamer, 2006; Malik, 2012). Firms can enhance customer satisfaction by consistently meeting and exceeding their expected level of services. In recent years, numerous researchers have explored the impact of service quality on customer satisfaction (Sureshchandar et al., 2002).

2.14 Interconnectedness of components of Conceptual Framework

2.14.1 Perceived Service Quality and Customer Satisfaction

Satisfaction involves customers' positive perceptions of their product or service experience (Moliner et al., 2007; Ravichandran and Mani, 2010). Lenka et al. (2009) identified

technology and tangible aspects as major determinants of service quality. Customer satisfaction encompasses cognitive and affective responses to services, while service quality is assessed through the overall service management system (Moliner et al., 2007). Customer satisfaction levels are influenced by experiences with similar products or services in the market (Hartono, 2019). Service quality is determined by demand, availability, and information, with customers comparing these attributes across different services (Lenka et al., 2009; Malik, 2012). When customers find that a service meets their expectations during such evaluations, satisfaction ensues (Hartono, 2019).

The level of service quality is determined by the demand, availability, and information provided to customers about a service. Customers compare these attributes among different services available in the market (Lenka et al., 2009; Malik, 2012). When customers compare and evaluate services from different firms against their set expectations, and the service meets those expectations, they tend to be satisfied (Hartono, 2019). Customer satisfaction is a function of the positive perception customers have regarding service quality (Lenka et al., 2009; Malik, 2012). The satisfaction level of customers is influenced by the expectations they set before receiving or experiencing the services and can be determined by the equation "Customer Satisfaction = Perception of Performance – Expectations." This equation, proposed by Berry et al. (1988), suggests that firms must strive to differentiate between customer expectations and perceptions of service. Customers' service expectations consist of two components: their needs and wants and their expectations of how the service will be rendered or the transaction will be made. Customers' perceptions of service can be defined as their judgments that reflect the superiority of the services (Berry et al., 1988; Malik, 2012).

Another equation, "Service Perception – Service Expectation = Perceived Service Quality → Customer satisfaction" (Reimann et al., 2008), simplifies the concept further, highlighting that firms can manage both perceived service quality and customer satisfaction (Reimann et al., 2008). Prior studies emphasize the primary role of perceived service quality in determining customer satisfaction (Fornell et al., 1996; Moliner et al., 2007; Reimann et al., 2008; Ravichandran and Mani, 2010). Perceived service quality consists of reliability and customization factors (Fornell et al., 1996).

Perceived service quality represents customers' perception of a business's distinction or additional value compared to competitors (Berry et al., 1988). It is also the evaluation of a firm's services in the customer's mind, comparing actual service with expected levels (Jiang and Wang, 2006). The evaluation relies more on customer experiences and perceptions than the actual attributes or utility of the service (Jiang and Wang, 2006).

From the customer's viewpoint, service quality depends on the utility and pleasure derived from the service (Malik, 2012). The relationship between perceived service quality and customer satisfaction depends on specific conditions (Jiang and Wang, 2006). While there is a link between service quality and customer satisfaction, perceived service quality also relies on the satisfaction level of the firm's employees (Agus et al., 2007; Yoo and Park, 2007). Berry et al.'s (1988) definition of service quality as the discrepancy between customer perception and expectation is applicable.

Turel and Serenko (2004) define perceived quality as the actual experience of customers regarding a service, and Jiang and Wang (2006) assert that it is positively and directly related to customer satisfaction. Service providers must improve quality through efforts such as quick delivery while addressing aspects that can lead to dissatisfaction, such as slower delivery (Jiang and Wang, 2006; Reimann et al., 2008).

Customer expectations regarding service quality have two components: anticipated satisfaction and expectations compared to other similar services in the market (Henard, 2001). Customer satisfaction is viewed as the expectation that directly influences satisfaction levels, gauged against the customer's standards (Malik, 2012). Customer satisfaction relies heavily on expectations, with satisfaction occurring when expectations exceed the actual utility of service outcomes (Malik, 2012).

Ueltschy et al. (2007) conducted a comparative analysis of the service quality and customer satisfaction in the context of Japan and the United States. This study concluded that better performance yields higher standards of customer's expectations which will give rise to higher standards of customer satisfaction and higher perceived quality of the services (Ueltschy et al., 2007).

Omachonu et al. (2008) discussed that the American Customer Satisfaction Index (ACSI) measures the customer expectation levels by asking the customers to share the service quality that they were expecting on the basis of their knowledge about the goods and services as well as the actual utility or experience of the products or services (Malik, 2012). Employing these fundamental questions regarding the service quality and customer satisfaction and expectation, customers are asked three important questions which were outlined by (Fornell et al., 1996). These questions cover customers' overall expectations regarding the goods and services, customers' expectation regarding the customization of the products and services, and lastly, customers' satisfaction regarding the reliability of the products and services (Fornell et al., 1996; Malik, 2012). The customer satisfaction or dissatisfaction is a function of the gap between the customers' expectations and the perceived quality of the service (Malik, 2012).

In consideration of the role of customer expectations and perceptions, Hamer (2006) provided implications for managers as guiding principles for achieving customer satisfaction. The study suggested that managers should aim for lower levels of consumer expectations, enabling them to either meet or exceed these expectations and provide better service quality than customers had anticipated (Hamer, 2006). Seeking lower expectation levels allows managers to overdeliver, thereby delighting the customers (Malik, 2012). Conversely, the study indicated that a gap between customer expectations and actual product experience can result in lower delivery levels (Hamer, 2006). In such cases, customers will perceive lower quality in goods and services, leading to diminished quality perceptions. Therefore, it can be concluded that higher customer expectations of service quality result in higher perceptions of service quality (Hamer, 2006).

Hamer (2006) emphasized that rather than increasing the gap between actual services delivered and customer expectations, managers should raise customer expectations by narrowing the gap between expected and experienced service quality. This approach helps increase perceived service quality for customers (Hamer, 2006; Malik, 2012). Before customers experience services, expectations can be considered equivalent to their perceptions of service quality, and after service delivery, they become perceptions of service quality (Hamer, 2006).

However, setting customer expectations too low has downsides. If customers expect lower service quality from a firm, they may perceive that firm as a low-quality service provider

compared to others (Hamer, 2006; Malik, 2012). Even if the firm exceeds customer expectations, it may still be viewed as a low-quality service provider due to the initially lower expectations set by customers (Hamer, 2006; Malik, 2012). Therefore, employing the under-promising approach may lead to the low perceived quality of services among customers. In conclusion, rather than setting expectations low and then striving to increase perceptions by providing better service quality, managers should aim to meet higher customer expectations regarding service quality (Malik, 2012). The gap between perceived performance and customer expectations can be used as a determinant of perceived service quality, and SERVQUAL helps measure this gap (Hamer, 2006). More precisely, it can be expressed as “Perceived Service Quality = Service Perception – Service Expectation” (Hamer, 2006; Malik, 2012).

2.14.2 Perceived Service Quality and Expected Service Quality

For service-providing firms, understanding and addressing customer needs are crucial for success (Berry et al., 1988). Therefore, gaining insights into customer expectations is essential, as customers make purchasing decisions based on a thorough analysis of their requirements (Agus et al., 2007). Berry et al. (1988) emphasize that customers' expectations regarding service quality reflect their thoughts on how the service will be conducted and transactions will be performed with service providers. Numerous studies have explored service quality attributes to achieve customer satisfaction in the retail service sector, which has faced slow growth (Uusitalo, 2001). Mazursky and Jacoby (1986) assert that ensuring high service quality is imperative for retail service providers. Thus, customer expectations shape their perceptions of quality, influencing the evaluation of retail operations (Berry et al., 1988; Mazursky and Jacoby 1986). For retail service success, managers must understand customer perceptions, considering potential differences from the views of service employees (Birtwistle et al., 1999).

Customer perception undergoes three sequential stages: sensing, selecting, and interpreting. In this context, interpreting refers to how consumers attribute meaning to the object associated with the service, such as the image of a retail store (Sujan, 1985). Consumers construct an image or structure of retail services in their minds, and the success of retail service providers depends on how consumers perceive service delivery and address their needs (Sujan, 1985).

Grönroos (1984) contends that customers' perception of service quality depends on the disparity between their expectations and perceptions. Customer perceptions illustrate what service providers are expected to offer and how they will deliver services, while actual perceptions relate to what the retail service provider delivers (Berry et al., 1988). This implies that when retail service providers fail to meet customer expectations, dissatisfaction may ensue. Conversely, meeting or exceeding customer expectations can lead to satisfaction, fostering customer retention and increased loyalty (Berry et al., 1988).

In the context of the United Arab Emirates, retail service providers can enhance customer satisfaction by consistently meeting or surpassing expected service quality levels. This approach not only elevates customer satisfaction but also contributes to an improved brand image.

2.14.3 Expected Service Quality and Customer Satisfaction

The fundamental dimensions of the SERVQUAL model exert varying degrees of influence on customer satisfaction (Suliman, 2013). Managers must consistently strive to enhance service quality by analysing consumer behaviour, understanding customer expectations, and endeavouring to provide superior services. In the service sector, managers face significant pressure to deliver customer-centric services and continually elevate service quality, despite resource and financial constraints (Mishra et al., 2010). Managers must comprehend customer requirements and identify any existing gaps in service quality.

Krishnamurthy et al. (2010), employing the SERVQUAL model, explored the relationship between expected service quality and customer satisfaction, shedding light on the correlation between service strategies and customer satisfaction levels. Another study focusing on the retail industry emphasized its substantial contributions to global economies (Joshy et al., 2020; Müller, 2011). Retailing plays a vital role in the economic growth of developed countries, and in developing nations, it is gradually becoming a major industry, reshaping the concept of buying and shopping (Joshy et al., 2020).

Customer satisfaction is heavily contingent on the quality of the provided service (Kotler and Keller, 2016). Sustained competitive advantage for a service provider relies on consistently delivering quality services that meet customer expectations (Shemwell et al., 1998). This

underscores that, for service providers, customer satisfaction and service quality are primary considerations (Sureshchandar et al., 2002). Past literature consistently argues that while distinct, customer satisfaction and expected service quality are closely related (Shemwell et al., 1998). A study by Sureshchandar et al. (2002) indicates that management's focus on fostering long-term relationships with customers and investing in quality improvement measures leads to greater market share and increased customer satisfaction. Furthermore, Hansemark and Albinsson (2004) argue that achieving higher levels of customer satisfaction results in customer retention over longer periods.

Enhancing the quality of services allows retail service providers to achieve heightened customer satisfaction. The relationship between expected service quality and customer satisfaction has garnered attention from academics and researchers in recent years, with ongoing exploration to establish the precise connections between these constructs (Sureshchandar et al., 2002). Thus, this study aims to explore the relationships between expected service quality, perceived service quality, customer satisfaction, and ultimately, the connections between customer satisfaction, brand loyalty, customers' intention to repurchase, and word of mouth.

2.14.4 Customer Satisfaction and Brand Loyalty

Brand loyalty denotes a customer's intention to repurchase a product after the initial purchase, even in the face of attempts by competitor brands to disrupt the established relationship between the customer and the focal brand (Al-msallam, 2015a). It offers various advantages to a business, including reduced marketing costs, increased market share, and enhanced leverage for business activities (Kyner, 1973; Awan and Rehman, 2014). Enhanced customer loyalty leads to longer retention periods, ultimately resulting in increased sales and greater profitability for the firm (Awan and Rehman, 2014).

Retailing firms can harness the benefits of brand loyalty by retaining existing customers and implementing effective marketing strategies to attract potential ones (Awan and Rehman, 2014). Such measures not only bolster sales and profitability but also foster a sustained connection with loyal customers, increasing the likelihood of repurchases (Al-msallam, 2015a).

Existing literature underscores that attracting new customers is a more expensive endeavor than retaining current ones (Awan and Rehman, 2014). Loyal customers, besides being

repeat purchasers, also exhibit a propensity to spend more on the products and services of the brands they are loyal to, contributing positively to word-of-mouth marketing that attracts new customers (Awan and Rehman, 2014). Customer satisfaction emerges as a key determinant of brand loyalty, exerting a positive influence on customers' intentions to repurchase a product or service (Ahmed et al., 2014). Brand loyalty heightens customer satisfaction, fostering repeat purchases and facilitating market share expansion, revenue growth, and increased profitability for firms.

Customer satisfaction acts as a precursor to future purchases, with satisfied customers more likely to make repurchases, recommend products or services to others, and become less responsive to marketing efforts by competitor brands (Awan and Rehman, 2014). Thus, customer satisfaction serves as the initial step toward cultivating customer loyalty. Numerous past studies affirm the close association between customer satisfaction and brand loyalty (Ahmed et al., 2014; Al-msallam, 2015; Awan and Rehman, 2014). Satisfied customers tend to repurchase products or services and engage in positive word-of-mouth marketing among their acquaintances (Brucks et al., 2000).

2.14.5 Perceived Gap and Customers' Repurchase Intention

As previously discussed, perceived quality refers to customers' perception of a product's quality, representing the relative superiority of products or services from the customers' perspective (Ariffin et al., 2016). Customers actively manage perceived risks associated with transactions by choosing well-established brands, seeking additional information before purchase, and returning to previously satisfying sellers (Hellier et al., 2003). Customer satisfaction serves as a precursor to competitive advantage (Sun, 2016). However, factors like information asymmetry among stakeholders can lead to a perception gap, representing the misalignment between what a firm offers and what customers desire (Ariffin et al., 2016). Consequently, enterprises may struggle to fully comprehend customer requirements, resulting in potential costs associated with customer dissatisfaction (Ariffin et al., 2016).

Customers' repurchase intention signifies their intent to make subsequent purchases from a firm after a positive initial experience (Ariffin et al., 2016). A satisfied customer often seeks to make additional purchases from the same service provider on future occasions (Mittal and

Kamakura, 2001). Positive judgments about a product or service and the intention to repurchase hinge significantly on past experiences with the same service provider (Kaynak, 2003).

Repurchase intentions are shaped by various factors, including past transaction experiences, performance criteria, utility considerations, and product or service attributes (Durvasula et al., 2004). Additionally, customers' repurchase intentions are influenced by the perceived benefits of establishing a long-term relationship with the service provider (Durvasula et al., 2004).

Numerous researchers have delved into customers' repurchase intentions and the triggering factors (Ibzan et al., 2016; Mittal and Kamakura, 2001). Most consumer purchases are likely to lead to repeated purchases (Preis, 2003). Repurchase intention involves customers repeatedly making purchases from the same service providers on different occasions and is often used interchangeably with customer retention (Ibzan et al., 2016). The repurchase intention manifests in two forms: the customer's intent to purchase again and the dissemination of positive word-of-mouth recommendations to acquaintances (Ibzan et al., 2016).

A synthesis of past literature supports the assumption that customer satisfaction positively influences repurchasing behaviour, while customer dissatisfaction diminishes the likelihood of customers intending to repurchase from the same service provider (Fornell and Wernerfelt, 1987). Customer satisfaction serves as a catalyst for repeated purchases, forming the foundation for increased sales and profitability (He et al., 2008). Thus, the intention to repurchase is considered an outcome of customer satisfaction, demonstrating a direct and positive relationship between customer satisfaction and the intention to repurchase from the same service provider in the future (Hellier et al., 2003).

2.14.6 Perceived Gap and Word of Mouth

Behavioural intentions of customers significantly influence levels of customer satisfaction and perceived service quality (Kim and Hyun, 2019). Service providers strive to achieve optimal customer satisfaction, which, in turn, influences customers' intentions to return to the service provider in the future (Anwar and Gulzar, 2011). When all factors associated with service delivery align, consumers feel content and satisfied (Anwar and Gulzar, 2011).

Numerous authors agree that satisfied customers are likely to become repeat purchasers, loyal customers, or endorsers of the firm's services (Anwar and Gulzar, 2011). Studies suggest that one

satisfied customer can potentially bring in three new customers, leading to increased sales and greater profits for the service provider (Anwar and Gulzar, 2011). Furthermore, Oh (1999) proposed in his study that perceived service quality, customer satisfaction, repurchase intention, and word of mouth are all positively related. Customer satisfaction is directly tied to the positive experiences customers have with the products or services of the firm (Anwar and Gulzar, 2011).

Customers often share their feedback on products or services, conveying their experiences through positive or negative word of mouth, depending on their satisfaction (Boadi et al., 2019). Word of mouth is defined as oral or person-to-person communication in which the communicator endorses a product or service without commercial intent (Kim and Hyun, 2019). Word of mouth has the potent ability to influence potential customers' purchase intentions and is a determinant of the customer's relationship with the service provider (Keller, 2007). Among various media, personal or face-to-face communication is known to be the most effective and powerful form of communication (Keller, 2007). A study on the effectiveness of word of mouth revealed that it is nine times more effective for a firm than other intentional and traditional forms of marketing and advertising (Keller, 2007; Kim and Hyun, 2019).

In comparison to firm-driven marketing and advertising activities, customer-driven referrals and endorsements prove more beneficial for firms (Blazevic et al., 2013). Word of mouth is especially effective for businesses offering intangible goods or services based on experience or reliability. For service-oriented businesses like banking and retail services, potential customers primarily rely on word of mouth, experiences of people who have transacted with the business, or the suggestions and recommendations of others (Kim and Hyun, 2019). Research also indicates that positive word of mouth spreads faster and is more effective than negative word of mouth (Sweeney et al., 2008).

Word of mouth significantly influences customer perceptions of goods and services, impacting judgments and increasing the likelihood of potential customers making a purchase (Sweeney et al., 2008). Positive word of mouth enhances the chances of customers making a purchase and influences decision-making during the purchasing phase.

In the current business environment, trust issues are on the rise. In this scenario, reduced television advertisements can be compensated by positive word of mouth. Word of mouth is a

proven way for firms to gain a competitive advantage (Sweeney et al., 2008). Research addressing the concept of word of mouth emphasizes that it is the most effective way to influence receivers' intentions to transact with the recommended organization (Blazevic et al., 2013). Sociologists and behavioural science researchers acknowledge the significance of interpersonal communication in influencing the decisions of information receivers. Word of mouth is of particular interest to firms expediting marketing efforts to reach new customers, especially when products and services cannot be tested or trialed before purchase or transaction (Sweeney et al., 2008). Receivers of information shared via word of mouth tend to view it with less skepticism than traditional advertisement or other commercial efforts (Mukerjee, 2018).

Attitudes and behaviours of information receivers shared through word of mouth play a crucial role in developed markets (Boadi et al., 2019). The perceived gap between customers' expectations of a firm's services and their actual experience can result in dissatisfaction (Boadi et al., 2019). Research indicates that people are more likely to share their negative experiences than positive ones. Consumers' word of mouth is linked to their product or service experience and influences the purchasing decisions of other customers (Ismail et al., 2013).

With the advancement of technology and technology-driven marketing and social interaction, users of different services and products find it easier to share their experiences with others (Moliner et al., 2007). Individuals who have had negative experiences with a product or service are more likely to warn others about such service providers. Online platforms and company websites have facilitated the sharing of word of mouth, indicating that customer dissatisfaction results in negative word of mouth. In essence, customer dissatisfaction is positively related to negative word of mouth, emphasizing the need for continuous efforts and improvements to meet customer requirements promptly (Kumar and Charles, 2010).

2.15 Summary

Based on the comprehensive analysis of the literature, it can be concluded that service quality strongly influences customer behaviour and attitudes toward an organization. When customers perceive that an organization delivers what was promised, it fosters a positive association, resulting in customer satisfaction and a favourable attitude toward the organization.

The phrase "the customer is always right" underscores the importance of utilizing customer perceptions to shape service delivery strategies, complemented by the five dimensions of service quality, to enhance customer satisfaction. Customer perceptions offer valuable insights into how services were received, enabling management to develop effective customer management strategies. Failure to consider customer views on service quality expectations and potential gaps may limit the overall perception of the organization.

This literature review provides a thorough exploration of the key study constructs and underscores the significance of each in achieving customer satisfaction. Past research indicates that meeting expected levels of service quality contributes to the development of a positive organizational image. Satisfied customers are more likely to have increased repurchase intentions and engage in positive word-of-mouth recommendations.

In the context of the UAE retail sector, the managerial focus on service quality dimensions varies based on organizational size. To address rising competition and meet the demands of quality-conscious customers, retailers must prioritize service quality as a competitive advantage. This involves placing heightened emphasis on consumer feedback, utilizing the SERVQUAL model as the foundation for feedback collection, and implementing service changes accordingly—a facet often overlooked by smaller retailers.

Chapter 3: Research Methodology

3.1 Introduction

The previous chapter explored the extant literature to gain better insights into various elements of service quality and their impact on the phenomenon under study. This chapter is dedicated to examining the methodological decisions undertaken in the study to effectively address the research questions. It outlined the selected research philosophy, subsequently identifying the mixed-method approach as the most suitable method for achieving the research objectives. The subsequent sections will detail the adopted research strategy and provide justifications for the choices made concerning sample selection, sample size, data collection methods, and data analysis techniques. Additionally, this chapter will highlight important ethical considerations under the institutional code of ethics that the researcher must acknowledge.

3.2. Research Paradigm

An essential foundation for comprehending and carrying out research methods is a research paradigm (Kivunja & Kiyuni, 2017). It encompasses the procedures, suppositions, and convictions within a specific field that impact the gathering and analysis of data (Cote, 2021). Research paradigms are important because they impact study design, technique, and interpretation (Kivunja & Kuyini, 2017). Research paradigms have a significant impact on the research process. They provide an orderly framework for formulating research questions, selecting appropriate methodologies, and determining methods for gathering and analysing data (Ugwu, Okere, & Onoh, 2021). Research paradigms offer guidance for research design, clarify the perspectives of researchers, raise the standard of research, and encourage scholarly communication (Guraya et al., 2023). To conduct meaningful and thorough research, it is essential to understand and choose an appropriate paradigm. This will help clarify the beliefs and biases of the researchers, enhance the quality of research outputs, and promote collaboration (Kivunja & Kuyini, 2017). Research paradigms are therefore essential for guiding research topics and ensuring methodological clarity in scholarly works (Keong, Husin, & Kamarudin, 2021).

The study paradigm is crucial, particularly for analysing service quality (Žukauskas, Vveinhardt, and Andriukaitienė, 2018). Researchers have empirically investigated the service quality through its dimensions employing various methods that can be implemented on the multiple sectors Parasuraman et al., 1988; Wolfinbarger and Gilly, 2003). Through the positivist

paradigm, researchers investigated the service quality dimensions as a measurable variable that lacks the consumers' perception of service quality. To incorporate the consumers' opinions, service quality models actively include the perceptions of the consumers, managers, and service providers (Wolfenbarger and Gilly, 2003; Grönroos, 1984). However, Maarouf (2019) argued that the customers' perceptions could not be addressed with the objective approach of service providers to improve service delivery assessment criteria. On the other hand, Ju et al. (2019) claimed that service quality improvement cannot be achieved without the inclusion of the consumers' perception in the assessment tools which illustrates the intangible aspects of the service quality.

The differences in consumers' perceptions have been found with similar services when evaluating the service quality with customers belonging to different backgrounds. The study further approached a more comprehensive idea compared to previous research which emphasize only objective dimensions of the service quality (Grönroos, 1984). Similarly, Wolfenbarger and Gilly (2003) employed an interpretivism approach to comprehend the service quality perceptions of customers derived from their experiences, the services that were evaluated with intrinsic qualities such as intangibility, employee dependency, and variation in customers' perception of diverse backgrounds which are consistent with the Grönroos (1984) which considers more dynamic aspects of assessing service quality.

Researchers evaluated the service quality with the subjective approach that emphasizes customers' views to find the concerns associated with service quality (Sobej, 2016). However, objectivism emphasizes the natural phenomena that persist regardless of human experiences, arguing that the truth exists irrespective of human perspectives (Aleem et al., 2019). Since quality dimensions, conceptual frameworks, and a variety of techniques are better ways to describe service quality, this philosophy might not be sufficient to explore in the context of service quality (Wolfenbarger & Gilly, 2003; Schembri & Sandberg, 2002). Moreover, Onwumere (2018) adds that objectivism is unable to fully describe the concept of service quality perception since it is so multifaceted and intricate.

In the current study, due to the emphasis of constructivist research paradigm on the active role that customers in creating their perceptions based on contextual circumstances and personal experiences, the constructivist paradigm is particularly useful for understanding how customers

perceive the quality of services in retail contexts, particularly in the UAE. Consumer perceptions are shaped by their expectations about the level of service of the services they receive, which are influenced by their individual needs, past interactions, and word-of-mouth recommendations (Bhutto, Khatoon, & Saghir, 2018). Since service quality is a subjective concept, constructivism makes more sense as an epistemology than objectivism (Dabholkar, 1996). Objectivism is the theory that holds that knowledge should be discovered rather than created (Coşkun, 2020). Constructivism typically distinguishes between objective truths and subjective interpretations (Dent et al., 2018). It emphasizes understanding diverse realities and rejects the idea of a framework without values, while objectivism disregards the construction of knowledge (Ozuem et al., 2021).

The way constructivism differs from subjectivism is that the former creates potential outcomes, while the latter draws meanings from the phenomena as it is. Constructivism rejects the notion of a value-free setting and instead concentrates on many realities Ozuem et al. (2021). Constructivists acknowledge the interdependence of the two and contend that the subject and object are intrinsically related. Contrarily, objectivists emphasize an objective reality and maintain that objects exist regardless of human perceptions. It facilitates the examination of many viewpoints on social reality and advances a more thorough comprehension of the research (Ozuem et al. (2020). Constructivism holds that interaction between individuals influences realities (Dabholkar, 1996; Grönroos, 1984; Parasuraman et al., 1988). Different individuals can construct diverse meanings from phenomena occurring at various times and events. Constructivists aim to understand phenomena and explore the realities of the world through experiences, emphasizing the complexity and diversity of meanings (Bryman, 2007). They avoid postulating objective findings and focus on the subjective views of study respondents.

The goal of choosing constructivist approach is to depend on the more comprehensive outcome that built with participants' views and situations that explores a phenomenon in the natural context (Fusch, Fusch and Ness, 2018). This approach examines a group of people to gain insights into the patterns of their behaviours, views, and perceptions (Bakalis, 2001). The use of this approach will allow the researcher to explore the intense interaction of one own self which marks the fieldwork and processes through interactions with the individuals (Starfield, 2019). The significance of evaluating service quality with the constructivist approach has been

realized by several scholars which accept the capability of the constructivist approach in comprehending the service quality dynamics through several industries, for instance, fashion retailing (Patten, 2017; Patthen, Ozuem, & Howell, 2020), digital service delivery (Fink & Nyaga, 2009), retail banking (Albinalshaikh, 2022; Naeem, 2020), and hospitality (Seyfi & Hall, 2022). This approach emphasizes the active role of users in constructing their understanding and experiences, which is essential for enhancing service quality.

The constructivist method in fashion retailing enables a more thorough comprehension of customer behaviour and preferences. Scholars have emphasized that retailers can enhance customer satisfaction by customizing their offers to match client expectations and include customers in the service process (Ozuem & Lancaster, 2014). Subsequently, in delivering digital services, the constructivist approach emphasizes designing customer-oriented services. Constructivism's iterative process involves regular user suggestions and feedback, which aligns well with the dynamic nature of digital services adapting to emerging technologies and changing consumer needs (Syamsiar, 2023).

The constructivist approach has been demonstrated to enhance service quality in retail banking by promoting a better comprehension of customer needs and expectations. Financial institutions that engage clients in the procedure of service design can develop more individualized and efficient banking solutions. The banking sector relies heavily on trust and loyalty, both of which are strengthened by the constructivist approach and increase satisfaction among customers (Albinalshaikh, 2022). Furthermore, Banks can enhance the quality of their services by better aligning their offerings with consumer expectations through the recognition of customers as proactively engaged in the service process (Tikkanen, 2024).

Constructivist methodology in the hotel sector enables service customization based on visitor experiences and feedback. By encouraging hospitality operators to think of customers as co-creators of their service, this approach can increase customer satisfaction and encourage return business. The constructivist approach lends credibility to the premise that service quality is a dynamic construct that changes in response to customer interactions and feedback, rather than a static measure (Seyfi & Hall, 2022).

Constructivist service quality evaluation is important because it emphasizes customer participation and engagement in the overall service delivery process, which is relevant to many

different industries (Tikkanen, 2024). Because of the emphasis of hospitality sector on customer interaction, personalized service, and sensitivity to a range of cultural norms, the hotel industry was one of the industries selected as a comparative reference for this study. Similar dynamics seen in semi-government retail establishments are reflected in the UAE's hospitality sector, which is especially service-intensive. Because the hotel industry can serve as a model for best practices in service customisation and real-time feedback integration, it provides a rich framework for investigating service quality (Bhuyan, 2021). Organizations can better personalize their services to match consumer requirements and increase customer satisfaction and loyalty by acknowledging customers' cultural orientation (Rane, Achari, & Choudhary, 2023). These traits offer important similarities to semi-government retail businesses, which serve a multicultural and varied customer base.

This method creates an increasingly responsive and adaptable service environment in addition to raising the quality of the services provided (Syamsiar, 2023). Customer perceptions are subjective and co-constructed, as shown by the constructivist methodology that supports this research's philosophical approach. According to constructivism, people's interactions with their surroundings shape reality, which is socially produced (Žukauskas, Vveinhardt, & Andriukaitienė, 2018). In industries like hospitality and retail, where client experiences are inevitably subjective and context-dependent, this paradigm is especially well-suited for analyzing service quality. Following this track, the current study seeks to examine the customers' perceptions of service quality by understanding the dimensions of service quality through a constructivist approach to better able to understand the phenomena and the customers' requirements that improve the service quality with the attained outcomes.

3.3 Methodological Approach

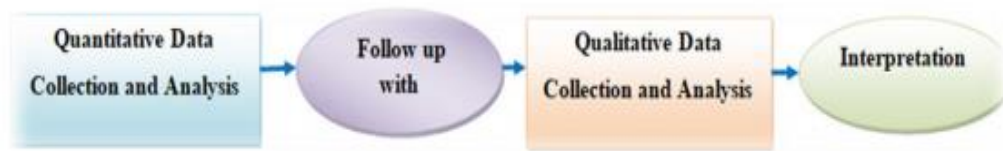
There are three different methodologies used to show the quality of the services: mixed methods, qualitative, and quantitative. One thing unites all of these methods: they aim to explain the phenomenon of consumers' perceptions regarding quality (Parasuraman et al., 1988). The data collection takes the form of a group of information that includes the views of the respondents as well as the researcher (Creswell, 2014; Creswell and Creswell, 2018). In order to produce a thorough elaboration of a research question that could have been obtained through any individual approach, mixed methods research (MMR) is a methodological approach that entails

the systematic collection, assessment, and incorporation of quantitative and qualitative data sets (Creswell & Creswell, 2018). Since mixed-methods design blends interpretivism and post-positivism frameworks of philosophy and can employ both qualitative and quantitative data to effectively explain research concerns, it offers a number of advantages for resolving complex research obstacles (Fetters, 2016). Furthermore, it provides a logical framework, a comprehensive comprehension of smaller examples, and a platform that is methodologically flexible (Maxwell, 2016). As stated differently, mixed-methods research enables researchers to tackle study subjects in sufficient depth and breadth and makes it easier to extrapolate results and implications from the problems under study to the population at large (Enosh et al., 2014). The belief that the result would be added value due to the possible advantages obtained in the output through ways that complement each other is the perspective behind integrating various approaches. The researchers use both data sets in order to conclude on the same study issue with greater assurance and wider ramifications (Maxwell, 2016).

The methodology known as mixed-methods research (MMR) provides a deeper understanding of a phenomenon and broadens the scope of the examination. Through the theoretical bridge that MMR provides between the quantitative and qualitative paradigms, genuine knowledge can be attained in an impressive manner. Researchers can get more accurate conclusions since qualitative approaches have more benefits than drawbacks compared to quantitative ones. Several MMR categories that characterize various research technique designs were covered by Creswell (2014). By using a sequential exploratory design, researchers can collect data that is both closed-ended and open-ended qualitative, which expands the scope and depth of their study. According to Quach, Jebarajakirthy, and Thaichon (2016), it also provides a thorough overview of a phenomenon, presenting fresh angles on its different components and sometimes generating insightful theories. By guaranteeing that multiple types of data offer more comprehensive insights regarding a phenomenon compared to any particular approach independently could, data triangulation is another tactic used to validate results from individual methods (Robson, Farquhar, & Michels, 2020). Researchers can use the quantitative data from the sequential explanatory design to create qualitative follow-up studies, such as focus groups, observation, and interviews, to determine the significance of specific traits (Busetto, Wick & Gumbinger, 2020). Constructing a sequential (MMR) design is only possible in a mixed-methods

sequential design, which requires accounting for fundamental elements while developing a new method based on an established one (Schoonenboom & Johnson, 2017).

Therefore, the current study intends to bridge the service quality void through analysing the data through sequential exploratory research design based on the constructivism approach. several researchers have utilized the constructivism paradigm to conduct first phase of research through survey to show the quantitative analysis and the second phase of qualitative research complement to validate the outcomes with more thorough insights into the studied phenomenon (Creswell & Creswell, 2022; Kurtaliqui et al., 2024).



Source: Creswell & Clark (2011)

The explanatory sequential design is described by Creswell (2014) as a mixed methods approach with a two-phase project. First, quantifiable data must be gathered, examined, and the results used to develop the second, more qualitative step. The design seeks to provide an explanation for quantitative findings and help choose the most suitable subjects for a qualitative investigation. It is simple to apply and appealing to quantitative researchers. But in order to collect data, it needs long-term planning, follow-up findings, participant selection standards, and contact information (Kurtaliqui et al., 2024).

This study adopts the qualitative methods of data collection for several reasons: qualitative methods of data collection are more observation oriented and these rely on the words reiterated in comparison to the number that offers a piece of limited underlying information and connotations (Parasuraman et al., 1988). In this study, the respondents used words (in the in-depth interviews and the focus group discussion) that helped the researcher develop a greater understanding of their behaviours, perceptions, beliefs, and opinions regarding the customers' perceptions of the service quality. Moreover, this study also aims to suggest some viable implications for retailers for the improvement of service quality in the retail sector of the United Arab Emirates.

Quantitative research entails guided investigation (Basias and Pollalis, 2018). The researcher requires the respondents to rate their views out of the given alternatives rather than

seeking their personal views and opinions. In qualitative research, the respondents view the world where they observe natural phenomena and strive to investigate (Basias and Pollalis, 2018). This study aims to investigate the perceptions of customers regarding the quality of the services offered by the retail sector of the United Arab Emirates. Hence, the researcher is viewing the problem through the lens of the customers based on constructivist paradigm. The customer perspective helps explain their requirements and wants with the quality of the services provided. The qualitative approach will help the researcher disclose the meanings that the customers impart to their perceptions of the services (Gaber, 2020).

On the other side, in a quantitative study, the researcher wants to quantitatively weigh the research problem and investigate the objects (Gaber, 2020). In such a study, the researcher stays distant from the natural phenomenon being observed and does not interfere in or influence the data collected from the respondents. While, in a qualitative study, the researcher gets involved with the respondents so he or she may understand the phenomenon through their eyes and empathize with what the subjects are experiencing.

Within a constructivist framework, a mixed-methods approach is permissible, especially provided the research design keeps the knowledge and interpretation of participants' subjective reality front and center (Dawadi, 2021). The quantitative component can serve to extend or enrich these discoveries by examining larger patterns or trends, but the qualitative component usually takes precedence in offering a deep, contextual understanding. Making sure that the qualitative and quantitative components align with constructivism's emphasis on the creation of reality and meaning is crucial (Busetto, Wick & Gumbinger, 2020). Data was collected from the customers of the retail sector of the United Arab Emirates who were investigated to understand their perceptions regarding the service quality and quantify the data of survey to obtain the prior information related to customers' perception of service quality in the region. Customers' perceptions were then deeply translated and illustrated into the theoretical framework to better understand the relationship between the study themes through qualitative approach using thematic analysis. The researcher posits that the studies employing Mixed Methodology to explain the complexity of this phenomenon.

3.4 Research Strategy

A researcher's overall plan or strategy for addressing the research questions or objectives is referred to as their "research strategy." It serves as a detailed, useful manual for carrying out the research, outlining the procedures for gathering, evaluating, and interpreting data. The study's structure and integrity are guaranteed by the research strategy, producing reliable and valid findings (Sileyew, 2019). The investigation into the phenomenon of service quality and customers' perceptions has been a longstanding focus for researchers. However, there is a scarcity of studies examining similar cases, which could offer valuable insights in the context of the UAE. Consequently, the researcher has opted for a MMR strategy to explore the phenomenon of service quality perception.

Within the social constructivist paradigm, this strategy aids in comprehending the customers' perceptions of service quality in the United Arab Emirates' retail sector. It is essential to integrate the qualitative and quantitative findings in a constructivist mixed-method study. Considering that the numbers indicate patterns in manufactured realities rather than absolute facts, the quantitative data should be evaluated via the prism of the qualitative advances. A research design, data collection techniques, sample strategy, data analysis plan, and ethical issues are all included in a research strategy. The method also describes how the participants will be chosen and how the data will be analysed (Hands, 2022).

The explanatory design was employed to refine existing literature and enhance knowledge on the subject matter. This approach explores the research phenomenon within its context, emphasizing the real-world setting in which the natural phenomenon unfolds. Customers' perceptions of service quality serve as a valuable resource for developing new theories or refining existing ones. The flowchart of the research strategy below describes the current research process at a glance to facilitate the researcher to proceed with its research efficiently.



3.4.1. Pilot Study

After selecting a research strategy, several questions arise, such as concerns about the clarity of interview questions for respondents, potential misinterpretations, and alignment with research objectives. To address these concerns, a pilot study was conducted (Bell, 2011). Pilot study participants were selected based on three criteria: capacity to contract and customers' experience with retail services based on their physical visits and online purchasing, ensuring their relevance to the study. The pilot study respondents engaged similarly to the planned approach for the actual study based on the criteria given in the table below.

Selection Criteria	Inclusion Criteria	Exclusion Criteria
Capacity to Contract	More than 18 years	Below 18 years
Experience physical and online shopping with semi-government retail store	More than 2 visits and online buying through the app in the past 6 months	Fewer than 2 visits or online buying in the past 6 months
Experience with multiple semi-government stores	Buying from 2 or more different semi-government stores	Buying from 2 or no different semi-government stores

A simulated interview was conducted with 10 consumers of semi-government retail stores based on the criteria above, prompting respondents to share their perspectives on service quality and satisfaction with retail services. The questionnaire was developed with the assistance of the literature (see Appendix), the experience of the researcher with the customers, and the researcher's personal experience and judgement. The medium of the survey was selected as English which is understandable to all the customers who use online purchase, which further makes it easier for the researcher to record and interpret for the current study. The primary goal was to assess the research instrument's validity and ensure that respondents interpreted the questions as intended. Results indicated no major revisions were needed, allowing the researcher to proceed with the existing instrument. The researcher can proceed with its research strategy to its next phase.

3.4.2. Selection of the Sample

To acquire the important information from the selected sample, a sample should be the true representative that is the crucial feature to be obtained. The researcher chooses the sample for

this study employing the purposive sampling strategy. The data effectiveness relies on the depth of data the researcher gathers through its sample is. It can be obtained through the study questions that will determine how the sample needs to be chosen. Using this non-probability sampling strategy, the sample represents the characteristics and features of relevant information that draws from their experience which assesses the research objectives to provide the outcomes from their level of expertise (Campbell et al., 2020). Additionally, the researcher its that are thought to be crucial for the accuracy of the assures while selecting sample to the particular characteristics should be available in the subjects who are source of gathering data. Researcher also investigated that the studies requires different traits of the sample that best describes their interest when collected data and support the utilization of the non-probability sampling strategies for investigating service quality (Uma Sekaran, 2016; Zikmund et al., 2013). Moreover, the selection of the specific qualities in the sample was determined by the theoretical framework proposed which assisted the researchers while drawing samples. The urrent study draws its sample through taking assistance from the study of Parasuraman, Zeithaml, and Berry (1985) who suggested the customers' personal experiences either good or bad, and expectations, formulated their opinions which is crucial while investigating the service quality (Parasuraman, Zeithaml, and Berry, 1985).

Sample selection for Semi-structured interviews

The current study has drawn 2 samples to collect data for its investigation. In the first stage of the methodology, the sample for the research involved selecting a sample that possesses certain qualities for inclusion. To identify the qualities of the sample which is required by the respondents would be better acknowledged by the stores managers, therefore, the researcher requested the selected store managers to help in distributing consent forms to those customers only that comply with the inclusion criteria. Fortunately, they were cooperative and assisted the researchers in distributing consent forms to relevant customers who met the inclusion criteria. As per the criteria, the consumers should be adults must be over 18 years old with experience of selected semi-government store for two or more times with both physical and online shopping, these criteria have been discussed earlier in the pilot study, the similar criteria have been followed for the other 2 stages of methodology that considered crucial in obtaining the research objectives.

Sample selection for Focus Group Discussion

With the completion of the first stage of data collection through semi-structured interviews, the researcher selected a sample of respondents to participate in a focus group discussion for the research to finish its last stage of data collection. The selection criteria for the focus group participants are elaborated with factors such as respondents' convenience and willingness to collaborate. Participants were selected are adults over 18 years old and have visited the stores 2 or more times which added to their experience in both physical and online shopping from the semi-government retail stores in the UAE. The following section of this chapter provides the rationale for collecting data through the 2 stage data collection process and its suitability to achieve the research objectives of this study.

3.4.3. Sample Size

Sample size refers to the total number of participants in the data collection procedure (Memon et al., 2020). The research purpose, stakeholders, employment of the resources, and available time for the research determine the sample size (Lincoln, 2018). Despite the consideration of Lincoln (2018), the sample would be irrelevant if it does not help to emerge any unique feature or theme in the data, for instance, according to the saturation principle, if no new themes emerged throughout the data collection process which can be typically achieved after around 12 interviews so this homogeneous samples. However, this figure could vary based on the complexities of the research questions and the sample's diversity (Guest, Bunce, and Johnson, 2006). Therefore, the researchers should consider the heterogeneity of the sample to ensure a better representation of the population. Moreover, larger sample sizes may be required for different demographics or more extensive study scopes; for example, 20 to 40 interviews should be conducted initially to explore meta-themes in multiple study contexts (Hagaman & Wutich, 2017). Clarke and Braun (2013) also employed thematic analysis to draw a sample size that facilitates a comprehensive understanding of themes and a detailed investigation of particular cases.

Furthermore, this study employs a sequential explanatory design to collect and analyze the data quantitatively, then moves to qualitative data to provide additional background information for the findings (Draucker et al., 2020). It enhances the reliability of analyses and allows for more accurate findings regarding the population being studied (Creswell & Clark,

2017). This two-phase approach requires a detailed investigation of sample sizes to provide comprehensive insights into the research problem. A larger sample size is required to obtain statistical significance and generalizability in the quantitative phase. They went on to say that depending on the complexity of the analyses and the expected statistical significance, sample sizes for quantitative research could range from one hundred to several hundred people (Creswell & Clark, 2017). As a result, 110 respondents who participated in the semi-structured interviews made up the sample size employed in this investigation.

On the contrary, the main goal of the qualitative research phase is to achieve a deep and thorough understanding. The typical sample size ranges from 5 to 30 participants, depending on the complexity of the topic and when data collection reaches saturation (Ivankova & Stick, 2006). The aim is to select individuals who can provide valuable information about specific events, so the study included a sample size of 15 participants who took part in a focus group discussion for the research.

The sample size for this study was chosen to include at least the minimum number of customers suggested by the literature for evaluating the customers' perception of service quality for the semi-government retail sectors of the UAE. To ensure a precise sample size, the researcher sought the selected retail store managers' assistance in engaging with customers and explaining the research objectives for their voluntary participation. The managers were given consent forms to distribute to the customers for their participation in the research, and the data collection procedure began with experienced customers.

3.4.4. Method of Data Collection

Firstly, interviews were conducted, and data were analyzed quantitatively. After completing the data collection via interviews, the researcher conducted phase two of the research: focus group interviews. The focus group discussions aimed to discuss the ideas collected via in-depth interviews and gain insights into the responses that had already been collected. The researcher motivated and encouraged the participants to share their ideas and suggest improvements.

3.4.4.1 Semi-Structured Interviews

After the researcher gathered quantitative data, customers from the UAE's retail sector were interviewed. A semi-structured interview format was developed, comprising questions

based on literature, customers' interaction experience, and the researcher's knowledge of the topic that elaborated and simplified the questionnaire. A semi-structured approach was deemed more effective in extracting detailed information than structured or unstructured interviews, justifying its selection.

Duration for the Semi-Structured Interview

Each interview session lasted approximately 60 minutes per respondent in July 2022. Researchers recommend keeping interviews around 60 minutes to optimize respondent concentration levels (Zikmund et al., 2013). Prior to the interviews, respondents were asked for their consent to participate by distributing consent forms, and those who agreed to the predetermined criteria were personally invited using the information gathered. Once respondents agreed by submitting their consent form, they were consulted on a location for the interview, recognizing the importance of venue choice in influencing outcomes and responses (Lewis & Thornhill, 2012).

Question Design for Semi-Structured Interviews

A semi-structured interview research technique blends open-ended and fixed-ended questions (i.e., demographic questions) to facilitate directed discussion and spontaneous inquiry (Jamshed, 2014). Before creating questions, a conceptual framework is made depending on the literature analysis that directs the creation of the main topic and any supporting questions (Madhuri et al., 2023). The theme and their respective literature assistance are questions summarized in the table below.

Themes	Sub-theme	Literature Reference
Performance	Functional Performance	Yun, Jung, & Choo (2015); Gauri et al. (2017); Naik, Gantasala, &Prabhakar (2010)
	Technical Performance	Ali et al. (2016)
Perceived Service Quality		Yun, Jung, & Choo (2015)
Expected Service Quality		Yun, Jung, & Choo (2015)
Technology and Tangibility		Mary et al. (2023)

Customer Satisfaction	Feelings	Beneke et al. (2012); Mary et al. (2023)
Brand Loyalty		Shpëtim (2012)
Future Benefits		Chatzoglou et al. (2022)
Word of Mouth		Susilowati & Yasri (2022)
Repurchase Intention		Chatzoglou et al. (2022)

The questions designed are created with the above-mentioned literature, however, the questions are simplified and follow-up questions have been generated with the researchers' understanding and the experience of a pilot study. The set of questions that would asked to the respondents is also attached to the study (see Appendix). To clarify initial responses and extract deeper insights, it is imperative to use probes and follow-up questions (Mashuri et al., 2023). Finding possible problems with the interview guide's flow and clarity can be aided by pilot testing it. Participants are encouraged to share their ideas and experiences in their own words by using open-ended questions. It's important to be flexible during interviews because interviewers should be ready to stray from the script if participants bring up new subjects or ideas (Naz, Gulab, & Aslam, 2022). To make sure that participants get the questions being posed, it is imperative to choose language that is both accessible and clear (Brinkmann & Kvale, 2015). Therefore, the researcher has selected to simplify the questions in English which is understandable to all the respondents initially.

The procedure for Inviting Participants for Semi-Structured Interviews

The study invited customers through in-store recruitment methods to ensure that the sample was not skewed towards any certain customer or demographic group by the recruitment process. The researcher has taken the assistance of managers of the selected stores to approach the customers that fulfil the criteria of inclusion. The managers are requested to distribute the consent forms to the respective customers to invite them for an interview. The purpose of this recruiting strategy was to increase the validity and relevance of the research findings by drawing in a representative sample of people who use semi-government retail services facilitated by store managers. Formerly, respondents were requested to visit the researcher's office location due to a more comfortable and uninterrupted space for the interviews, and the sessions were conducted accordingly. All the key responses were recorded in written transcripts ensuring their privacy,

and these notes were taken to summarize the interviewees' input that was utilized for thematic analysis. Additionally, the researcher observed respondents' body language, both verbal and nonverbal cues, to gain insights into their perceptions. The interviews were conducted to address the research questions. The researcher's direct involvement enhanced experiential knowledge. The semi-structured nature of the interviews allowed for adjustments to questions during the interviews based on the nature of the respondents' answers, thereby improving the quality of the collected information.

3.4.4.2 Focus Group

Focus group discussions involve participants engaging in simultaneous discussions, offering a valuable approach to understanding verbal and non-verbal expressions (Hennink, 2014). Unlike one-to-one interviews, focus groups enable participants to contribute, share ideas, and add value to the discussion, enriching the bank of information (Thornhill, 2012). They provide a platform for respondents to place themselves in real-life situations, contributing diverse perspectives influenced by past experiences, word of mouth, and prospective customer requirements (Lincoln, 2018). The benefits of focus group discussions include promoting discussion and contribution, allowing self-assessment and reflection on values and beliefs, justifying agendas and views, fostering collaboration, and generating and refining ideas through productive discussions (Lincoln, 2018). Ozuem et al. (2021) have underlined the significance of thematic analysis in summarizing major findings and offering a structured approach to manage qualitative data accurately.

Duration for the Focus Group Discussion

The Focus Group discussions aid researchers in refining and better understanding respondents' responses. Conducted in two conference rooms, the focus group discussions lasted approximately 90 minutes, an appropriate time limit for obtaining required information (Bell, 2011). Analysis revealed varied customer perceptions of service quality, aligning with the social constructivist approach that views the researcher as an active explorer ethically seeking additional information to refine findings (Festinger, 2005). Therefore, the researcher acknowledges the selected group of participants in anticipation of the duration of the session for focus group discussion in their invitation.

Question Design for Focus Group Discussion

Following semi-structured interviews, designing questions for focus group discussions entails defining objectives, utilizing open-ended questions, including follow-up questions, creating a logical flow, employing various question types, navigation clear of leading questions for major themes, pilot testing questions, and being adaptable during discussions (Krueger & Casey, 2015). These actions, which are backed up by research, enable researchers to go further into topics that emerged from the interviews. While follow-up questions elucidate and expand the discussion on particular topics, open-ended inquiries allow participants to freely express their personal views (Jamshed, 2014). The questions designed are created with the literature drawn for semi-structured interviews, however, the questions are simplified and follow-up questions have been generated with the researchers' understanding and the experience of semi-structured interviews. The complete set of questions along with the literature is attached in the Appendix. Researchers can greatly contribute to research outcomes by including all aspects, which can enable rich discourse, provide useful qualitative data, and boost understanding of participant perspectives.

Procedure of Inviting Participants for Semi-Structured Interviews

Diversity in the participation pool was considered during the sample selection process. The selected customers from the semi-structured interviews were invited by sending them consent forms for the focus group discussion. To represent an extensive variety of perceptions and experiences, a participant group that reflects diversity was chosen that illustrated cultural landscape which is in line with the recommendations made by Wirtz and Kaufman (2015), who stress the need to consider a range of customers' experiences to fully understand the dynamics of service quality in a particular area. The participants were invited to the same venue as the researcher's office due to the familiarity with the venue for participants which provides a sound environment that allows them to participate without interruptions.

Moreover, the discussion employs a method that involves interviews, transcribing them key verbatim, validating thematic categories, and categorizing participants accordingly. This section details the steps taken to ensure the data gathered for this study is of high quality.

3.5 Approaches to Data Analysis

The researcher has found that the mixed-method approach is the most appropriate methodology to evaluate the service quality in the context of UAE. The data gathered in the 2-stages would be analysed with 2 methods. The researcher opted for the sequential explanatory approach which employs quantitative analysis for the first stage using Chi-square test, secondly it employs the qualitative analysis using thematic analysis. The pathway researcher follows to analyse the data is explained in the following section that describes the selected approaches and its procedure to implement in the current research in assisting the estimation of the data to achieve the research objectives.

3.5.1 Chi-Squared Tests

To determine whether the responses from respondents of various nationalities differed substantially across the selected dimensions of Service quality through employing a model, chi-squared tests were employed in the study as a statistical technique for quantitative analysis (Franke, Christie, & Ho, 2012). These tests were conducted that would be complemented in the later stage of the qualitative analysis from the thematic analysis by offering the quantitative perspective, the rationale is to validate the outcomes that the researcher obtained from the customers of diverse cultural backgrounds, the procedure may triangulate and confirm the generated themes from the qualitative study. The researcher used JASP software, a dependable and easily accessible tool for statistical analysis that ensures precise and effective result analysis was used to conduct the Chi-squared tests for the current study.

3.5.1.1 Justification for Choosing Chi-Squared Tests

Chi-squared tests were chosen for this study due to some important considerations:

- **Categorical Data Analysis:** The study's data, which includes responses to SERVQUAL dimensions (such as functional performance, technical performance, and perceived service quality) and Overall Negative, Overall Neutral, and Overall Positive responses across a range of nationalities, is a perfect fit for the chi-square test due to its unique design for categorical data analysis. It assists in determining the differences in the responses which is possible when the investigation takes subjective or opinionated data of

the customers, the chi-square test is the most suitable choice of data estimation to find the statistical significance or insignificance of the elements of service quality.

- **Triangulation with theme Analysis:** While thematic analysis offered insightful qualitative information about customer perceptions, Chi-squared testing allowed the study to add a quantitative dimension to the analysis. By merging the quantitative with the qualitative using the sequential explanatory design of mixed methods, the findings may triangulation easily which allows for a more thorough comprehensive analysis of the data that validates the findings and provides more concrete evidence.
- **Exploring Group Differences:** The research is intended to examine whether there are significant variations in the perceptions of service quality among customers due to their various nationalities included in the study. Chi-squared tests seem to be an effective method for analysing differences between groups because they show whether the observed differences in category responses are presumably the product of chance or whether they show statistically significant patterns.

The chi-square is effective in explaining the differences in the variables that make sure the other nationalities have varied perceptions of service quality which requires the estimation of the data statistically to strengthen the findings through confirming their integrity.

3.5.1.2 Procedure and Process for Chi-Squared Tests

The Chi-squared tests were carried out using a structured process to guarantee the accuracy and reliability of the results. The tests were conducted more quickly since JASP software was employed for data preparation and analysis in this procedure.

First step: Data Coding and Preparation

The service quality elements gathered through the literature, such as functional performance, technical performance, perceived service quality, expected service quality, customer satisfaction, and brand loyalty, were taken to assess the customers' perceptions and differences in the opinions of the different customers. Initially, the data was collected from the customers' responses. The data was separated based on their responses depending on what was said in focus groups and interviews. The responses were categorized into three categories based on their perceptions of delivery: positive, neutral, and negative.

A formulation of categorical data generated through the responses would be further classified depending on the customers' nationality and serve as the basis for the Chi-squared tests. It was reasonable to compare how various nationalities perceive service quality through multiple elements of the framework, which assist the service providers and other stakeholders.

Justification: Since the response categories and nationality of the data were categorical, the Chi-squared test was supposed to be an appropriate method for evaluating differences statistically. This arrangement of the responses and customers' nationality explaining their cultural differences provided a clear framework for comparing the perspectives of different countries on the elements of service quality (Hazra & Gogte, 2016).

Second Step: Creating Contingency Tables

The data was then organized into contingency tables for each Service quality dimension discussed in the literature. These tables displayed the frequency of responses that are categorized as overall Positive, overall Neutral, and overall Negative for each nationality. The contingency tables provided the structure needed to calculate the Chi-squared statistic to evaluate the statistical significance of this categorical data.

For instance, a contingency table for functional performance could show the proportion of participants from each nationality who responded to this service quality dimension as negative, neutral, or positive. Repeating this process for each Service quality parameter resulted in a set of contingency tables that could be used in the following statistical tests for other elements.

Justification: Chi-squared tests require contingency tables because they show the true response frequencies. These statistics for the frequency of the variables can offer the basis for comparing observed and expected frequencies, which is crucial for determining the statistical significance of unexpected or expected differences considering the given nationalities (Howell, 2014).

Third Step: Conducting the Chi-Squared Tests in JASP

In the next step, the contingency tables were imported into the JASP program, which was then used to calculate the Chi-squared statistics. JASP was chosen because of its ease of use and efficient management of categorical data. Chi-squared tests were run separately for

each dimension of service quality to observe if there were any significant differences statistically in how different nations perceive the provision of service quality.

The following formula was used to get the Chi-squared statistic:

$$\chi^2 = \sum (O - E)^2 / E$$

Where:

O=stands for the observed frequency in each category (for example, the proportion of affirmative answers received from the selected nationalities).

E= represents expected frequency, which is determined assuming that nations do not significantly differ.

The significance of the results could be determined since JASP automatically produced the Chi-squared statistic and associated p-value, which assisted the researcher in evaluating the significance through available values. The degrees of freedom were based on the number of categories and nationalities employs for comparison.

Justification: Using JASP software has several advantages, such as speed, accuracy, and readability. It produced understandable results that can be easily evaluated through standard criteria, including p-values and Chi-squared values. It streamlined the computation of Chi-squared statistics, making it easier to determine whether differences were significant. (JASP, 2018).

Fourth Step: Interpretation of Results

The following task after performing the Chi-squared tests using JASP was to interpret the findings for each element of the service quality. The primary emphasis of the analysis was the p-values, which were used to determine whether the response differences between different culturally diverse customers were statistically significant or insignificant. When the p-value was smaller than the set significance level, which is 0.05 as per the standard criteria, it showed that the nationalities' perceptions of the particular SERVQUAL dimension differed significantly among the nationalities of analysis.

To ascertain whether or not participants' perceptions of service quality were significantly impacted by their nationality, the findings of the thematic analysis would be integrated with the interpretation of the Chi-squared data to strengthen and validate the results.

Justification: Analysing the Chi-squared test results is necessary to ascertain the importance of the differences present in observed data (Franke, Christie, & Ho, 2012). Although the study concentrated on statistical significance, the quantitative findings were able to validate or contradict the qualitative themes, resulting in a more reliable and robust analysis of service quality depicting patterns and perceptions of service quality by nationalities.

3.5.1.3 Triangulation with Thematic Analysis

Chi-squared tests were conducted in order to triangulate the findings of the thematic analysis (i.e., the qualitative approach). Valuable qualitative insights into the views of the respondents that the theme analysis provided were quantitatively supported by the statistically significant patterns in the data that the Chi-squared tests estimated (Campbell et al., 2018).

Through thematic analysis, significant themes regarding the perceptions of service quality by different nationalities were identified. The Chi-squared tests added an empirical component to these results by determining if the differences discovered in the qualitative study were statistically significant. This triangulation strategy increased the study's reliability and depth by combining quantitative methods and qualitative approach.

The Chi-squared tests were used to determine the statistical significance of the results that validate the findings from thematic analysis, which could have indicated more reliability of the findings, such as some groups of different nationalities have higher requirements for service quality in a certain area or elements like technical performance. Using this two-phased methodological approach, the study was able to provide a thorough picture of how different nationalities perceive the semi-government retail sector's service quality in the context of the UAE.

3.5.2 Thematic Analysis

Thematic analysis was used for analysing the qualitative data gathered from semi-structured interviews and focus group discussions which was determined to be appropriate for the study. It allows for a thorough, flexible, and methodical exploration of patterns within the

data, which is crucial given the research objectives of the study. The objective of this study revolves around understanding customer perceptions of culturally different customers and their evaluation of service quality in the semi-government retail sector in the UAE. The thematic analysis was carried out using Braun and Clarke's (2006) methodological detail with the 6-step procedure that provides a systematic and understandable process for finding, assessing, and summarizing themes.

3.5.2.1 Justification for Choosing Thematic Analysis

The technique of thematic analysis has many benefits when analysing the data for this study are discussed below:

- **Flexibility:** The current study needed a flexible method of analysis to evaluate a deep comprehension from the SERVQUAL model while allowing themes to emerge naturally from participant responses that directing the researchers regarding the underlying factors influencing service quality assessment. This method of analysis is not constrained with a rigid theoretical framework that allows researchers adopting this method for both theory-driven (deductive) and data-driven (inductive) coding (Naeem et al., 2023).
- **Pattern Recognition:** Thematic analysis works particularly well with the data analysis collected from semi-structured interviews and focus groups because it makes it easier to identify patterns in large datasets (Nowell et al., 2017). The employed methodology enabled the researcher to examine a multitude of complex and detailed responses of the customers about customer satisfaction, their expectations, preferences, and the idea of brand loyalty.
- **Contextual Sensitivity:** This research utilizes a data set gathered from a multicultural sample of UAE customers that represent a number of cultural backgrounds and their perceptions of service quality. The theme analysis allowed the researcher to analyse the underlying drivers of customer perceptions for a more culturally sensitive interpretation of the data (Dawadi, 2020).

The thematic analysis is the most suitable methodology chosen to enable a comprehensive investigation of the ways in which customers from diverse cultural backgrounds—such as nationality—interpret the elements of the SERVQUAL model for providing deep and insightful perspectives on the cultural contexts of customer-perceived service quality and service quality expectations.

3.5.2.2 Thematic Analysis Procedures and Process

Following Braun and Clarke's (2006) advice procedure for the current study, a systematic six-step strategy was followed to conduct the thematic analysis. The researcher followed every phase of thematic analysis to contribute to the identification of significant themes that encapsulate the fundamental components of service quality.

First Step: Familiarization with the Data

The first step was to gain a thorough understanding and become familiar with the data. The transcripts of every semi-structured interview and focus group session were read over several times by the researcher. Immersion in the data was intended to provide a basic knowledge of the variety of experiences and viewpoints that the participants had to offer. To document any recurrent themes or ideas that might direct additional research, preliminary observations and notes were taken.

Justification: Before beginning the coding process, familiarization makes sure the researcher has a complete comprehension of the data. It also aids in spotting early trends or focal points that could influence the course of the investigation in the future (Nowell et al., 2017).

Second Step: Generating Initial Codes

The next step was to code the data systematically after becoming comfortable with it. Sections of the transcripts that seemed pertinent to the research questions were coded by the investigator, who concentrated on both deductive (derived from SERVQUAL's dimensions) and inductive (rose from the data) coding. Key terms, assertions, and observations about different elements of service quality—like "staff responsiveness," "store appearance," or "satisfaction with technology use"—were given codes.

Justification: The data can be coded to best represent the participant's experiences and the study's theoretical foundations by being categorized and labelled according to predetermined criteria (Nowell et al., 2017). The coding process helps the researcher to identify patterns and trends by breaking down the data into manageable and simpler codes to understand the interconnections among the components of the studied framework.

Third Step: Searching for Themes

Following the data coding phase, the researcher began to seek broader trends or themes in the gathered data set from semi-structured interviews. After analysing and classifying the codes, similarities were noted. A few words of conduct were associated with staff members' interactions were listed as "helpfulness," "professionalism," and "response times," all of which were under the broad heading of "Perceived Service Quality." similarly codes referring to the physical outlook of the stores and the investigation of technology were categorized under the category of "Technology and Tangibility."

Justification: This step makes it easier for the researchers to move from coded data to thematic patterns so that a greater comprehension of the data can achieve the study's objectives (Nowell et al., 2017). The respondents' statements that provide their experiences around essential themes, including how different nations evaluate service quality differently, can be produced by the researcher in identifying themes.

Fourth Step: Reviewing Themes

At this stage of the thematic analysis, the identified themes were examined by the researcher to ensure that they made sense and accurately represented the information being collected. the codes extracted were vital to confirm that the themes applied to the coded extracts as well as the complete dataset to do this. Any differences or confusion with the data were settled by splitting, merging, or refining the themes if needed. After examining the gathered data, the theme "Perceived Gaps," for example, was divided into sub-themes like "Performance Gaps" and "Technology Gaps" to capture more specific aspects of consumer dissatisfaction.

Justification: Themes are examined to ensure they are reliable as well as precise in relation to the data collected. This stage is considered necessary to develop the thematic structure and guarantee that each element is unique and important with addressing the research problem (Nowell et al., 2017).

Fifth Step: Defining and Naming Themes

In this stage, the researcher defined each theme and gave it a descriptive name after carefully reviewing the data. At this point, the concepts had been thoroughly developed, and their interconnection was established clearly. The main notion of each theme was discussed, along with how it connected to the research objectives. For instance, the theme of "Customer

Satisfaction" was defined as including characteristics like loyalty and plans to repurchase, in addition to the participants' emotional responses after receiving service from the retail stores.

Justification: This phase facilitates the investigation by providing the primary findings of the study and establishing their relationship to the initial research objectives (Nowell et al., 2017). By Labelling and defining each theme ensures that it is comprehended and accurately encapsulates all the data gathered from semi-structured interviews.

Sixth Step: Writing the Report

The final stage of the thematic analysis involved organizing the data into a coherent narrative and writing the report with the evidence collected from the data. The themes were presented using participants' responses directly from the focus groups and semi-structured interviews, along with supporting data. The thematic findings need to be incorporated into the study's larger discussion to establish a connection between the identified themes and the goals of the research as well as the literature of prior research on customer perceptions and service quality to give more through and understandable structure of the study.

Justification: Nowell et al. (2017) argued that the structured report writing ensures that the findings are presented clearly and concisely, supported by empirical evidence collected through literature, and put within the relevant theoretical framework to make the findings more relevant to the body of Knowledge. Therefore, the researcher transforms thematic patterns into an integrated argument at the report-writing stage to establish the study's significance with respect to literature and research objectives.

3.5.2.3 Reflexivity in Thematic Analysis

Due to the multicultural nature of the semi-government retail sector in the UAE, it was crucial to take careful consideration of the participants' diverse cultural backgrounds to guarantee that their viewpoints were accurately and suitably reflected in the study's results and captures the impact of cultural differences in perceiving service quality in this multicultural environment. To ensures the objective of the study to be achieved, reflexivity was used throughout the process to ensure that the researcher retained his viewpoint of their assumptions, biases, and influence on the interpretation of the data (Peddle, 2022).

3.6 Quality of the Research

The acceptance and validity of qualitative studies have been a topic of debate among researchers for a long (Creswell, 2014; Edwards-Jones, 2014). The quality of the qualitative research projects can be harmed by using terms like generalizability, validity and reliability. The criteria for assessing the quality of the qualitative studies are different from that of the quantitative studies. Most of the studies exploring service quality have employed a positivist philosophy. These studies tend to measure the customers' perceptions regarding service quality by using quantitative data. To cover the research gap, it is important to translate the quantitative findings into qualitative knowledge by employing the constructivist approach.

Reliability is a term excessively used by positivists to refer to the ability of a study to depict similar results under varying situations and circumstances. Reliability refers to the ability of a study to generate similar results whenever applied under similar situations (Bell, 2011; Lincoln, 2018). Reliability is a measure of the consistency of the results of a study. However, the concept of reliability becomes irrelevant in qualitative studies because qualitative studies seek to generate the knowledge body and develop an understanding of the phenomenon under study rather than generalizing the findings of a research (Bell, 2011; Lincoln, 2018).

For a qualitative study, trustworthiness will be a more appropriate and relevant term that adds into the quality of the research provided with the approach (Lincoln and Denzin, 2011). Trustworthiness is a function of four variables, named as credibility, dependability, conformability and transferability (Edwards-Jones, 2014; Zikmund et al., 2013). Trustworthiness deems a debate or a study to always be negotiable meaning that there could be multiple interpretations. It does not demand the readers to accept the stated results as they are, rather encourages people to search for more facts and explore a topic (Lewis and Thornhill, 2012; Saunders et al., 2015). In this study, the researcher attempted to gain an optimum level of trustworthiness and in doing so, all the established rules and ethical considerations of the research were fulfilled.

To interrogate multiple sources of data, the researcher had employed triangulation in this study. Triangulation is quite challenging for the studies as they demand a robust and careful approach in conducting the study. The researcher used semi structured interviews and focus group discussions to collect ample data to answer the research questions. Both of these

techniques helped the researcher gain much information regarding the study topic. The combination of two qualitative measures helped the researcher get a more holistic view of the problem and consider all the possible solutions (Lincoln, 2018; Uma Sekaran, 2016).

In a quantitative study, validity refers to the degree to which a concept is measured with accuracy. Validity is perceived as a measure of accuracy in the quantitative research. In the qualitative studies, where there are multiple perspectives, the positivists' view of validity does not work (Festinger, 2005; Reed, 2005; Zikmund et al., 2013). There is a criterion set to measure the degree of credibility of a qualitative study (Patten, 2017; Lincoln, 2018).

Credibility considers the place of evidence, interaction between the object and the subject of study, the intention and aim of the research, and the audience for which the study is being conducted. Lincoln (2018) defined the validity of qualitative research in terms of rigor. Moreover, in quantitative studies, the researchers are concerned about the generalizability of the study. Simply stated, generalizability refers to the degree to which the results of a study can be applied to other populations of samples (Oviatt, 2000).

Qualitative studies can take three dimensions in defining the generalizability of the study:

1. The qualitative research is not conducted with the intention of generalizing it on other situations of a group of individuals, rather a qualitative study is regarded as the contribution made to a knowledge body.

2. Qualitative studies can be generalizable depending on the reader's perceptions, but the generalizability might be hampered by the smaller size of the unit of analysis of the study as compared to that for the quantitative studies.

3. Qualitative research studies are generalizable to the theoretical understandings rather than to the populations (Creswell, 2009, 2014; Ketokivi and Mantere, 2010).

When conducting a study, it is important to generalize the findings to the phenomenon rather than to the individuals. In this study, the researcher aims to generate the results that could be replicated to the retail sector of the United Arab Emirates and the problems regarding the service quality. The following section of this study discusses the ethical considerations that this study took care of.

3.7 Researcher's Reflection

Engaging in reflective practices yields positive consequences such as personal and professional growth, higher-quality results, and improved outcomes for researchers and other stakeholders (Galutira, 2018). At the outset of this research project, I encountered challenges to the research premise from colleagues, friends, and peers. Their keen interest in the topic led to a myriad of perspectives and views being shared.

To comprehensively describe, analyse, and evaluate first-hand experiences with a specific situation, Gibbs developed the reflective cycle model in 1988, guiding researchers seeking to enhance engagement. Engaging in reflective practices yields positive consequences such as personal and professional growth, higher-quality results, and improved outcomes for researchers and other stakeholders (Galutira, 2018). At the outset of this research project, I encountered challenges to the research premise from colleagues, friends, and peers. Their keen interest in the topic led to a myriad of perspectives and views being shared.

To comprehensively describe, analyse, and evaluate first-hand experiences with a specific situation, Gibbs developed the reflective cycle model in 1988, guiding researchers seeking to enhance their experiences (Adeani et al., 2020). To fortify my research premise, I made a deliberate decision to delve deeper into the research problem, aiming to clarify my understanding of the research gap with their experiences (Adeani et al., 2020). To fortify my research premise, I made a deliberate decision to delve deeper into the research problem, aiming to clarify my understanding of the research gap.

3.9.1 Description

As a researcher, I was quite nervous regarding the design of the study because a qualitative study demands more focus and deliberation as compared to projects of quantitative nature. On the other hand, it is evident through the literature that direct interactions with the customers reveal more insightful information related to the service quality provided by the semi-government retail sector. This valuable insight is needed to provide this study with increased accuracy and more authentic outcomes.

3.9.2 Feelings

Throughout my research process, as I immerse myself in gathering customers' responses to understand their perceptions and experiences, I have observed that customers' interactions in stores and their experiences with products collectively shape their feelings, significantly influencing their future decisions. Consequently, I am confident that my research topic holds value and is progressing in the right direction.

3.9.3 Evaluation

My colleagues asked whether the study could contribute to the development of theory. To address this, I delved deeper into the literature and thoroughly reviewed the responses from customers collected through semi-structured interviews and focus group discussions. This extensive exploration helped me gain a comprehensive understanding of research philosophies, ultimately dispelling all my reservations and doubts. Now, I firmly believe that this in-depth information can support the relevant stakeholders of semi-government retail stores in managing and enhancing customers' perceptions of the stores.

3.9.4 Analysis

As the research proceeded, I got more confident about my research design. I was determined that I would manage to make some contribution to the existing literature on service quality and customers' perceptions. My choice to accomplish this project as a constructivist arose from my passion for constructing new knowledge and theories.

3.9.5 Researcher's Decision

This research project provides in-depth information on customers' perceptions towards semi-government retail stores in the UAE. In this way, the responses and the analysis of the research will help managers and other stakeholders better retain their customers in the long run. This will hopefully provide them with an advantage in a highly competitive and international environment.

3.9.6 Action Plan

Following the previous stages of the research and my developing understanding, I am more concerned with developing a framework that can help the researchers, retail store owners, and managers to better understand customers' perceptions and needs. This will allow managers

to provide their customers with an improved experience in their retail stores and improve their reputation, brand loyalty, and encourage positive word of mouth. These results will represent the successful implantation of the knowledge gained in this current study.

3.8 Ethical Considerations of the Research

Research demands adherence to established ethical standards, particularly in qualitative research, which involves two levels of ethical considerations. The researcher must respect ethical norms, prioritize participant protection, and recognize the primary goal of research as improving outcomes while avoiding and addressing potential ethical issues. Obtaining ethical approval for a study involves proactive planning to address ethical concerns (Peel, 2020).

The first level of ethical considerations pertains to adhering to the ethical standards set by the educational institution, and the second involves following values that guide the researcher in knowledge development. In pursuit of the first standard, the researcher ensured compliance with ethical standards outlined in the university's dissertation manual (Creswell, Gutmann, and Hanson, 2013). The Committee of the University of Gloucestershire has already created a comprehensive code of ethics that ensures the research protocols adhere to stringent ethical standards which would be guidelines to the new researchers to conduct research without any harm to respondents and researchers as well. This code places a high value to the characteristics of honesty, integrity, respect for participants, and the necessity of informed consent ensuring the respondents respect and collection of the relevant data. The purpose of the study is to determine the customers' perception of service quality in the semi-government retail sector of the UAE. To better understand consumer perceptions, buying decisions, and word of mouth regarding service quality, this study will employ data from semi-structured interviews and focus groups.

Some important ethical conducts that the University set to follow strictly are discussed before the official data collection process includes:

1. ***Informed Consent:*** It is essential to ask for the subjects' consent before starting the data collection process by signing a written consent form of the respondent that researchers verify that they understood everything about the study's goals, the conditions of their participation, and their freedom of withdrawal from the study. This conduct of ethics

should be strictly followed for particularly the studies that involve human subjects, such as consumer interviews.

2. ***Confidentiality and Anonymity:*** The University further emphasized the importance of protecting participants' identities and personal information that might cause trouble to the respondents. The anonymity also encourages them to freely share their experiences without fearing any repercussions. Researchers must ensure that data is anonymized and preserved with care. It is an important code of ethics for researchers with sensitive topics.
3. ***Etiquette and Respect for Participants:*** The University also obliged its researcher to be kind and considerate to all participants, ensuring that their welfare is the study's main concern throughout the process without any personal gains. In a multicultural environment, this means paying close attention to cultural differences and dealing with every individual with respect.
4. ***Evaluation of Ethics:*** The study proposals submitted to the University must undergo an ethical evaluation by the University's Ethics Committee (REC) to ensure the instructions are properly followed. The research design is ethically strong enough to mitigate the possible hazards associated with research, however, there are as few risks to participants as possible.
5. ***Professionalism and Transparency:*** The idea of professionalism requires the researchers to be the person who is reliable, and transparent, and adhere to established norms that enhance their ability to work. Sincerity in reporting tools, techniques, and findings is necessary to maintain the honesty of the research process because it may contribute significantly to the nation if addressed well.

3.9 Summary

The methodological framework employed by the researcher in this study addresses the research problem in a systematic way which is outlined in this chapter. Since the study uses the mixed method, the chapter starts by explaining the research philosophy that was selected with the rationale of using the constructivist approach. It further thoroughly discussed the details of the researcher's research strategy, research approach, data-gathering techniques, analytical techniques, and the qualities that the researcher possesses contributed to achieving research objectives. The final section of the chapter is dedicated to outlining the ethical considerations for the research set by the University of Gloucestershire to conduct the research process as per

guidelines. The researcher also emphasizes the procedure of mixed method approach employing the Chi-square test for quantitative analysis and thematic analysis for qualitative approach, these are the two important data analysis methods used in this study.

The study specifically employed the chi-squared tests to evaluate variations in the customers' perception of service quality due to different nationalities in the UAE's semi-government retail industry utilizing their services. This study provided additional empirical support for qualitative findings, facilitating a comprehensive understanding of the ways in which cultural differences impact customer satisfaction, loyalty, and service quality by using thematic analysis. Thematic analysis was therefore employed for this study since it is adaptable and capable of capturing complex qualitative data. The research produced a thorough understanding of cultural dynamics by discussing concerns of the customers related to customer satisfaction, loyalty, and perceptions of service quality.

Chapter 4: Data Analysis and Findings

4.1 Introduction

The previous chapter elucidated the rationale behind the chosen research methodology and its subjective approach. In this subsequent chapter, the researcher aims to present the analytically defined results obtained from the study conducted on customers of general retail items, encompassing groceries, beverages, non-groceries, health, and personal care products. The study's objective is to analyse and evaluate the interrelated phenomenon based on multiple components, including functional and technical performance, perceived service quality, expected service quality, perceived gaps, customer satisfaction, feelings, technology and tangibles, brand loyalty, future benefits, word of mouth, and repurchase intentions, thoroughly discussed in the conceptual framework in Chapter 2.

Qualitative evidence has established connections between the components of perceived service quality and the perceived gap, contributing to customer satisfaction, which is further influenced by feelings, technology, and tangibles, enhancing brand loyalty, positive or negative word of mouth, and influencing repurchase intentions. The researchers have developed a framework to investigate the linkages of the mentioned components to address identified gaps.

Numerous studies have emphasized the importance of multiple aspects in enhancing service quality beyond traditional factors. Societal culture plays a crucial role in shaping customer perception (Cheng and Wong, 2017), which may be hindered by the inability to understand the customer's needs and wants profile, leading to dissatisfaction (Banahene et al., 2017; Ahmad et al., 2019). Dissatisfied customers' feelings can result in adverse experiences, impacting future purchase decisions, as evidenced by studies (Banahene et al., 2017; Keshavarz and Jamshidi, 2018; Pakurár et al., 2019). Additionally, the evolving nature of technology and the widespread use of social media have transformed the framing of service quality, necessitating the model's upgrade to include aspects of e-service quality as well (Yarimoglu, 2015).

The study's scope encompasses customers from three semi-government retail stores (Zoom, ADNOC Oasis, and Emirates Cooperative Society) operating in the United Arab Emirates. The qualitative sample, chosen for its ability to reveal in-depth information, prompted the design of open-ended questions for customer interviews (Pathon, 1990). Interviews were

conducted in two sessions: the first stage involved random samples from each emirate, and the second stage comprised a focus group discussion with a homogenous sample to gain a deeper understanding of customers' experiences related to service quality. This investigation aims to fulfil the study's objectives, primarily describing and substantiating the theoretical foundation of retail service quality, customer satisfaction, and repurchase intentions, incorporating extended dimensions that may significantly impact customer satisfaction.

4.2 The rationale of the Thematic Analysis

Thematic analysis, a widely recognized method in diverse fields (Terry et al., 2017), serves as a foundational tool for various techniques previously indistinguishable from a quantitative standpoint. This study employs an inductive thematic analytical technique to analyse qualitative data and comprehend the phenomenon of service quality within the constructed methodological framework. Considering service quality as a mental phenomenon, it is pertinent to explore how individuals interpret their social interactions and experiences in specific settings.

The researcher adopts a participatory viewpoint for several reasons. Firstly, direct participant involvement empowers customers to freely express their opinions. Secondly, participants are guided through the study with the direct involvement of the interviewer/researcher, leveraging theoretical and practical knowledge. Semi-structured interviews are conducted to obtain rich data and experiences. The data analysis is conducted inductively, not constrained by a predetermined approach, aligning with existing conceptual frameworks. Fieldwork conducted by Braun (2006) complements this study in investigating service quality and its themes. Transcript analysis from interviews and face-to-face discussions is employed to identify major themes and understand their impact on customer satisfaction (Dawadi, 2020).

The data-driven methodology adheres to research standards (Boyatzis, 1998; Braun and Clarke, 2006). Initial thematic analysis is conducted through semi-structured interviews with a randomly selected sample of 110 customers. In the second phase, a focus group discussion is carried out with individuals selected through homogenous sampling based on their store experiences (Pathon, 1990). Fifteen customers from the initial sample participate in the 90-

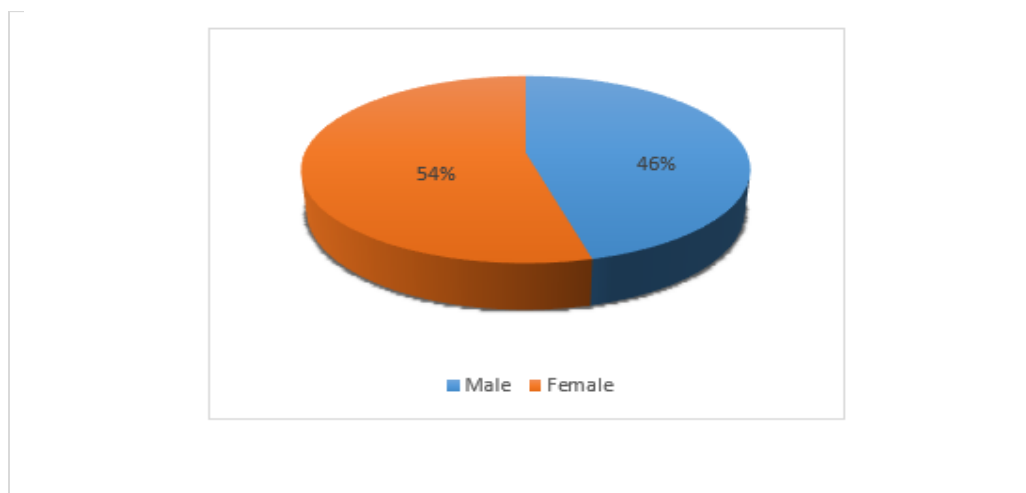
minute discussion. Themes and codes are identified with literature assistance, understanding the interrelation between themes, and recognizing keywords from comprehensive responses.

The responses from the in-depth analysis provide evidence validating the impact of themes on each other and their relationship. The final section summarizes these responses, reviewing the interrelationship among variables and their impact on both customers and the semi-government retail store. The implications drawn from this course of analysis contribute to practical recommendations and conclusions for the selected retail areas.

4.3 Demographic Characteristics

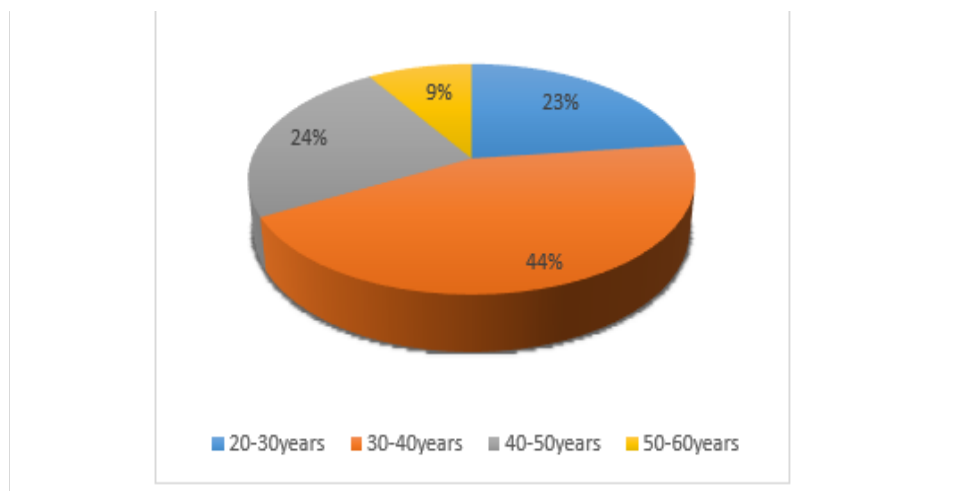
The personal characteristics of the respondents were not recorded in the semi-structured interviews to keep their identity confidential, but a few basic questions were asked to sort the sample. The present study incorporates demographic information such as gender proportion, age group, frequency of visits, and nationality in its questionnaire, as these are critical factors in examining consumer perceptions of service quality. Businesses can customize their services to cater to distinct customer categories because of these characteristics, which further aid researchers in understanding the varied wants and preferences of consumers. Different demographic groups may value different aspects of service quality discussed in this section. The multicultural settings particularly the UAE have a significant cultural impact on the expectations and perceptions of consumers about the quality of services.

Figure 4.0.1: Proportion of Gender in the Semi-Structured Interviews



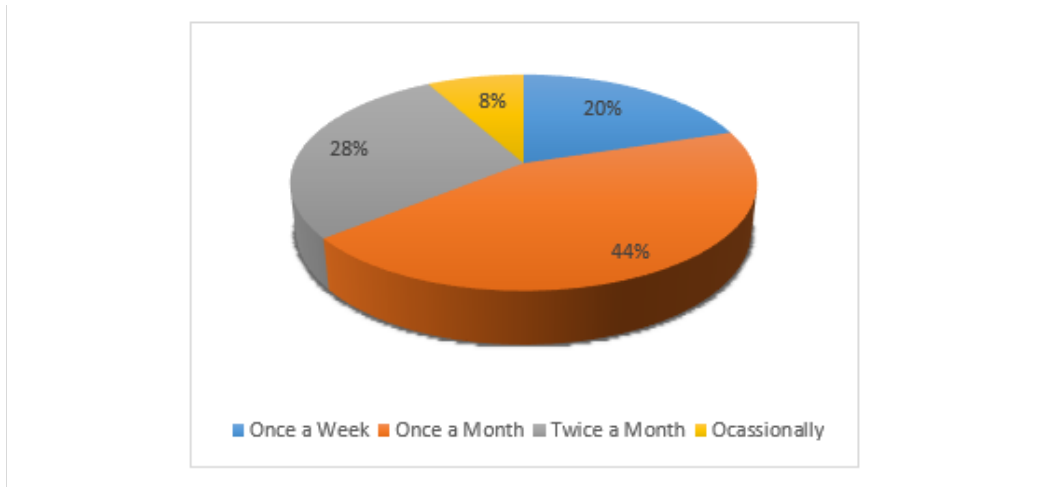
The collected data from the respondents revealed that the participation of the female is higher in this survey at 54% compared to the men whose participation was 46%. Gender differences in customer perceptions of service quality can significantly impact outcomes in surveys. Women tend to prioritize relational aspects and emotional experiences in purchasing decisions, leading to different satisfaction levels, significantly emphasizing more positive aspects compared to men (Rumi et al., 2021). Women are often the primary decision-makers in household purchases, influencing how products and services are evaluated (Deshwal, 2015).

Figure 4.0.2:Age- Group of respondents in the Semi-Structured Interviews



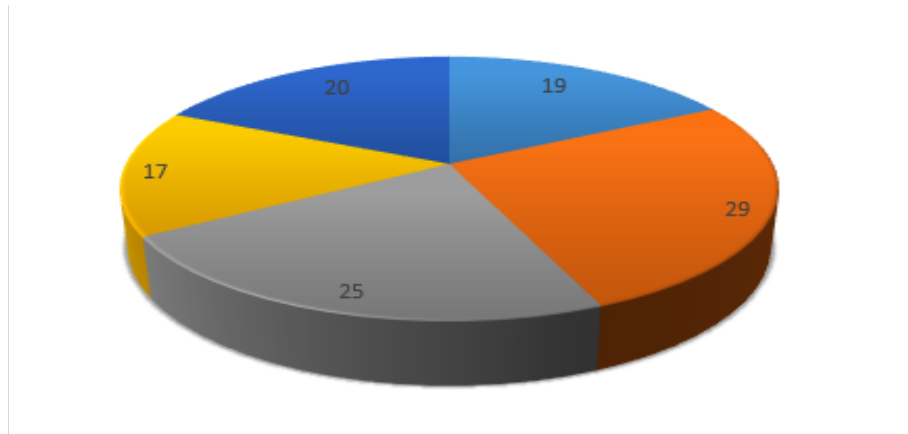
The participation of the respondents was also estimated based on the age group they lie in and found that the highest participation of the consumers belongs to the age group of 30-40 and lowest respondents belong to the 50-60 years of age group. Expectations and perceptions of service quality differ throughout age groups. Consumer behaviours and preferences specific to their age group include an attraction for speed and efficiency, dependability, responsiveness, and personalized assistance (Zhuang, 2021). Customers between the ages of 30 and 40 have a greater degree of freedom and purchasing capacity, which makes them more important judges of the quality of services (Hintz & Josipović, 2022). The 30-40 year old demographic is very conscious of customer experience and satisfaction, and they will stick with a business if they receive good service. Results from this survey may be a reflection of their particular preferences since a greater percentage of respondents in this age group valued personalization and dependability over other factors. To effectively enhance service quality and customer satisfaction, researchers and retailers must thoroughly understand these interactions.

Figure 4.0.3: Frequency of visits by respondents



The consistency and association of the consumers can be evaluated with the frequency of their visits to the semi-government retail stores which provides evidence that 44% of the respondents visit the stores once a month, although, a few respondents with 8% occasionally visit the stores. Customers' perceptions of the quality of the services are greatly impacted by how frequently they visit retail stores. Because of factors such as their familiarity with the store, their focus on consistency, and their ability to compare experiences over time, this group is unique (Errajaa et al., 2022). Frequent visitors become more judgmental of others when their expectations are not fulfilled because they form certain expectations based on their experiences. Additionally, they can draw from a wider range of experiences when assessing the quality of services, which results in deeper perceptions (Palese & Usai, 2018). Customers who visit once a month are more likely to detect irregularities in service delivery, therefore maintaining consistency in service quality is essential (Zhang et al., 2019). Different views may result from comparison with other frequency groups because of less exposure to promotions or modifications to the offerings and store layout (Bhutto et al., 2018). Monthly visitors may also become devoted advocates because their opinions have the power to shape future purchasing decisions and brand recommendations (Musasa & Tlapana, 2023). Retailers must comprehend this demographic characteristic to increase their customer satisfaction and brand loyalty.

Figure 4.0.4: Nationality of respondents



The last demographic characteristic added to the survey that collected data on participants' nationality revealed that the 29 respondents belonged to South Asian countries, 25 were from Western countries, 20 respondents were from Africa, 19 were natives Emirati, and 17 respondents had other Arab countries origin. In a culturally mixed setting such as the UAE, nationality has a considerable impact on customers' opinions of service quality. Customer perceptions are influenced by a variety of elements, including cultural norms and expectations, a wide range of customer categories, prior experiences, expectations for individualization, and the effect on service delivery (Cheng and Wong, 2017). For instance, Middle Eastern consumers place higher importance on kindness and interpersonal connections, while Western consumers favour efficiency and quickness (Cleveland, Papadopoulos, & Laroche, 2021). Furthermore, South Asian customers' choices of retail stores are heavily impacted by the support and after-sale services provided (Rizwan, Hassan, & Kalsoom, 2017). Moreover, prior encounters in their home country or cultures can establish standards for assessing the quality of services based on nationality (Cheng & Wong, 2017). To conduct a successful evaluation of service delivery and consumers' perceptions while doing research in the region with different nationalities, researchers should be aware of these differences. By acknowledging and mitigating these aspects of service quality that present cultural differences, investigators can gain a deeper understanding of the requirements of their heterogeneous respondents and their assessment of the service quality.

4.4 The analysis of semi-structured interviews

In this phase, the researcher conducted interviews, gathering responses from 110 participants using pre-approved, formulated, and tested questions by the supervisor. Some respondents opted for digital interviews for convenience, while others were interviewed face-to-face. Responses were documented using Microsoft Word, and online interviews were facilitated through Google Forms. The questionnaire, consisting of 36 open-ended questions excluding demographic inquiries, aimed to elicit comprehensive insights into customers' experiences with the semi-government retail sector of the UAE.

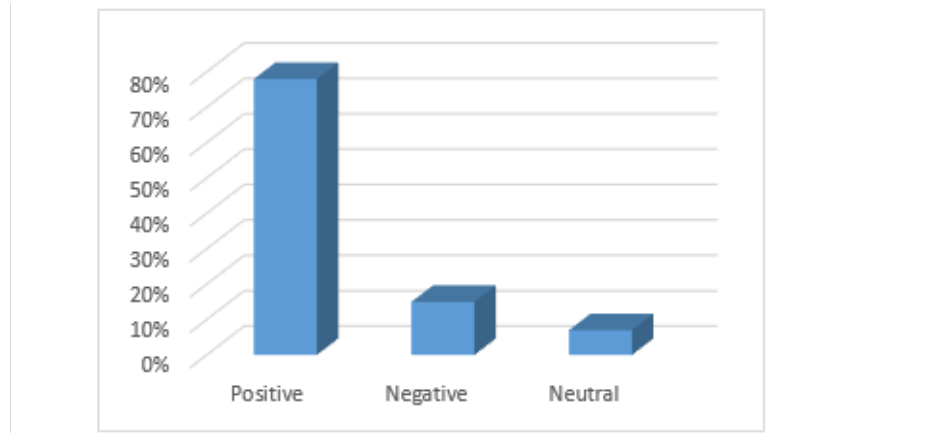
Despite the detailed responses, the researcher categorized them as positive, negative, or neutral to derive an overall proportional understanding of customer experiences, presenting the summarized findings through charts. The interview response analysis is to take the dimensions of the service quality outlined in the conceptual framework that evaluates the perception of the customers on these dimensions separately to comprehend the concerns of the customers who participated in the semi-structured interview. The purpose for using graphical representation is to gain insights into customers' main concerns based on their positive, negative, or neutral views. This helps the researcher understand which direction to take for thematic analysis. The various views show the customers' sentiments that guide us to the customers' perception of the dimensions and highlight the areas that affect the service quality.

4.4.1 Performance

This study delves into two types of performance relevant to the subject matter. The first type, functional performance or quality, hinges on various factors, including Tangibles, Reliability, Responsiveness, Confidence, and Communication. The initial set of interview questions pertains to the inquiry about the functional quality of semi-government retail stores. Responses to questions 1-3, focusing on tangibles, indicate that customers are generally satisfied and agree with the provision of modern equipment, attractive building outlooks, and proper cleanliness of physical facilities. Some respondents reported encountering unhygienic practices in some stores initially, but their satisfaction improved over time. However, a few respondents remain neutral, expressing minor concerns related to these tangible characteristics. Furthermore, customers generally find these stores suitable for purchasing all general retail products.

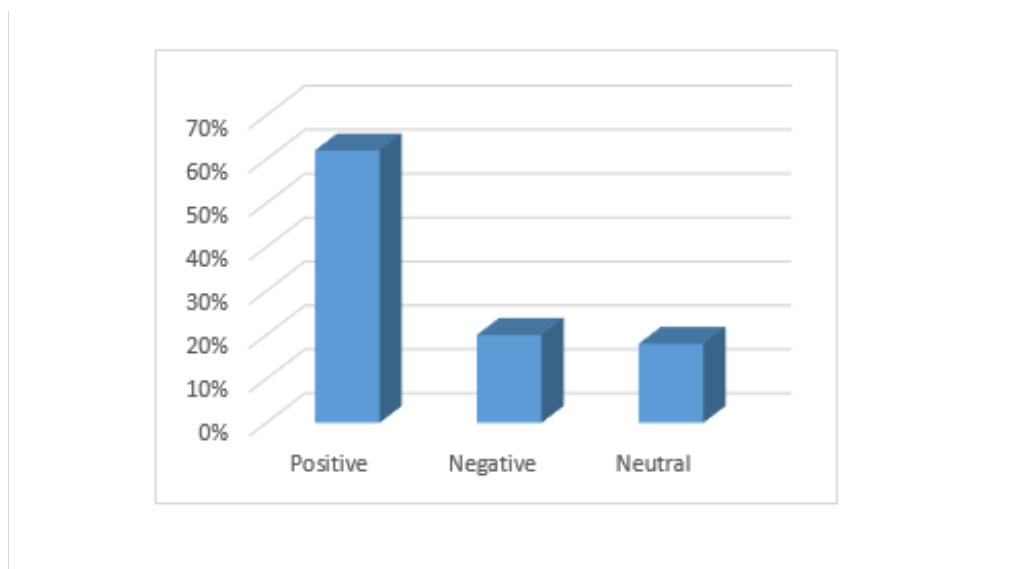
Statistically, concerning tangibles, 78% of respondents provided positive responses, 15% shared negative experiences, while the remaining 7% expressed neutrality.

Figure 4.4(a): Functional Performance Status



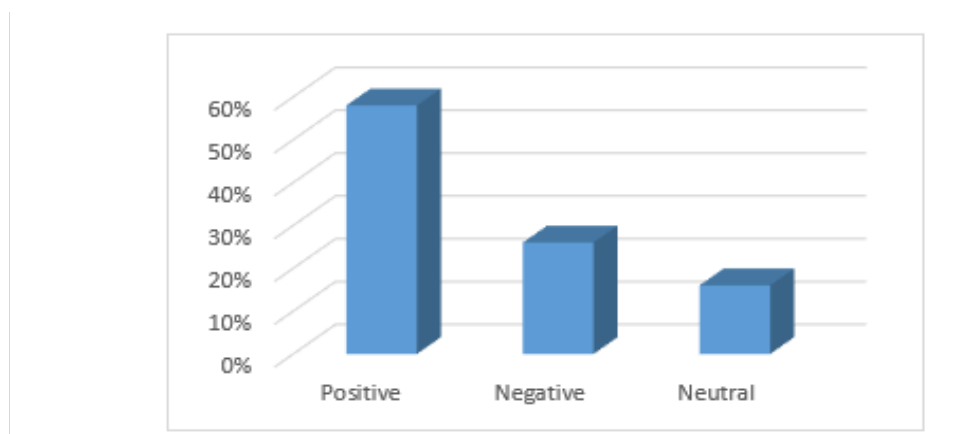
In the interview, question 4 was about the promotional offers and gifts offered by the stores, to which the respondents gave mixed responses. A higher proportion of respondents were happy and satisfied with the promotional gifts, but a few customers felt deprived of the opportunity to take part in the promotion. Graphically we can observe that 62% of respondents are happy if they received the promotion, but 20% of respondents only visit stores once in a while therefore, the researcher ranked them as neutral, whereas 18% of respondents did not receive the promotional gift or offer thus gave a negative review.

Fig. 4.5. (b) Functional Performance Status



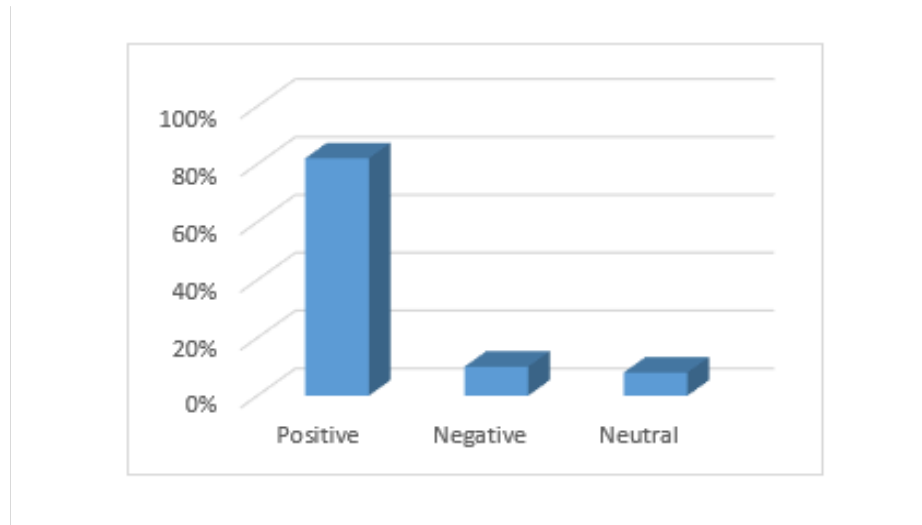
For questions 5-11, the researcher inquired about the employees of the stores, a crucial element for any establishment as employees serve as representatives of the organization. Quick, convenient, and friendly service from employees is anticipated to influence target customers, as highlighted in the literature. Respondents were asked multiple questions about employees' treatment, including providing information and guidance about stocked products, as well as their responses to customers' complaints and issues. The findings indicate that the majority of customers are well-treated by the stores' staff, instilling confidence in their shopping experience. However, some respondents encountered instances of bad or rude behaviour from employees, leaving a negative impression of the store. Graphically, the overview reveals that 58% of respondents had positive experiences, while 26% reported negative encounters with store staff, indicating a low level of responsiveness. Meanwhile, 16% of customers remained neutral and did not experience any negative situations.

Fig. 4.6. (c) Functional Performance Status



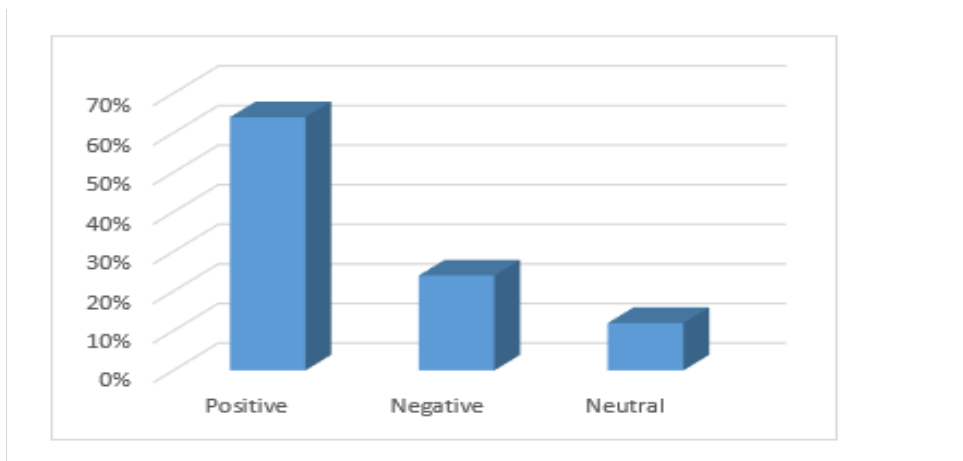
For information regarding payments, transaction methods, and convenience, responses were collected for questions 12-14. Most respondents did not experience any false deductions. However, some revealed that they did not receive a refund for a low-quality product, which they considered a form of false deduction. A few respondents claimed they were overcharged but acknowledged that their concerns were promptly addressed by the store, leading to an overall positive experience. Although it required some time and effort, respondents did not perceive it as a negative experience. Statistically, the responses were ranked and graphed, showing that 82% of respondents had positive experiences, 10% remained neutral, and 8% had negative experiences.

Fig. 4.7. (d) Functional Performance status



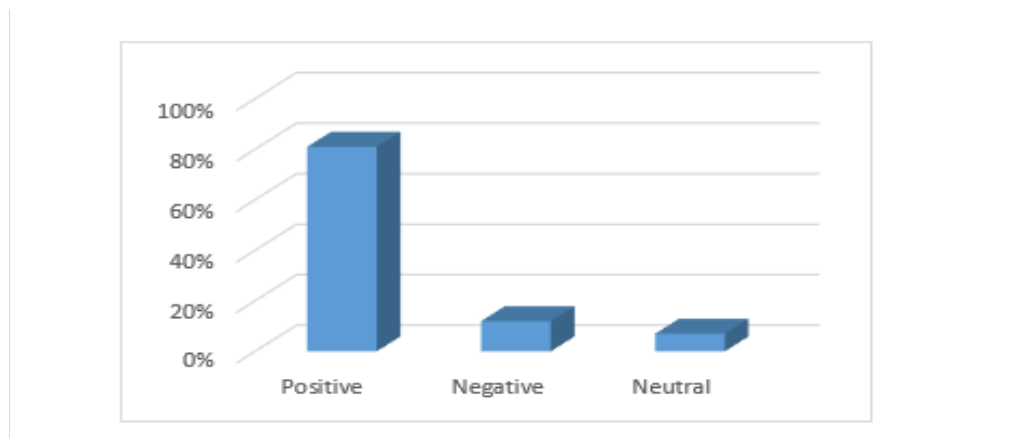
This section addressed technical performance in the interview, covering questions 15-19. The elements discussed included Sociability, Valence, and Waiting time. Questions 15 and 16 focused on respondents' interactions with employees and their feelings about their last visit. Respondents generally felt valued due to the employees' polite guidance during shopping, fostering happiness and satisfaction. However, some customers experienced disrespect from employees, leading to a negative impression of the store and a reduced likelihood of returning. The analysis revealed positive responses from 64% of respondents, with 12% remaining neutral and 24% expressing negative experiences.

Fig 4.8. (a) Technical Performance



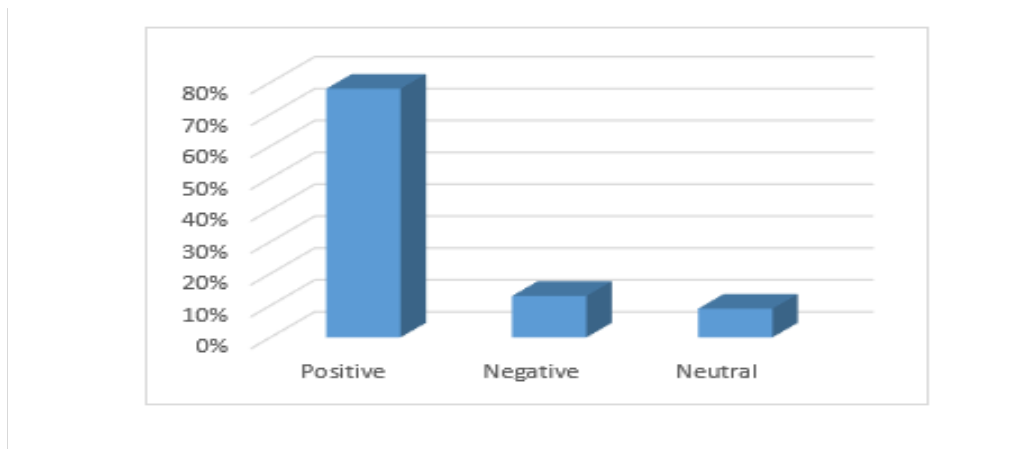
In question 17, respondents affirmed that they consistently find the desired products in the store. While these stores generally maintain their promised range of general retail products, some customers considered the lack of inventory to handle unforeseen demands during extreme shortages a negative aspect. The analysis revealed that 81% of responses were positive, 12% were negative, and 7% were neutral regarding the stores in this context.

Fig. 4.9. (b) Technical Performance status



In questions 18 and 19 of the interview, respondents were asked about their experiences with waiting times, both in the store and at the billing counter. The responses varied, with respondents reporting reasonable waiting times on regular weekdays. However, some expressed concerns about extended waiting times during festive days. The analysis indicated that 78% of respondents had positive experiences, 13% had negative experiences, and 9% were neutral regarding waiting times.

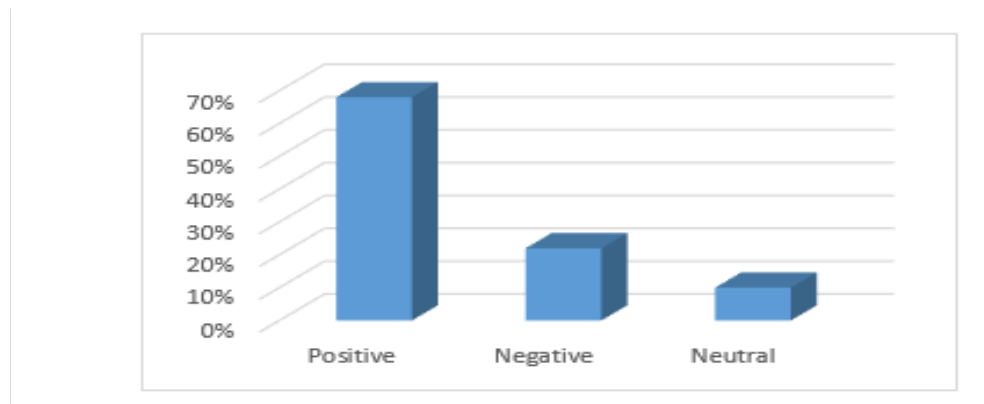
Fig. 4.10. (c) Technical Performance Status



4.4.2 Perceived Service Quality

In this section, respondents were asked questions 20 and 21, where they could freely share their experiences with the stores' physical facilities, employees, and services. Responding to question 20, participants reported positive experiences with well-maintained and attractive physical facilities such as restrooms, fitting rooms, and shelves. However, a few respondents encountered rare incidents where these facilities were dirty, possibly due to rush hours. They attributed such situations to a lack of management, suggesting that employees should be equipped to handle such events under pressure. Additionally, some respondents shared instances where they felt insulted and disrespected, highlighting unprofessional and unapologetic behavior from the employees. The recorded proportion of positive responses was 68%, negative responses accounted for 22%, and the remaining 10% of respondents expressed satisfaction without associating it with any specific good or bad experience. They were content with the range of products offered and their availability during store visits.

Fig. 4.11. Perceived Service Quality



In response to question 21, the respondents highlighted their bad experiences. They pointed out that semi-government stores should evaluate and restructure their cleaning department schedule so everyone can enjoy clean and hygienic facilities. Those who had bad experiences with the employees at the stores suggested there was a need for training and coaching employees who disrespect customers with their rude and arrogant behaviour. Finally, they suggested that higher management should monitor their staff to maintain their services.

4.4.3 Expected Service Quality

In response to question no.22, respondents were queried about their expectations regarding the store, its facilities, product range, and employee service. Given the region's heightened competition and improved service quality over time, respondents expressed optimism, desiring a diverse range of global products at the store for convenient access to high-quality items and competitive advantages. They underscored the importance of the store's layout, urging an arrangement that minimizes time consumption. Additionally, respondents suggested installing extra billing counters to handle customer flow efficiently, especially during festivals and other high-traffic situations.

Respondents exhibited positive attitudes toward employees' assistance, emphasizing the value of staff providing relevant knowledge. This knowledge, they noted, aids in making informed decisions, including the choice to switch to a better product than one previously used. Politeness and friendliness exhibited by the staff were highlighted as factors that encourage increased purchases, foster repurchase intentions, and enhance customer loyalty. Furthermore,

respondents emphasized that the quality of service delivery plays a pivotal role in shaping customers' perceptions and influencing their future purchasing decisions..

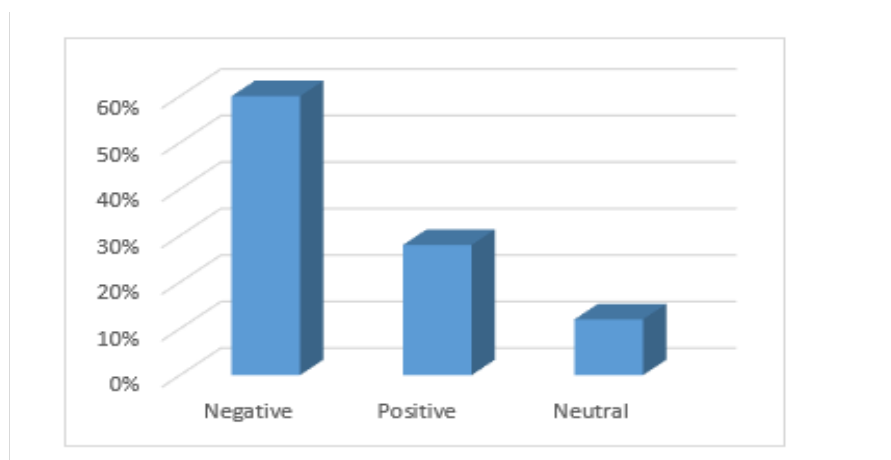
4.4.4 Perceived Gaps

The disparity between customers' expectations and their perception of service quality unveils potential gaps that could pose challenges for the business in retaining its customers. Respondents highlighted various gaps they observed, including encountering rude and disrespectful attitudes from staff. They noted instances when staff failed to listen to customers, attributing it to the store's policy of sometimes being unhelpful. Additionally, concerns were raised about the quality of products not meeting promised standards and the limited product range typically offered in stores located adjacent to fuel stations.

4.4.5 Technology and Tangibles

In this section, respondents were asked to share their experiences with the technology-based services offered by these stores, specifically focusing on online or e-commerce services for general retail products that semi-government retail stores offered through their app. Question 26 inquired about their usage of online services or app. The respondents are users of retail stores app to buy their grocery and non-grocery items for their convenience. However, they reported their experiences as negative with the app services for which they face negligence from the stores for their online customers which presents serious concerns of the customers.

Fig. 4.12 Experience with online shopping



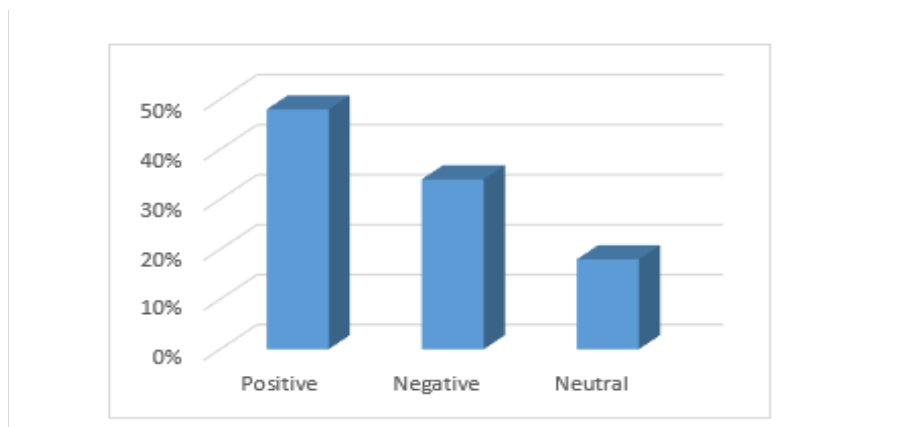
Regarding question 27, 60% of respondents indicated dissatisfaction with the quality of products received, while 28% complained about late delivery but their experience was

satisfactory. The researcher categorizes these responses as positive because despite late delivery consumers were satisfied with the quality and quantity of the products they ordered. The remaining 12% of respondents preferred to make purchases by visiting the store. The higher portion of negative responses attracted attention towards the lack of service delivery to app users indicating the exploitation of technological advantages that semi-government retail stores could gain with the appropriate responsiveness and services.

4.4.6 Customer Satisfaction

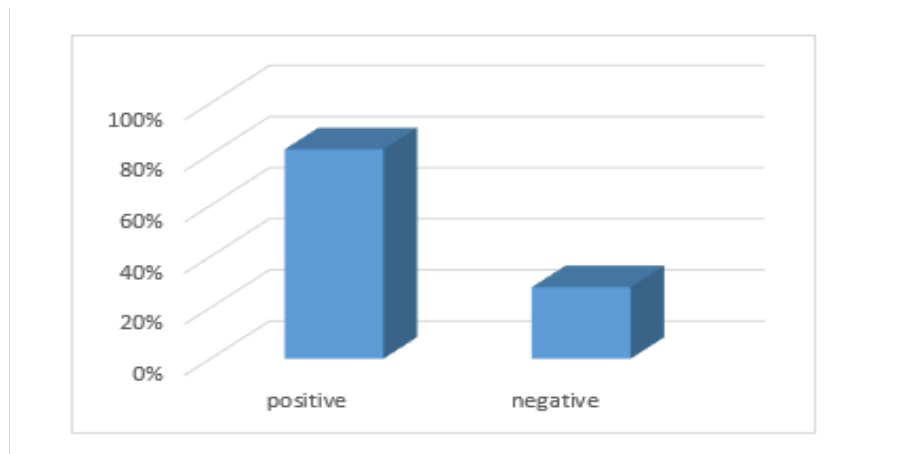
When respondents were asked about their satisfaction with the store and inquired with question 28 from the set of designed questions regarding their satisfaction with employees' assistance during their shopping experience, 48% of respondents expressed overwhelming satisfaction with how they were treated by the employees. In contrast, 34% reported instances of rude and arrogant behaviour, filing complaints against the staff. The remaining 18% of respondents did not encounter any negative experiences and were categorized as having neutral responses.

Fig. 4.13 Customer satisfaction with employees



When the respondents were asked questions 29 and 30 they expressed their concerns towards the range of products, their quality, and the stores' policy. It is noted that 56% of respondents are satisfied with the range of products although some stores had a small outlet with limited products, but considered of good quality. In total, 26 % of respondents are satisfied with quality but wanted a wider variety of goods, whereas 28% of respondents did not get the desired quality and were also frustrated with the stores' policies which indicated to them that the stores did not value their customers.

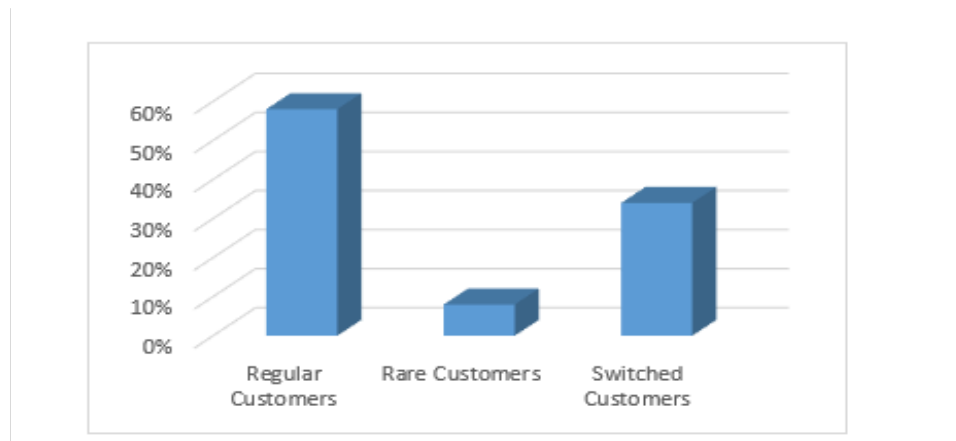
Fig. 4.14 Customer Satisfaction with Service Quality



The respondents were asked about their emotions associated with their last visit or their overall experience as frequent visitors, utilizing questions 24 and 25. Respondents revealed that a positive shopping experience, including purchasing all their desired products with positive interactions with employees during their visit, contributes to feelings of happiness and joy. This positive experience not only saves time on subsequent visits but also alleviates the hassle of searching for products in other stores. Additionally, respondents noted that their emotions are influenced by their interactions with employees and the waiting time at the billing counter.

Many respondents identified as regular customers due to the stores' service and convenience. Brand loyalty, in this context, is rooted in various factors. Respondents expressed trust in these semi-government retail stores, attributing it to ownership and the perception that these stores offer reasonable prices. Trust is also closely tied to perceived product quality and the ease of finding desired items. Some customers follow specific brands due to their positive reputation and pleasant associations. Among the respondents, 58% are consistent purchasers from these stores, 34% have switched due to reasons discussed earlier, and 8% are occasional visitors, such as travelers who rarely frequent the stores.

Fig. 4.15 Number of loyal respondents

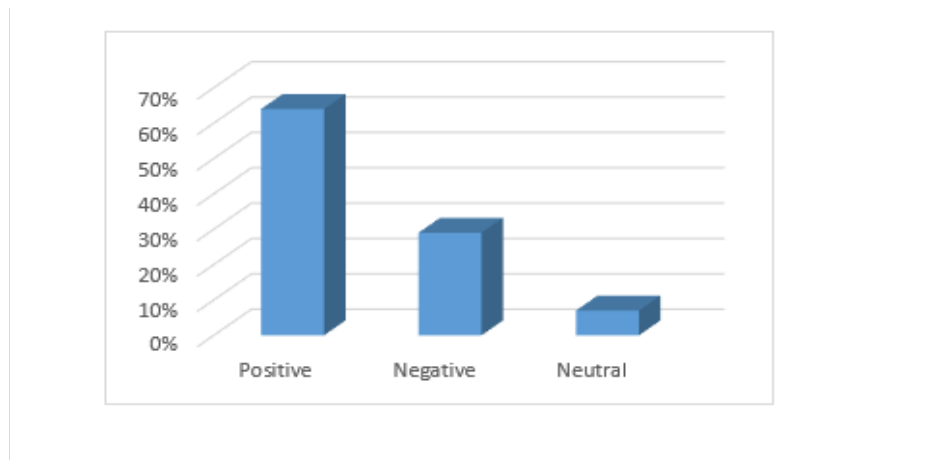


Respondents highlighted several benefits associated with these stores in response to questions 33 and 34. They emphasized the convenience of having store branches in each emirate, providing a comfortable option for purchasing essentials. Moreover, respondents mentioned the flexibility of using coupons, vouchers, and other benefits across any branch. Regular patrons also noted the development of a social connection with the staff, enhancing the overall shopping experience.

Customers with positive experiences expressed satisfaction with their purchases, contributing to positive word-of-mouth communication—a potent form of endorsement. Satisfied customers can effectively persuade others to visit the store, while dissatisfied customers may deter peers from making purchases. Respondents acknowledged the significance of sharing their experiences intentionally or unintentionally with neighbors, friends, and family, influencing purchasing decisions based on their experiences.

In response to question 36 regarding future purchasing plans, 64% of respondents expressed their intention to continue buying general retail items from the same store. However, 29% conveyed dissatisfaction, highlighting various issues that deterred them from choosing the same store. The remaining 7% provided vague statements, indicating undecided future purchasing decisions.

Fig. 4.16 Repurchase Intentions



The previously section of the study presents a comprehensive analysis of responses, capturing the collective perspectives of the participants across each theme outlined in the conceptual framework and guided by relevant literature. The examination of the six interconnected themes aims to uncover substantial relationships, which will be rigorously validated in the subsequent phase of the research.

4.4.7 Analysis of Chi-Squared Results and Cultural Differences in SERVQUAL Dimensions

The proposed conceptual model's dimensions of service quality—functional performance, technical performance, perceived service quality, expected service quality, customer satisfaction, and loyalty—were tested using Chi-squared tests to determine any statistically significant differences in the responses from different nationalities. Additionally, the study provides a deeper analysis of how differences in culture affect consumers' perceptions of service quality. Each of these themes is examined below along with the findings from the Chi-squared tests and the discussions under the relevant sections.

4.4.7.1 Functional Performance

The degree to which a service delivery satisfies the needs of customers in terms of convenience, usability, and general service interaction functionality is referred to as functional performance (Ali et al., 2017). The Chi-squared results show that there are significant differences between nations in how functional performance is perceived ($X^2 = 37.640$, $p < .001$). For

example, respondents from Africa reported much more favourable experiences (62.96%), whereas respondents from Emirati countries had a greater rate of negative opinions (54.2%). This shows that different nations have different cultural expectations about functional performance; for example, Africans may have expected more streamlined and efficient processes, which were not provided. In the meanwhile, Emiratis might be more accepting of service arrangements that suit their tastes or expectations.

The distinctions noted correspond with the conversation in Chapter 4 Section 4.4.1, which stresses the necessity of customizing functional elements of service delivery to satisfy various consumer groups. The discrepancy between favourable and unfavourable assessments across various ethnic groups implies that their cultural backgrounds may have distinct effects on how functional design and accessibility are viewed.

4.4.7.2 Technical Performance

A service's technical performance includes the reliability and functionality of its tools and technological interfaces (Ali et al., 2017). The technical performance Chi-squared results ($X^2 = 27.283$, $p < .001$) reveal notable differences in the perceptions of technical components of service quality among different nations. Examples of ambivalence or low involvement with technological interfaces can be seen in the high levels of neutrality (43.75%) stated by South Asian respondents about technical performance. The evaluations of technical performance, however, were considerably more favourable among Emiratis (60%).

Customers' perceptions of service quality appear to be significantly influenced by cultural views on technology, as indicated by the differences in technical performance perceptions. Although may not be as comfortable with technology or have lesser expectations of it when related to service delivery, South Asian respondents may have given neutral scores that are higher than average. However, the affirmative answer from Emiratis can indicate a more comfortable use of technology or higher expectations for the incorporation of technology into services. Section 4.4.2 mentions that cultural differences can affect expectations regarding the use of technology; this analysis expands on that topic. The findings strengthen the argument that technological facilities should be customized to suit the demands of many cultural groups, providing differing degrees of technical help for customers who are less proficient with technology.

4.4.7.3 Perceived Service Quality

Customers' overall perceptions of the services they get, taking into account both functional and emotional aspects, are incorporated into perceived service quality (Writz, 2015). The perceived service quality Chi-squared test ($X^2 = 28.440$, $p < .001$) shows considerable differences throughout the different nations. African respondents, for instance, had a very high percentage of negative perceptions (65.22%), whereas Emirati respondents had far higher positive ratings (72.22%). This implies that perceptions of service quality are significantly influenced by cultural origins, especially when it comes to what constitutes polite, competent, or sympathetic service. African respondents expressed more unhappiness when their expectations—which can include higher levels of individualized attention or particular service attributes—were not fulfilled.

The Chi-square results are consistent with the explanation of how different cultures influence how people perceive the quality of services in Section 4.4.3. The data demonstrates the necessity for service providers to modify their strategies following cultural norms and strengthens the claim that customers' perceptions regarding the quality of services differ throughout nations.

4.4.7.4 Expected Service Quality

Based on prior discussions, cultural norms, or the service provider's perceived reputation, expected service quality is the level of service that consumers expect to receive. Expectations differ significantly amongst nationalities, according to the Chi-squared statistics ($X^2 = 42.513$, $p < .001$). In contrast to respondents from Africa and Other Arab countries, who displayed significantly greater levels of unfavourable perceptions (64.29% and 27.78%, respectively), Emirati respondents (81.82%) expressed overwhelmingly positive expectations.

Emirati respondents may expect premium service based on their cultural or sociological background, while respondents from other countries may anticipate a more modest service experience. These findings show that expectations for service quality vary dramatically among ethnic groupings. Due to cultural differences in the definition of high-quality service, there may be a mismatch between the respondents' expectations and the actual service received, which could explain the increased unfavourable opinions among African respondents.

The theme of managing expectations is important in multicultural service environments, and this part builds on the discussion in section 4.4.4. The expectations of what constitutes

"good" service vary between cultures, and service providers should be aware of this and modify their service techniques accordingly.

4.4.7.5 Customer Satisfaction

After accounting for both the actual performance of the service and the expectations of the clients, customer satisfaction measures the overall level of satisfaction with the services obtained (Johnson & Karley, 2018). Significant variations between countries are indicated by the Chi-squared test for customer satisfaction ($X^2 = 40.518$, $p < .001$). Once more, Emirati respondents expressed high levels of satisfaction (69.57%), whereas African respondents expressed far higher levels of dissatisfaction (61.54%).

This shows that consumer satisfaction with services is highly influenced by cultural variations. Emiratis expressed greater happiness, probably because their service experiences were more culturally appropriate. On the other hand, clients from Africa expressed less pleasure, maybe because they did not receive the individualized or culturally relevant service they expected.

The conversation in Section 4.4.5, which delves into the idea that cultural factors integration into the satisfaction of customers, is consistent with this more in-depth examination. According to the statistics, to increase overall customer happiness across a variety of customer segments, service providers should modify their service offerings to better adapt to the needs of various ethnic groups.

4.4.7.6 Brand Loyalty

A customer is said to be loyal if they are prepared to use the service again or suggest others to it. Significant disparities between nationalities are seen in the loyalty Chi-squared statistics ($X^2 = 53.462$, $p < .001$). High levels of loyalty (78.95%) were shown by Emirati respondents, while far lower levels of loyalty (5%) were shown by African respondents. This implies that cultural variations are a significant factor in influencing consumer loyalty. African clients, whose expectations were not fulfilled in functional or technical elements, were far less inclined to return or suggest the service, whereas Emiratis, who were probably receiving culturally appropriate service, showed high loyalty.

These results are corroborated by the discussion in Section 4.4.6, which highlights the significance of cultural alignment in fostering brand loyalty. The information supports the notion

that to establish enduring relationships with clients from diverse national origins, service providers need to concentrate on culturally relevant approaches.

4.4.8 The Role of Technology in Shaping Service Quality Across Nationalities

Significant differences in how different cultures perceive service quality, consumer satisfaction, and brand loyalty are highlighted by the Chi-squared analysis of the data. The impact of technology on consumer experiences and perceptions is a significant factor that unifies these findings. With a multicultural service context like the semi-government retail sector in the UAE, the potential of technology—such as mobile apps, online platforms, and in-store digital tools—to improve or eliminate service quality has become more and more significant.

With the use of technology, it has become possible to customize services to meet the demands and preferences of numerous cultural communities, enhancing customer satisfaction and brand loyalty while also raising service quality. However, as evidenced by the findings from section 4.4.5, technology as it exists now has had a mixed impact, with some consumers expressing bad experiences, particularly with online shopping. This section looks at how technology affects key service quality factors for various cultural backgrounds and how focused technological interventions can create good experiences that increase customer loyalty and repurchase intentions.

4.4.8.1 Technology's Impact on Functional and Technical Performance

According to the Chi-squared results, perceptions of functional and technical performance—two crucial components of conceptual framework that can be greatly improved with the application of technology—vary significantly among nationalities. For instance:

- It appears that South Asian respondents do not have strong ideas or engage closely with the technological aspects of service delivery, as seen by their relatively high neutrality regarding technical performance (43.75%). As an example, implementing pre-purchase alternatives to shorten in-store wait times or introducing mobile apps with easier-to-use interfaces could boost engagement through technology. Such qualities could transform neutral encounters into positive ones by satisfying culturally unique needs for simplicity and efficiency.
- 60% of Emirati respondents expressed high levels of satisfaction with technical performance, they are probably more at ease utilizing advanced technology in retail

services. Stores can further strengthen this favourable view and encourage repurchase intentions and brand loyalty by providing personalized incentives through apps that match their customers' purchasing preferences. To contribute to users' pleasant technical experience and increase their brand loyalty, mobile applications could, for instance, make product recommendations based on past purchases or grant special in-app discounts.

As seen by the aforementioned examples, technology can improve both functional and technical performance. Technology, when applied properly, can help close the gap between differing expectations by making sure that service delivery corresponds with the preferences of various nationalities, resulting in a more seamless and culturally appropriate experience.

4.4.8.2. Perceived and Expected Service Quality: Tailoring Technology for Personalized Experiences

Technology can also have a big impact on how service quality is perceived and expected. The Chi-squared results show considerable differences in these dimensions between nations, and these results imply that when technology is customized to cultural preferences, it can be employed more successfully in achieving or exceeding customer expectations.

- There is a chance for technology intervention because African respondents reported an elevated percentage of negative perceptions in both perceived (65.22%) and expected (64.29%) service quality. Retailers could release apps that provide customized shopping experiences to close these gaps. Technology can be used, for example, to provide personalized product recommendations, advocate promotions that are appropriate for a given culture, or even offer pre-purchase options that let customers reserve products online and buy those items in-store, eliminating waiting time and improving convenience. These characteristics might make the service more in line with African consumers' expectations, changing unfavourable opinions into favourable ones.
- The opinions of respondents from the Western countries were a combination of favourable and neutral, suggesting that technology providing personalized pre-purchase services or complex online shopping experiences could be advantageous. They might, for example, like applications that give personalized discounts or alerts for exclusive in-store events, and that smoothly interact with

loyalty programs. Interactive features based on a customer's past purchases may streamline the shopping experience through technology, offering a higher level of personalization that satisfies the efficiency and convenience expectations of Western consumers.

Service providers can enhance perceived and expected service quality by creating more individualized experiences that align better with cultural expectations by using specialized technologies to satisfy the various needs of customers from different cultural backgrounds. Increased customer satisfaction and loyalty will result from this effort of the stores.

4.4.8.3. Enhancing Customer Satisfaction and Loyalty Through Technology

Effective technology design can have a significant impact on two important outcomes: customer satisfaction and brand loyalty. Given that technology may be used to provide customized promotional offers, loyalty schemes, and other consumer engagement tools, the Chi-squared results indicate substantial differences in customer satisfaction between nations.

- Utilizing apps to give personalized loyalty programs could increase engagement with Emirati respondents, who demonstrated high levels of satisfaction (69.57%) and loyalty (78.95%). To increase the possibility of repeat purchases and to make Emirati consumers feel cherished, apps might, for example, provide VIP events access or unique deals. Through such activities, Emiratis can be made into devoted, long-term clients by leveraging their good opinions of the quality of services.
- It would be advantageous for technology to directly address the dissatisfaction of African respondents, who indicated poor satisfaction (61.54% negative) and even lower loyalty (75% negative). Apps that offer real-time feedback channels, for example, could allow African consumers to report service issues and receive quick resolutions or remedial measures from the supplier. In-app promotions that are customized for culturally appropriate goods or services may also improve user engagement and entice users to make additional purchases in the future.

Technology may make consumer loyalty programs more personalized by leveraging demographic information such as gender, age, and nationality to modify offers to specific individuals. Given the Chi-squared results, which show that one-size-fits-all practices are

unlikely to be successful across diverse cultures, this customized approach is extremely crucial. Technology can boost customer satisfaction and brand loyalty beyond national boundaries by providing personalized experiences.

4.4.8.4. Addressing the Need for Updated Technology: Improving the Online Experience

There is obviously a need for improvement as evidenced by the fact that many contributors to the Technology and Tangibles discussion had bad experiences with the online purchasing platform. This is further supported by the Chi-squared statistics, which show how different nations use technology in different ways. This information should guide efforts to modify and improve online services.

- South Asian respondents, who expressed a high degree of ambivalence regarding the technological features of the service, may not now recognize the benefits of online shopping. Retailers should promote more participation from South Asian customers by modernizing their online platforms to offer product categories that are culturally appropriate or streamlining the online shopping experience. One of the main issues might be resolved with features like pre-purchase choices, which allow customers to order online and pick it up in-store. These features could also assist to speed up the shopping process and minimize in-store wait times.
- Western respondents—who had more positive opinions about technology—would probably value improvements to the online shopping experience that meet their preferences for convenience and effectiveness. Retailers might release apps with fast payment choices, product filters, and tailored purchasing recommendations. Western consumers' online shopping experience would be enhanced by providing current inventory updates or availability of goods based on store location. This would make it simpler for customers to plan purchases and lower the possibility that unavailable products would leave them unsatisfied.

Enhancing the adaptability of technology to individual characteristics such as age, gender, and nationality will greatly enhance the e-commerce experience in both situations. The Chi-square results are consistent with findings from the theme analysis, which indicate that technology infrastructure should be updated and customized to appeal to a variety of customer segments with a primary focus on demographic considerations.

4.4.9 Summary of Semi-Structured Interviews

The semi-structured interviews conducted in the initial phase of the research yielded preliminary response data, enabling the researcher to refine and redefine themes based on the conceptual framework. This section offered insights into the analysis, allowing the researcher to understand general perspectives and consumers' perceptions of semi-government retail stores employing graphical illustrations and Chi-square analysis.

The conceptual model of service quality evaluation demonstrates cultural differences in perceptions among various nationalities, emphasizing the necessity for culturally appropriate ways to enhance consumer satisfaction, brand loyalty, and service quality. Apps, websites, and digital tools can be customized to meet the needs and interests of users, allowing technology to fill these voids. However, improving customer experience and encouraging brand loyalty and repurchase intentions require updating technology infrastructure to be more individual-centered, taking into account demographic data like age, gender, and nationality.

The analysis emphasizes the importance of cultural diversity in shaping client service experiences in each section. Table 4.2, which is derived from the thematic analysis, should be approached when combined with these findings to enhance comprehension of how technological integration and cultural differences impact customer perceptions. The collected primary responses reshaped the approach, emphasizing a more comprehensive method for gathering new, substantive insights through face-to-face and in-depth focus group discussions. These discussions have the potential to offer concrete observations guiding the semi-government retail sector.

4.5 Discussion of Identified Major Themes

The primary objective of the focus group discussion was to gain a comprehensive understanding of the lived purchasing experiences of various individuals. Collecting these distinct customer impressions of service quality in semi-government retail stores in the UAE was crucial for the study's findings. During this session, the researcher focused on the six themes and their sub-themes to validate the obtained information and gain detailed insights into the underlying events shaping customers' perceptions. The researcher invited a select group of customers who frequent the chosen semi-government stores, seeking to inquire about both positive and negative experiences. Respondents were chosen through homogenous sampling, aiming to provide comprehensive information based on individual experiences (Pathon, 1990). Invitations were sent via email, followed by phone calls, and arrangements were made for a convenient venue where both the researcher and respondents could comfortably discuss their opinions. The table below outlines the selection of respondents from each Emirate.

Table 4.0.1: Number of Respondents by Emirate

No.	Name of Emirate	Respondent
1	Abu Dhabi	03
2	Dubai	03
3	Sharjah	02
4	Ajman	02
5	Umm Al Quwain	01
6	Ras Al Khaimah	02
7	Fujairah	02

The identified themes are outlined in Table 4.2, providing an explanation of the concepts. Various determinants within these themes were treated as codes during analysis, and keywords used by respondents during the discussion sessions were used for further examination. These

keywords were extracted using Microsoft Excel's "filter" tool, facilitating the analysis of responses and enabling the drawing of conclusions from the focus group sample.

Table 4.2: Major theme of the conceptual framework and findings

Themes	Sub-Themes	Concept	Codes	Keywords
Performance	Functional	It refers to the efficiency of the service and product delivery to the customers that develops the customers' perception.	Tangibles	<ul style="list-style-type: none"> · Outlook · Clean/Cleanliness/Dirty · Range of Products · Congested • Renovation
			Reliability	<ul style="list-style-type: none"> · Payments · Transaction · Deductions • Refund
			Responsiveness	<ul style="list-style-type: none"> · Quick service · Convenience • Well-aware · Helpful · Disappointed • Rude
			Confidence	<ul style="list-style-type: none"> · Prompt Actions · Well-Treatment
			Communication	<ul style="list-style-type: none"> · Availability of Staff
	Technical	It refers to the customer's experience with the goods and services that is determined subsequently by the consumption of goods and services	Sociability	<ul style="list-style-type: none"> · Meet New People · Have Great Experience
			Valence	<ul style="list-style-type: none"> · Good Quality Product • Rotten • Old stock
			Waiting time	<ul style="list-style-type: none"> · Duration · Wait · Crowd
Perceived Service Quality	--	The services of the store match the criteria formed by the customers' perception.	Experiences	<ul style="list-style-type: none"> · organized · Attractive Store • Good place · Supportive Environment

				<ul style="list-style-type: none"> · Friendly/helpful Service
Expected Service Quality	--	The concept is linked with the pre-consumption behaviour of the customers regarding the service of a firm	Expectations	<ul style="list-style-type: none"> • place • Quality • Management • employees
Perceived Gaps	--	The difference that the customers have among their perceptions and expectations	Discrepancy	<ul style="list-style-type: none"> · Inappropriate Facilities · Overemphasized · Little Variety · Wrong Commitment · Inconvenience
Technology and Tangibles	--	It refers to the availability of technology-based services and its quality.	online Shopping	<ul style="list-style-type: none"> · Convenient · Fast delivery • Worst delivery
Customer Satisfaction	--	The provision of quality service and implication to ensure and maintain the service quality is to satisfy the customers, retain the current customers, and attract new customers to the seller.	Contentment	<ul style="list-style-type: none"> · Good · Satisfied · Appealing • Ease · Comfortable
	Feelings	The concept refers to the emotions provoked by the shopping experience.	Emotional State	<ul style="list-style-type: none"> · Good · Happy · Bad • Comfortable • Appeal • Ease
	Brand Loyalty	It refers to the intention of the customer to buy a product again after purchasing it once.	Regular customers	<ul style="list-style-type: none"> · Always Visits · Frequently Visit · My Preference · One-Stop Solution
	Future Benefits	It determined the advantages to the customers and retailers in the long run with their association.	Retained Customers	<ul style="list-style-type: none"> · More Comfortable · Feel Much Better • Retained
	Word of Mouth	It can be defined as the oral/person-to-person communication between a receiver and communicator, in which	Representative	<ul style="list-style-type: none"> · Recommend It • Mention • Shared

		the communicator refers to or endorses a product or service without any commercial intention or purpose		
	Repurchase Intentions	it represents the relative superiority of the products or services from the point of view of the customers.	Future purchases	<ul style="list-style-type: none"> · Continue Purchases · Frequently Visited · Stay With

4.5.1 Process of Thematic Analysis

This study's thematic analysis was executed by utilizing the generally recognized methodology proposed by Braun and Clarke (2006). This approach is especially appropriate for this study since it provides a methodical and adaptable framework for evaluating qualitative data and focuses on semi-structured interviews and focus groups. A thorough explanation of the thematic approach is given, including how topics developed and were formed, which finally resulted in the creation of Table 4.2, which lists the main themes found in the analysis.

4.5.1.1 Familiarization with the Data

Familiarization is an important first phase in the thematic analysis process when the researcher is involved in the unstructured information. To fully comprehend the data, this required reading and rereading the transcripts of the focus conversations and semi-structured interviews. Through the familiarization process, the researcher was able to record notes on noteworthy observations and gain a preliminary understanding of recurrent themes, concepts, and concerns brought up by participants.

Initial concepts regarding key elements of the service quality in the UAE's semi-government retail sector started to emerge during this phase. For instance, the predominant concern among participants was how their perception of service quality was influenced by the way that stores appeared physically, how the employees behaved, and how technology was used. The foundation for later categorization and the identification of important themes that would be later listed in Table 4.2 was laid by this early familiarization.

4.5.1.2. Generating Initial Codes

The next stage after familiarization was to generate the first codes methodically. Coding is the process of assigning labels to data segments that either capture important information from

participant replies or are relevant to the research objectives. Both deductive (driven by theory) At the same time, the SERVQUAL model and the study's theoretical framework served as the deductive approach's guides. Initial categories included pre-existing ideas like "responsiveness," "empathy," and "reliability." For instance, participant comments regarding the staff's professionalism and the consistency with which services are provided were coded under the category of "reliability," but grievances regarding delays were coded under the category of "responsiveness."

The researcher was able to organize the data into digestible chunks through this methodical coding approach, which also gave the discovery of more general patterns an organized basis. Themes found in Table 4.2, which compiled the main thematic regions that arose from the data, were later influenced by these preliminary codes and inductive (driven by data) coding techniques were used in this investigation.

The data's natural emergence of patterns was made possible using inductive coding. Specific words and experiences that participants shared, such as their annoyance with lengthy wait times or contentment with the design of the store, were categorized into groups like "technological support," "store cleanliness," and "staff responsiveness." The language and experiences of the participants served as the direct source of these codes.

4.5.1.3. Searching for Themes

The next stage was to look for themes after the code was finished. Themes refer to more general patterns that encompass noteworthy facets of the data concerning the study inquiries. In this stage, the investigator looked over the codes and categorized them into possible themes. To create stronger, more logical categories, codes that covered related topics or had similar meanings had to be arranged.

For example, the categories "helpfulness," "courtesy," and "professionalism" that describe how customers interact with personnel were gathered under the general heading of "Perceived Service Quality." Similarly, rules of the tangible elements of the retail setting, like "technology and tangibility," "store layout," and "cleanliness," were combined into one theme. Additional codes that deal with unpleasant events or experiences including "delays" or "miscommunication," were organized into a theme around "Perceived Gaps."

At this point, the SERVQUAL framework and the body of research on customer satisfaction and service quality were cross-referenced with the topics. As a result, the researcher

could make sure that the emerging themes covered a suitable range of codes and were pertinent to the study's goals. A key result of this phase is Table 4.2, which lists the final themes that were found, such as "Customer Satisfaction," "Expected Service Quality," and "Perceived Service Gaps."

4.5.1.4. Reviewing Themes

The next stage was to analyse and hone the basic themes that had been identified. There were two review levels on this step. To make sure the coded data extracts inside each topic constituted a logical pattern, the researcher first looked over them. Secondly, the complete information was examined to see if the themes effectively conveyed the major themes and general patterns that surfaced from the focus groups and semi-structured interviews.

It became clear during the evaluation process that certain themes need more development. For instance, it was determined that the theme "Perceived Service Gaps" was too wide and it was further broken down into sub-themes such "Performance Gaps," which discussed deficiencies in the provision of services, and "Technology Gaps," which dealt with problems relating to the technological components of service.

The themes were kept separate from one another while maintaining a broad depth attributable to some extent to this evaluation procedure. For instance, although though "Perceived Service Quality" and "Customer Satisfaction" are closely related, they were handled as distinct themes to capture various facets of the customer experience. "Perceived Service Quality" is concerned with the quick assessments of the service made during the contact, whereas "Customer Satisfaction" concentrates on the total feeling of fulfilment following the service.

The final structure, which was derived from the examined topics and provided a clear and well-organized representation of the study's main findings, was described in Table 4.2.

4.5.1.5. Defining and Naming Themes

Following examination, the themes were outlined and assigned labels that accurately conveyed their meanings. To ensure that each theme was distinct, cohesive, and aligned with the study objectives, it was necessary to delineate the scope of each theme.

A particular interpretation of "customer satisfaction" was that it included participants' emotions of satisfaction or dissatisfaction based on their total service experience. This subject held great significance as it represented not just the customers' initial sentiments but also their

propensity for repeated purchases, brand loyalty, and recommends to others. The concept of "Perceived Service Gaps" pertains to instances in which customers perceive that the quality of service they received did not match their expectations. Further sub-themes, including "Performance Gaps" and "Technology Gaps," offer increased detail.

The last themes were appropriately designated to correspond with their extent and concentration. The main themes and sub-themes that arose from the study are shown in Table 4.2, which also documents these topics. Every theme in the table helps to address the research questions by being connected to certain data results.

4.5.1.6. Writing the Report

This stage included a thorough narrative of the themes and how they connected with the research objectives, was the last stage in the thematic analysis process. To guarantee that the analysis remained supported by empirical data, the report incorporated the major themes found throughout the research and provided verbatim quotes from the participants to highlight them.

For instance, participant quotes were utilized to illustrate how their expectations were met—or not—and how these experiences affected their future purchase behaviour during the discussion of the "Customer Satisfaction" theme. The survey also emphasized how participants saw technology use as a crucial aspect of service quality when discussing the issue of "Technology and Tangibility," particularly with regard to ease of transactions and digital support.

In order to organize the report and make sure the main ideas were expressed properly, Table 4.2 was very helpful during this stage. The findings were briefly outlined in the table, which made it easier to organize the report around the main themes that the data revealed.

4.5.2. The Emergence and Derivation of Themes

Combining both deductive and inductive methods, the themes that arose from this study demonstrated the depth of the data as well as the theoretical framework that directed the investigation. This section offers a more thorough examination of the themes' emergence and derivation, paying special emphasis to the steps taken to produce Table 4.2, which displays the final thematic structure.

4.5.2.1 Inductive and Deductive Processes

The approach of thematic analysis was both deductive and inductive. The inductive methodology facilitated the direct emergence of themes from the responses of the participants,

free from the constraints of pre-existing theories or conceptions. This was especially significant since it allowed the researcher to identify previously unnoticed trends in the data, like the focus that participants placed on how technology shaped their experiences receiving services. The inductive methodology guaranteed that the themes accurately represented the actual experiences and perceptions of consumers within the semi-government retail industry.

The research topics and body of knowledge on service quality—particularly the SERVQUAL model—also influenced the deductive method. The study was directed at topics that were significant to aspects of service quality like responsiveness, dependability, empathy, and tangibility due to this deductive coding. For example, the SERVQUAL dimension of "reliability" was used to characterize participant feedback about the conduct of store employees and the professionalism of customer care representatives. Similar comments regarding the stores' physical layout and cleanliness, along with their ease of use, added to the "tangibles" dimension from SERVQUAL model.

4.5.2.2 Development of Key Themes

As the investigation proceeded, the process of developing the major themes became more iterative. Upon arranging codes into more comprehensive groups, it was evident that specific themes encapsulated essential elements of customer experiences. As an illustration, consider the following:

- Positive and negative comments regarding participants' general experiences in the retail stores were included in the primary theme of *Customer Satisfaction*. It represented both short-term responses to service excellence and long-term results like brand loyalty and repurchase intentions.
- Another major theme that emerged was "*Perceived Service Gaps*", which stood for instances where customers thought the level of service lacked their expectations. Sub-themes such as "Performance Gaps" (where service delivery was deficient) and "Technology Gaps" (where the technology components of the service, including self-checkout systems), were further subdivided under this main theme.
- Through the process of induction, *Technology and Tangibility* became a central theme. Participants often discussed how their entire service experience was impacted by the physical components of the store environment, including

organization and cleanliness, as well as the involvement of technology, like digital signs, automated checkout systems, and in-store mobile apps. This theme became an important discovery because it reflected the perception of how technological improvements either increased or decreased customer pleasure. The theme, which directly relates to SERVQUAL's "tangibles" dimension, also offered insights into the concrete features of the service that were essential for influencing customer perceptions.

- Another major issue that represented participants' initial assessments of the services they got was *Perceived Service Quality*. This theme captured what consumers thought about things like how well-behaved the employees were, how quickly they were served, and how professional the stores were. This topic captured how consistent and timely service delivery influenced customer views and was in line with the SERVQUAL model's "reliability" and "responsiveness" characteristics.

Through an iterative process of examining the coded data and making sure that each theme reflected a cogent and unique component of the service experience, these and other major themes—such as Expected Service Quality and Performance—were honed and solidified. A well-rounded set of findings, which are summed up in Table 4.2, were produced by combining the deductive confirmation of expected themes with the inductive emergence of unexpected themes (in keeping with recognized service quality literature).

4.5.2.3. The Role of Table 4.2 in the Thematic Analysis

The final product of the thematic analysis method is Table 4.2, which offers an organized synopsis of the key themes that surfaced from the data. The table, which provides a precise yet thorough overview of the key themes found in the participants' responses, is the result of the whole coding and theme generation process.

Table 4.2 presents the results of a thorough analysis of the data, with themes like "Perceived Service Gaps," "Technology and Tangibility," and "Customer Satisfaction" illuminating the key areas of attention that emerged from the data. These themes are chosen primarily based on how frequently they appear in the data, but also because of how important they are in answering the study questions and advancing our knowledge of how clients perceive service quality in the semi-government retail sector.

4.5.2.4 Theme Emergence from Data to Table 4.2

The process by which the themes listed in Table 4.2 were derived was simple and systematic; it began with the creation of codes and ended with the discovery of more general thematic patterns. For instance, early codes related to "staff behaviour," "store environment," and "service delays" were categorized into themes that addressed more general concerns like "Perceived Service Quality" and "Customer Satisfaction." Through the iterative process of reviewing and identifying, these themes were further developed to make sure they were distinct and encompassed the entirety of the feedback received from customers.

The sub-themes and main themes in Table 4.2 illustrate the nuanced elements of each major category. For instance, sub-themes such as "Brand Loyalty" and "Positive Word of Mouth" were derived under the heading "Customer Satisfaction," signifying particular post-purchase behaviours that were impacted by the consumers' level of satisfaction with the service. In a similar vein, the sub-theme "Perceived Service Gaps" was further divided into "Performance Gaps" and "Technology Gaps," emphasizing the particular areas in which customers believed that the service fell short of their expectations.

With the help of Table 4.2, the researcher can clearly and concisely describe the findings, relating each theme to a particular data point and the broader research goals. The analysis provides a visually accessible method to comprehend the major trends found in the data and how they connect to consumer perceptions on service quality by arranging the themes into tables.

4.5.2.5 Integration of Themes into Table 4.2

The final theme analysis result was merged into Table 4.2 when the themes were adjusted. This table provides a clear overview of the main conclusions and illustrates the main themes that emerged from the investigation. The major themes that arose from the data are listed in Table 4.2. These topics include "Performance," "Perceived Service Quality," "Customer Satisfaction," "Perceived Service Gaps," and "Technology and Tangibility."

The data from the focus groups and interviews were used to support each theme in Table 4.2, ensuring that the conclusions were based on facts. For example, verbatim statements from participants explaining their level of happiness or discontent with the service they received were used to support the theme "Customer Satisfaction". In a similar vein, instances of "Perceived Service Gaps" where the service lacked of the customer's expectations were provided, including delays in assistance or technical failures.

The final thematic framework was represented visually in Table 4.2, which offered an ordered overview of the main topics and their sub-themes. These themes provided insights into how customers in the semi-government retail sector in the UAE perceive service quality and what elements contribute to their satisfaction or discontent. These themes were linked to the study research questions.

4.5.2.6 The Emergence of Themes through an Iterative Process

The process of themes emerging was iterative and progressed through several phases of study. Themes were initially broad and represented broad trends in the data; however, as the investigation went on, these themes grew more specialized and developed. To make sure the themes adequately reflected the experiences and viewpoints of the participants, the researcher went back over the data regularly.

Thematic review, refinement, and redefining of themes occurred multiple times during the iterative process. For instance, the initial version of the theme "Perceived Service Gaps" covered any mention of service deficiencies. But it became evident during the iterative review process that this subject might be broken down into more focused sub-themes, including "Technology Gaps" (about digital tools and systems) and "Performance Gaps" (for staff behaviour and service delivery).

The ultimate themes were guaranteed to be thorough and to precisely represent the main concerns brought up by the participants thanks to this iterative procedure. It made it possible to gain an extensive understanding of the complicated techniques by which customers assessed the quality of the services they received, as well as how they shaped their perceptions depending on both the tangible and intangible components of their interactions.

4.5.2.7 The Role of Table 4.2 in Synthesizing the Analysis

The theme analysis was synthesized in a significant extent through Table 4.2. It served as a concluding summary that included the study's main conclusions. To guarantee that the analysis was grounded in the empirical data gathered from the focus groups and semi-structured interviews, each theme presented in the table was associated with particular codes and data extracts. Additionally, the table offered a well-defined framework that aided in the final report's theme organization, simplifying the process of communicating the main conclusions clearly and understandably.

Table 4.2 provides a more comprehensive overview of the study's findings by organizing the main themes into an organized framework. It included a quick overview of the key patterns that appeared from the data, such as how consumers' expectations for the quality of the services they received were frequently not fulfilled, creating the impression that there were "gaps" in the service quality. It also emphasized the important role that technology plays in influencing client experiences, both as a help and a hindrance to providing quality service.

4.5.2.8 Summary of Thematic Analysis Procedure

This study's theme analysis corresponded to Braun and Clarke's (2006) framework, enabling a thorough investigation of the participants' perspectives and experiences. Themes including "Customer Satisfaction," "Perceived Service Gaps," and "Technology and Tangibility" arose through a combination of inductive and deductive coding, providing an in-depth understanding of how customers assess service quality in the UAE's semi-government retail sector.

This thematic analysis method resulted in the creation of Table 4.2. It summarizes the main conclusions and connects them to the study's goals, offering an orderly and concise depiction of the study's main ideas. This table is an essential resource for comprehending the complex ways in which consumers evaluate the quality of the services they get, providing insightful information for both academic and business applications in the retail industry.

4.5.3 Reporting the Evidence of Thematic Analysis through Focus Group Discussion

The research proceeded in the second phase of the investigation with Focus Group Discussion. The evidence or key statements of the participants reported in the following section conformed the findings of the semi-structured interviews and thematic analysis. This section reported the evidence collected for each theme and sub-theme that emerged through the interviews.

4.5.3.1 Performance

The in-depth examination of the semi-government retail stores' performance includes an exploration of both functional and technical aspects. To provide a more nuanced understanding of the impact, each component of performance is discussed and analysed independently, as suggested by Tamwatin et al. (2015). Consequently, respondents were questioned about both types of performance to ensure a comprehensive evaluation.

4.5.3.1 (a) Functional Performance

The respondents' encounters with the functional performance of the stores were extensively discussed and documented. The questionnaire encompassed the initial 8 questions addressing physical facilities (Tamwatin et al., 2015), including restrooms, water facilities, gas or fuel station amenities, building aesthetics, and the variety of products offered by these stores. Each respondent provided insights based on their personal experiences, and the responses were categorized according to their respective Emirate.

To uphold confidentiality, the interviewer utilized pre-designed questions, and the responses were recorded with titles corresponding to the respondents' Emirate and the specific stores they frequented. Subsequently, the collected customer responses were meticulously analysed to gauge the functional performance.

I really like this store! The place is so attractive with its unique way of product arrangements that differentiates its outlook compared to other stores. I really enjoy myself and sometimes couldn't stop from buying myself extra items.

It is a "one of a kind" store for all your day-to-day requirements and provides all my expected facilities but I feel it is quite expensive compared to other such stores.

"They made their shelves appeal to the customers, I found my desired products without any effort that's what I guess a good way that anyone who looks around must buy its grocery list from this place."

The place is small but the store shows its perfection by arranging a wide range of products from grocery to personal care in a little space. I really appreciate it!

A limited range of items are available, but they are all arranged well.

An attractive range of products grab the nearer customers but still, I thought it's limited with a nice and mannered staff.

This station is open 24h providing a large range of snacks and cold and hot drinks.

When I usually visit the place is not crowded, I always try to visit the store after or before rush hours, I think that's why I always found the store clean and organized and easily sectioned so that I can locate dairy, poultry, house needs, etc. I have...

The respondents were particularly focused on functional performance, with tangibles being a significant factor that captures their attention and holds great importance in their routine grocery and non-grocery purchases. This is evident in their responses, which use keywords such as outlook, range of products, and emphasize the hygiene factor of physical facilities by employing the keyword clean. The researcher interprets that a majority of customers prioritize aspects like the variety of products, their arrangement, and cleanliness across various spaces in the stores, including restrooms, pathways, and shelves. Additionally, respondents highlighted various factors that cause irritation and discomfort during their shopping experience. These specific comments from respondents are elaborated below with their corresponding responses.

The place was very much congested. It has a single washroom next to a coffee shop for this busy station with no competition around. Due to its continuous use, it is always dirty.

A good place with feasible availability of routinely used items, but it must focus on the cleanliness of the space that might reduce my visits and I just try to buy the goods in a single visit a month.

The restrooms were too dirty to use at the store, I had a terrible experience so I suggest everyone if you visit the store then make sure you don't get in or try.

I have visited this store for quite a long time, but now the place is in need of a serious renovation, the choices are very limited these days and they abuse the usage of plastic bags as it is my concern that these unrecyclable products should be restricted or if it is needed we should make a minimal usage.

The responses above underscore the customers' genuine concern about the efficient utilization of resources and the facilities provided by the stores. The keywords used by respondents in their focus group discussions, such as "congested place" and "suggestion for renovation," indicate that customers prioritize cleanliness, regardless of the size of the space. They emphasize that overconsumption of facilities contributes to the deterioration of the store's image.

The performance of the store and its employees, including factors like knowledge and product information, problem-solving capabilities, attitudes and behaviour towards customers,

and responses to customer complaints, is pertinent to the functional performance component. Responsiveness is identified as another crucial aspect that holds significant value for customers.

A good place with quick customer service and very helpful for travellers, they can get everything which they may require for their journey.

They exchanged coupons by store rewards but the cashier could not apply them and the customer service and manager were rude.

They offer good deals, the management is well aware of how to retain and please its customers. I keep myself updated.

I purchased ice cream from the store at the fuel station and while opening it, It was totally damaged and covered with fungus. When I returned it with the complain that it is damaged and fungus was covered on the ice cream, they refunded my money but no one apologized for it. I was so disappointed with the behaviour of the shift supervisor, they should have manners to deal with customers and treat them well.

I examined the importance customers attribute to responsiveness during their store visits. Expressions found in keywords such as "quick service," "convenience," "helpful," "disappointing," and "rude" suggest that responsiveness is a crucial factor contributing to the performance of retail stores.

The handling of payment procedures and transaction-related incidents significantly influences customers' perceptions. This aspect is also crucial for reliability and building customer confidence regarding their monetary transactions, further enhancing the overall performance of the store.

I have received the refund for the ice cream I returned but I was so disappointed with the behaviour of the shift supervisor, they should have manners in dealing with the customers with the well-treatment as it isn't the customers' fault.

I had a refund for the rotten ice cream but the customer service was pathetic they were rude and arrogant with the customers and uncooperative regarding the customers' queries.

I had one experience where they charged me twice for my bill. Luckily! I was vigilant and noticed my bill amount and asked them to check before payment. It is not the thing that is expected from such a known and busy store that is quite disappointing.

My card was swept and a double amount was deducted, I approached the staff immediately and they resolved my issue on priority and made me feel comfortable with the issues regarding the refund process and the procedures to be followed in these issues.

In relation to store performance, employees play a pivotal role in enhancing the store's image by providing helpful assistance in a polite and gentle manner. Keywords used by respondents, such as "helpful," "disappointed," and "rude," indicate their concerns regarding responsiveness, coupled with elements of reliability linked to payment procedures. When responding to complaints, active listening and a positive attitude effectively resolve issues without negatively impacting the store's reputation. Conversely, harsh behaviour leaves the reputation vulnerable and dissatisfies customers, creating a gap in perceived service quality. Responsiveness, communication, and confidence are additional and crucial components of functional performance. Customers' opinions of staff courtesy, knowledge, readiness to help, and friendliness all contribute to these three staffing-related dimensions.

4.5.3.1 (b) Technical Performance

Technical performance pertains to the customer's encounter with goods and services, primarily shaped by the consumption experience (Ali et al., 2017). The constituent elements of technical performance, as outlined by Wu and Ko (2013), encompass Sociability, Valence, and Waiting time. To delve into the nuances of technical performance, respondents were queried about their interactions with employees and their sentiments regarding their most recent visit.

They offer good deals, and the management is well aware of how to retain and happy its customers. I keep myself updated when shop from this store. They guided me with the new product with their usefulness and durability, and sometimes assist me regarding the non-grocery item which upgrade my housekeeping skills I had a great experience shopping with them.

Customers highly appreciated social interaction, finding it pivotal in enhancing their overall experience during store visits. The positive use of the keyword "great experience" under the code of sociability suggests that effective social interaction establishes a connection between

customers and employees, fostering a sense of comfort and encouraging repeated visits for purchases. Moreover, customers emphasized the importance of the quality of products offered by the stores, expecting them to provide value for their money. This aspect is deemed essential in making their overall experience worthwhile, complementing the sociability dimension.

I had a bad experience with seafood, the store claimed that they provide fresh meat and seafood but it smells nasty when I cooked it I guess it was rotten. I was really disappointed and never tried their seafood range again because it wasted my efforts.

A small shop but serves the purpose, due to the regular visits I am aware of the people around my residence, but it is a good way of meeting new people for me, though prices are a bit higher it's better to have it here rather than without any shop around.

The store needs to review its stock on shelves, they provided me with an old stock that was disappointing it has wasted my time and money.

Variety, as a component, ensures the quality of the product range provided by retail stores, playing a crucial role in influencing customers to visit the store regularly. The responses from the discussion participants include keywords such as "good quality," "old stock," and even "rotten products," underscoring the significance customers place on valence and its impact on their store selection. Additionally, frequent visits to these stores contribute to the development of social connections, as indicated by keywords like "meeting new people around."

The range of products offered by these stores constitutes essential items for customers both while traveling and at home. However, customers, being mindful of optimizing their time and adhering to personal tasks, are particularly conscious of the time spent during their visits, emphasizing the need for efficiency and prioritization of other responsibilities.

I usually do not wait between my visits and I visit according to my convenience. I guess the number of billing counters is enough to handle the customers and the reason I never met any difficulty.

A good range of snacks and beverages at reasonable prices, and quick customer service but it is always crowded that makes me uncomfortable to visit every week.

They offer good value of products and customer services but once I visited during peak hours, therefore, it was very crowded and I waited for a good amount of time in a queue and I missed my favourite show that day.

The respondents consistently expressed a preference for choosing the timing of their visits to retail stores to avoid wasting their valuable time. Keywords such as "crowd," "wait," and "durations" were repeatedly used in their statements, indicating the significance of these factors in shaping customers' perceptions of the retail stores' performance. The time customers spend in stores is crucial as it impacts their work schedules, household chores, and even personal hobbies, as mentioned by one respondent. Therefore, customers are highly concerned about the timing of their store visits and how frequently they should visit to fulfil their requirements without compromising their time and priorities.

4.5.3.2 Perceived Service Quality

To gain a deeper understanding of the respondents' criteria for perceived service quality, the researcher posed specific questions. The respondents were asked to share their thoughts on satisfaction with the service quality and the quality of the products after their consumption and visits to the store. This approach aimed to capture the criteria formed by customers' perceptions regarding the overall service and product experience.

The store provides a variety of snacks and drinks or beverages that you might desire, it is good, an organized, clean, well-arranged place that offers every product of your choice at a reasonable rate in this remote area. It is a good place that puts effort to satisfy its customers.

An attractive store with an eye-catching interior with elegance and all the facilities and product range that the customer likes to purchase is available with a helpful team of employees that builds its image.

The store offers a wide range of grocery and non-grocery items and they have focused on its customer service and are able to provide a pleasant, friendly, and supportive environment to its customers.

It is a good place for shopping with a cafeteria and other services with a gas station, there is no competition around the store but still, they have focused and improved the facilities they are providing.

A nice place for purchasing your regular requirements that demands frequent visits, the facilities the store offers are well maintained and good service by the employees making a customer comfortable at the store.

The store offers 24-hour service without interruption to its customers with the needed facilities related to regular purchases like snacks and drinks with friendly customer service.

Satisfied customers highly appreciate the efforts of the staff and the diverse range of products offered by semi-government retail stores. This sentiment is evident in the responses, where words like "organized place," "attractive store," "supportive environment," "friendly and helpful customer service," etc., are highlighted. These emphasize that functional performance attributes receive significant attention and play a crucial role in store selection for purchases, enhancing customer interest and satisfaction during and after their visit. Tangibles, staff interactions, and responsiveness were particularly emphasized in the facilities, encouraging frequent visits to the same stores.

4.5.3.3 Expected Service Quality

The respondents delved into the discussion, reflecting on their experiences with the consumers' pre-consumption behaviour, exploring their perceptions before making purchases from these stores. They were specifically asked if they consistently found their desired products and quality, if the staff attended to their needs, and if the employees understood their requirements. Some of the responses were recorded and are outlined below:

A great place to visit where you can find your day-to-day essentials with all the physical facilities around. Additionally, a supportive team of employees assist, guide, and greet in a gentle way.

The store must have a bigger space to avoid congestion and crowd during rush hours, the tension at the place is a source of discomfort to the people around we have to face difficulties even when we shop only a few items.

The stores that keep the grocery items must ensure that only fresh items are on the shelves for the customers, because it is what we desire to purchase from the stores and an important aspect of the store's selection. Nobody wants to compromise on health and for me, bad quality groceries lead to poor health.

The management of retail stores must ensure the availability of basic physical facilities such as restrooms and takes good care of their cleanliness.

In the exploration of perceived quality, the majority of respondents shared perspectives that encompassed the stores' service, product range, and physical facilities. Their responses unveiled expectations and experiences, touching on aspects such as the place, product quality, and the management and employees' attitudes in customer service. Additionally, respondents provided suggestions for enhancements they desired from the semi-government retail stores.

4.5.3.4 Perceived Gap

The disparities between customers' perceptions and expectations highlight gaps that significantly influence customer satisfaction. The existing performance of the store has profound implications for various dimensions and customer decisions, including brand loyalty and repurchase intentions. This segment of the discussion inquired about respondents' satisfaction with stores, facilities, products, employee service, problem handling, and guidance to the customer. Subsequently, respondents were encouraged to identify flaws, gaps, and deficiencies, providing valuable suggestions for potential improvements to enhance the stores' performance. Indeed, improved performance led to heightened customer satisfaction.

The store has provided separate restrooms for both males and females but unfortunately, they are dirty at night times, this inappropriate facility must require focus on the cleaning schedule and make sure to clean it as the store has also a good flow of customers at late hours due to its location.

The store's opening hours are stated that it is providing services 24-hours whether it is closed at night therefore, I suggest that the store should not overemphasize those activities that they could perform otherwise it loses its customers' trust and confidence. Meanwhile, it is more expensive than other conventional stores, they should charge at least competitive prices for their products.

The store overall served as a good place that fulfils your grocery requirements and strives to maximize their small space with efficient use but still, they offer little variety in products. They should focus on a variety of items for better service to their customers.

As I mentioned earlier that I did not get the desired goods on SALE, I want to add that the store should be vigilant when advertising for promotions and carefully check its available stock before

the sale. They have good service from quality and trained staff but this sort of commitment diminishes its image and makes dissatisfied customers. Those actions will not attract customers in the future.

My experience was not that bad, but I like to identify some of my concerns and I thought it must be felt by other customers as well. In terms of facilities the store is very small to accommodate all the essentials and it must expand in size. I appreciate the separate restroom and prayer facility, but they still do not have any ATMs around that is the biggest inconvenience and no card is accepted in this digital era, we must need cash to make payments. Employees at work are also not very cooperative. The store management must take serious action in these matters.

The respondents expressed significant concerns about the deficiencies in services provided by semi-government retail stores, highlighting instances where promised services were not fulfilled. They used keywords such as "inappropriate facility," "overemphasized," "limited variety of product range," "wrong commitment," and "inconvenience" to describe their experiences. These responses underscore the customers' dissatisfaction with the misconduct and unfulfilled commitments by the stores, causing inconvenience. The customers suggested that the authorities address these issues to improve the overall service quality and prevent potential customer attrition to other private stores.

4.5.3.5 Technology and Tangibility

This section of the study assesses the integration of technology in the retail sector and its importance. The researcher introduced additional questions related to the online services offered by the retail store and gathered insights into the respondents' experiences with these services.

The highlighted store offers exceptional convenience through its delivery service to nearby locations. Notably, the quick delivery timeframe of 45 minutes to your doorstep is a significant advantage. Additionally, the store provides products at very reasonable prices compared to other conventional stores.

I had a worthy experience with convenience from the store. They provided me the service I needed with correct products and fast delivery. If they do have not the stock of the ordered items their representative call for an excuse and offer similar products with some other brands. Customers can also cancel the item in the order before paying if it is not available.

The store normally delivers in an hour and provides a quality product with convenience without any hassles. Customer service and the store representatives are also very friendly and helpful.

Respondents acknowledge that the online shopping experience significantly enhances their convenience, which they directly link to the overall performance of the stores. This approach allows them to enjoy meals without the need to physically visit the stores on a monthly or bimonthly basis. Keywords such as "convenient" and "fast," or conversely, "worst delivery," highlight the impact of the online shopping experience on customers' lives, making it more convenient and time-efficient. Additionally, receiving quality products delivered to their doorstep is seen as a valuable aspect, providing both convenience and comfort. However, instances of poor-quality items or incorrect deliveries can negatively impact customers' perception and the overall impression of the stores.

I had a horrible experience ordering online from them, they sent me the incorrect items, and did not deliver at the mentioned time. And the worst part is that the delivery boy asked me to pay for the items they sent. Pathetic service and a waste of time.

This adverse experience of a customer negatively impacts their perception of online shopping but additionally, it would have a prominent impression on future consumption decisions as it is considered poor service quality.

4.5.3.6 Customer Satisfaction

The provision and maintenance of quality service are crucial for customer satisfaction, retention, and attracting new customers. In discussions with respondents, the focus was on exploring the aspects of service quality that contribute to satisfaction or dissatisfaction. Participants were asked a series of questions regarding store outlooks and interiors, product range, product quality, customer service, and employees' attitudes and responses in shopping experiences. The recorded responses from the focus group emphasized the pivotal role of perceived service quality in shaping customers' perceptions, underscoring its importance.

They made their shelves appeal to the customers with a variety of products that anyone would look for and I always get the products that I visited the store for, therefore, I usually come here for my purchases.

I really feel good and comfortable when I received all my essentials at my doorstep with good quality, I sometimes face problems with the stock shortages but the representative always provides me with a better alternative.

The availability of a wide range of products from grocery, and non-grocery to personal care products satisfies the multiple needs of the customers.

The place is good in providing all the everyday products of good quality with ease, the place is less crowded compared to other city-centered stores, and therefore, I enjoy myself buying from there.

Respondents expressing positive opinions about store facilities and customer services, encompassed within the theme of performance, are satisfied customers who value their experiences. This satisfaction is evident through their use of words such as good, appealing, satisfying, comfortable, and easy. These individuals demonstrate a strong association and sense of belonging to the retail stores, as evidenced by their frequent visits and loyalty to the semi-government retail sector.

4.5.3.6 (a) Feelings

Customer satisfaction is closely intertwined with the emotions experienced by customers during shopping, product consumption, and interactions with store employees. All these encounters contribute to their emotional state, which, in turn, influences their future decisions. This segment of the interview with the focus group delved into the respondents' feelings regarding their experiences with the store, products, and staff. Their responses serve as reactions to the circumstances and events encountered during shopping and post-consumption.

The display arrangements are well organized and attractive therefore, I enjoy myself while shopping for those goods that appeal to me, and sometimes I buy extra products from my list.

I am happy with the online store it is so comfortable to purchase from home, it saves time as well.

The availability of a wide range of products from grocery, and non-grocery to personal care products satisfies me to visit once a month for all necessities.

The place is good in providing all the everyday products of good quality with ease, the place is less crowded compared to other city-centered stores, and therefore, I enjoyed myself buying from there.

I really feel good with my visits the staff is so polite and helpful, they always greet their customers with gratitude and ask if they need assistance.

I was very fond of the seafood that I couldn't resist for a month without eating it and that experience I had with the rotten seafood made a bad impression on me therefore I usually purchase only packaged products from the store and buy fresh food items from other stores.

Customers expressing positive experiences used terms such as feeling good, satisfied, happy, appealing, and easy to describe their emotions. These satisfied customers are more inclined to continue shopping from the same retail stores, underscoring the significant influence of positive emotions on repurchase intentions.

4.5.3.6 (b) Brand Loyalty

Brand loyalty is characterized by the customer's intention to repurchase a product after the initial purchase. It endures despite attempts by competitor brands to disrupt the established relationship between a focal brand and its customers. Customer satisfaction plays a pivotal role in fostering brand loyalty. Satisfied customers exhibit a direct correlation with repeat purchases from the same store or brand, actively seeking to experience the benefits with each subsequent purchase. Conversely, dissatisfied customers tend to switch brands until they find a source of satisfaction. Questions were posed to gather more insights into their shopping habits, continuity in visiting the same store, online purchases, trust in the retail brand, and future plans with the same store.

The store has a unique way to arrange its available stock that fascinates me in a way and I always visit the store for my groceries.

It is the nearest place to my house so I buy my regular required products from the store frequently to save my time and the store provides a range of quality products with good staff that help customers.

The store has provided me with all of my required goods at a reasonable rate, therefore, this store is my preference.

The location of the store is easy for commuters and nearby population as no other good one-stop solution is available. Also, it has quality products.

The interviewer noted that customers employing terms such as "always," "frequently," "preference," and "one-stop solutions" are indicative of individuals who consistently make purchases from semi-government stores. These customers express satisfaction with the quality of products and the services provided by the stores, resulting in a positive and joyful experience that leads them to visit the store on a regular basis.

4.5.3.6 (c) Future Benefits

In the subsequent discussions, respondents were queried about their ongoing purchases from the same retail brand and whether they experienced any future benefits or special facilities as regular buyers. A customer from Dubai expressed the viewpoint that future benefits only seem to offer advantages to the retail stores themselves. In his opinion, there is no tangible advantage or honor conferred upon the customers.

Quick and cooperative customer service is helpful in retaining customers which benefits the store.

On the other hand, a few respondents have exceptional experiences and they feel honored when the stores' staff gets to know customers and prefers staff to provide their assistance in a more respectful way.

I feel more comfortable visiting the same place repeatedly with which I am familiar because I suppose that it saves my time and effort to search for a new place. The staff of the store realized I am a regular customer and help me in a friendlier manner.

I feel much better visiting a store which has branches in each Emirate so that if I move in the future, as I expect to, it would not make any difference to me.

Respondents conveyed a sense of comfort and happiness, expressing familiarity with the store and its employees. However, the discussion highlighted that retail stores tend to derive

more benefits from customer retention compared to the benefits perceived by customers in the future.

4.5.3.6 (d) Word of Mouth

Customers typically share their experiences with others, reflecting the social nature of consumer interactions. Satisfied customers, in particular, act as brand advocates, sharing positive words and contributing to the store's positive image. Conversely, dissatisfied customers can negatively impact the brand's reputation, dissuading others from making purchases. The researcher gathered insights on this dynamic by posing relevant questions, and the responses from participants underscored the significance of word-of-mouth in shaping perceptions.

Although the store has a good performance but offers some products expensive relative to other stores that is a piece of important information I guess and if someone asks me about it I mention it!

It is a nice place with all the facilities and essentials. I really recommend people to visit it but try to avoid the rush hours.

A very neat and clean space that focuses on hygiene with all its products and facilities, I really like the place and I recommend it to others.

I cannot forget the rude behaviour of the supervisor that addressed my complaint. I have shared my experience several times with my fellows and it might always have an impression on my mind.

Keywords such as "recommend," "share," and "mention" demonstrate that respondents share their experiences with the stores in their social circles. Their discussions leave an impression on others, influencing their decisions when considering where to make a purchase. This word-of-mouth communication plays a crucial role in shaping perceptions and can either attract or deter potential customers, impacting the store's reputation.

4.5.3.6 (e) Repurchase Intentions

Customer satisfaction is a crucial response to service quality, as satisfied customers are likely to revisit the same place for future purchases. To enhance our understanding, at the

conclusion of the interview, the researcher asked the focus group about their repurchase intentions from the same retail brands and the reasons behind their decisions.

Yes, I really value buying products with good quality if it provides value for my money as well that's why I intend to continue buying from this store.

It is a nice place with all the facilities and essentials, it takes little time to shop so I visit the place frequently.

A very neat and clean space that focuses on hygiene with all the needed products and facilities, I personally value cleanliness therefore I will keep buying from the store.

I am satisfied with the products I purchased from the store and therefore continue purchasing from it.

The analysis of responses indicates that satisfied customers are inclined to continue buying their necessities from the semi-government retail stores in the future. Expressions such as "continue purchasing," "frequent visits," and "stay with the stores" in their responses underscore the positive impact of their experience on their decisions regarding future purchases.

4.5.4 Summary of Focus Group Discussion

The focus group discussion with consumers of semi-government retail stores provided an opportunity to delve into more detailed information about their viewpoints and the formation of their perceptions. It became evident that consumers' perceptions are shaped over time through their experiences, whether positive or negative. A thorough analysis of their responses has greatly assisted the researcher in uncovering the root causes of the issues they encountered. Additionally, the discussion highlighted positive aspects of semi-government stores that deserve acknowledgment and can serve as motivation to address existing gaps.

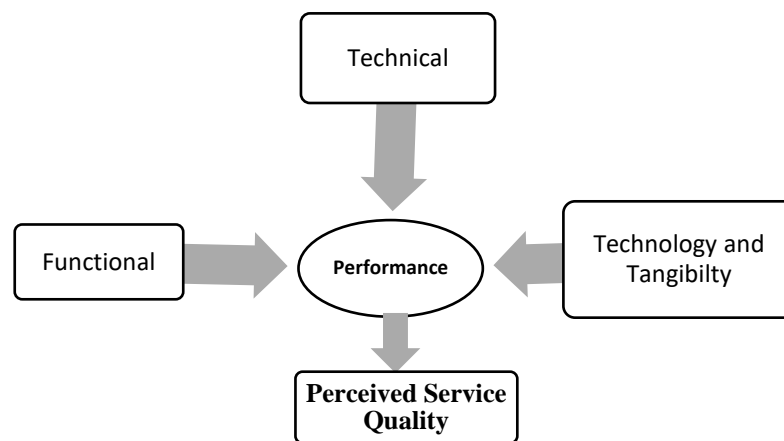
4.6 Discussion on the Factual Evidence

The entire process of conducting semi-structured interviews and a focus group, as detailed above, aims to explore the interconnectedness between themes outlined in the conceptual framework. The designed framework serves as a comprehensive measurement tool, offering valuable insights for both customers and the semi-government retail sector in the UAE. It provides a means to retain customers, maintain market share, and enhance competitiveness

against other retail businesses. Compared to traditional measurements of service quality and customer perception, this framework introduces additional dimensions that impact customer satisfaction, emphasizing implicit and explicit factors influencing future repurchasing intentions.

The thematic network, following the research presentation idea proposed by Patten (2017), is employed to illustrate the intricate interdependence of the themes. This method enhances the effectiveness of conveying the mutual dependence of these themes on one another, contributing to a more holistic understanding of customer satisfaction in the context of the semi-government retail sector in the UAE.

Figure 4.17: Sub-themes of Perceived Service Quality



Throughout this study, the primary focus has been on service quality, delineated into two pivotal dimensions of performance: functional performance and technical performance. Functional performance encapsulates five key elements—tangibles, reliability, responsiveness, confidence, and communication. These elements encompass physical facilities such as store outlook, product range, cleanliness, and quality, as well as employee performance concerning responsiveness, communication, and confidence. The latter entails employees' roles in providing personal care, disseminating knowledge, and assisting customers with politeness and friendliness.

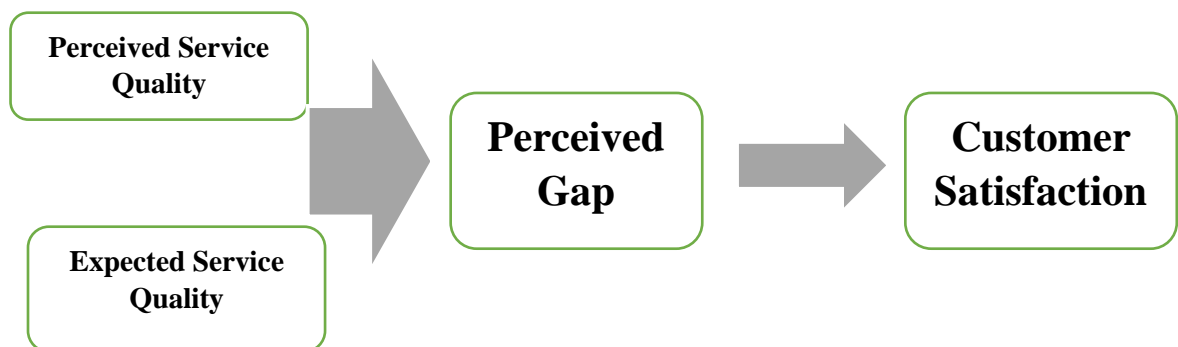
The interviews substantiate these themes, revealing that functional performance is a predominant concern for respondents in the retail sector. Tangibles and responsiveness emerge

as critical factors influencing grocery and daily non-grocery purchasing decisions. This significance of tangibles is empirically supported in existing literature (Ali and Raza, 2017; Nguyen et al., 2018).

Technical Performance centres on sociability, valence, and waiting time, shaping perceived service quality through enhanced interaction quality during the shopping experience. Positive employees' assistance positively impacts respondents' perceptions of retail stores. Valence assumes a vital role in perceived service quality, as dissatisfaction with product quality influences other dimensions, affecting both customers and stores in the long run. Waiting time, a crucial factor in customer decision-making, is influenced by the nature of the product range, and its mismanagement can lead to dissatisfaction, aligning with literature by Grönroos (1991), Wo and Ko (2013), and Ali et al. (2017). Additionally, technological inclusion in the form of online services provides tangible benefits, contributing to the convenience and efficient delivery of goods and services.

The study underscores the importance of perceived service quality for retail store management, highlighting the role of technology and tangible aspects received through it as crucial determinants. Expected service quality, representing customers' perceptions of desired service and product quality in the retail sector context, emphasizes the significant role of functional performance in the semi-government retail sector of the UAE. This aligns with existing literature analysed across different regions in the retail sector (Gopalan, Sreekumar and Satpathy, 2015; Rashid and Rokade, 2015; Tanwar 2015; Diallo, Diop-Sall, Djelassi and Godefroit-Winkel, 2018).

Figure 4.18: Interconnection of Themes

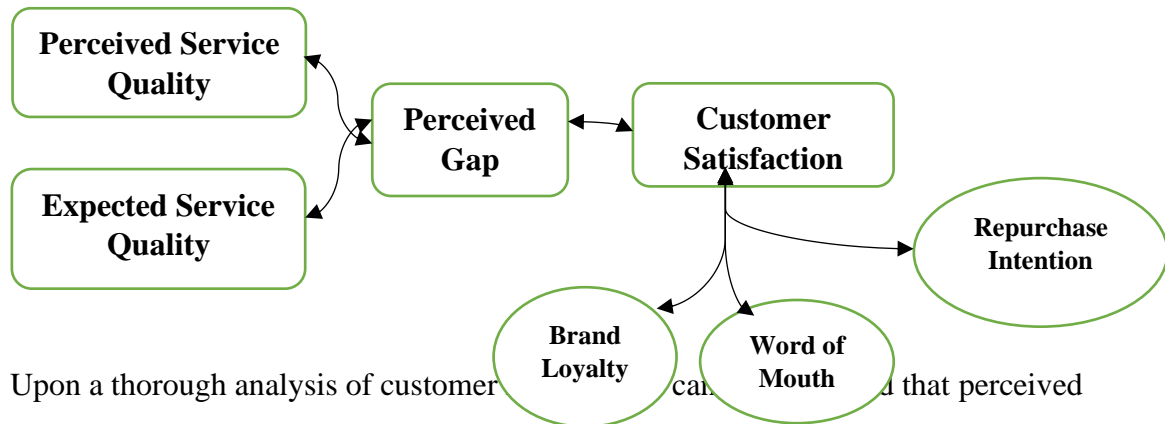


The satisfaction of the customers is reflected by the emotional state or thought related to their experience with the store therefore, the feeling is the medium to transfer thoughts and reflect on the experiences. The customer is satisfied when the service provider can minimize the perceived gap. In this study, I have identified that the customers' perception of gaps and the less the gap the more the customer gets satisfied. This study further has shown that some other dimensions such as positive and happy feelings of the customer are associated with higher satisfaction and vice versa. Therefore, the feeling in some places is a synonym with satisfaction so the researcher assume it is similar and omit it from the framework.

The emphasis on customer satisfaction is crucial because it is pertinent to other elements responsible for service providers' prosperity. Those elements are discussed in the study and the literature that brand loyalty, future benefits, word of mouth, and the repurchase decision are interconnected with satisfied or dissatisfied customers, customers make their decision based on their past experiences (Anwar and Gulzar, 2011; Boadi et al., 2019). The study has demonstrated that a satisfied customer would be loyal to the brand and continue to purchase from the same brand which benefitted himself or herself but also benefit for the store to be its retained customer which is also been proven by literature (Kyner, 1973; Awan and Rehman, 2014).

The findings have further illustrated with the responses that the satisfied customer would spread positive word of mouth rather than a dissatisfied customer repeating his/her experience relatively more often and spreading negative word of mouth, the responses confirmed the relationship between the satisfied customers and word of mouth discussed by Anwar and Gulzar (2011). Moreover, repurchase intentions are directly related to customer satisfaction therefore the more satisfied a customer the more he/ she has intentions to purchase in the future is also consistent with the research done previously (Kaynak, 2003; Durvasula et al., 2004; Ariffin et al., 2016). Whether the future benefits are associated with the repurchase intentions where the business acquires advantages of gaining more revenue and increased sales for the firms and only the satisfied customers make their future purchases (Hyken, S., 2019). Thus, the interconnection of the themes is evident that satisfied customers make repurchase intentions and the firm obtain future benefits in terms of profitability. But the future benefits are analysed to the stores' advantage therefore this thematic framework obsolete the future benefits from consumers' perception.

Figure 4.19: Interconnection of major Themes with Sub-themes



Upon a thorough analysis of customer can be seen that perceived service quality is influenced by the observed performance, encompassing sub-themes of functional and technical performance. This influence is further accentuated by technology and tangibility, reflecting the evolving trend of online shopping. Customers express concerns related to tangibles and responsiveness in functional performance, while in the technical aspect, time spent in stores is a critical consideration. Additionally, online services contribute to enhanced performance, satisfying customers seeking convenience and prompt service. The disparity between perceived and expected service quality exposes gaps, with positive experiences leading to reduced gaps. Notably, customer expressions of satisfaction and feelings use interchangeable keywords, indicating synonymous usage. Therefore, in thematic linkages, the term "feelings" is omitted. The detailed analysis underscores that higher customer satisfaction results in brand loyalty, positive word of mouth, and repurchase intentions, and conversely.

4.6.1 Summary of the in-depth analysis

Through in-depth analysis of participant responses, it is evident that customers primarily gauge service quality based on performance-related elements. Customers associate technological advancements as a crucial aspect of performance, highlighting the importance of online purchasing facilities provided by semi-government retail stores. Furthermore, customers assess their satisfaction by comparing their expectations with the actual service quality experienced. Satisfied customers tend to exhibit brand loyalty, express repurchase intentions, and positively spread word of mouth. In contrast, dissatisfied customers are more vocal about their negative experiences, indicating a lack of repurchase intentions. However, it's noteworthy that some individuals exhibit reduced willingness to make future purchases.

4.7 Summary

In this chapter, the implications of the methodology are explored to conclude a detailed analysis of customers' perceptions of semi-government retail stores in the UAE. The data collection process involved interviews conducted in two sessions. The first stage involved selecting random samples from each emirate, while the second stage included a focus group discussion to gain a deeper understanding of customers' experiences related to service quality. This investigation aims to describe and validate the theoretical foundation of retail service quality, customer satisfaction, and repurchase intentions, considering extended dimensions that strongly impact customer satisfaction.

The detailed analysis indicates that customers of semi-government retail stores prioritize performance to access better service quality. The sub-themes related to performance significantly influence their perceived service quality, shaping their future decision-making. When these retail stores successfully satisfy their customers, it encourages regular visits and fosters customer loyalty. Positive experiences lead to customers becoming valuable representatives of the stores through positive word-of-mouth, and vice versa. Therefore, respondents' statements reveal that customer satisfaction with retail stores goes beyond physical facilities (functional performance) to include technical performance and technological advancement, which are crucial in meeting contemporary needs and are highly valued by customers to minimize gaps in service quality.

Chapter 5: Conceptual Framework

5.1 Introduction

The preceding chapters have been meticulously organized to ensure a coherent progression of knowledge that aligns with the research theme. Chapter 2, the critical literature review, laid the theoretical groundwork for this study by identifying and assessing service quality in the retail sector. Chapter 3 delved into the empirical research methodology, offering a robust approach to generating insightful outcomes. The subsequent chapter, Chapter 4, undertakes the empirical analysis of customers' responses, unravelling key findings from the data.

This chapter serves to analyse the empirical data, constructing a framework or model that effectively captures the perceived gap between the current service quality offered by the semi-government retail sector in the UAE and the consumer perception of service quality as elucidated by the native consumers. This chapter reflects on the literature gaps or limitations of the extant retail sector in providing service quality. The results from the adopted methodology are then summarized along with the critical evaluation of previous models of service quality. Later, a comprehensive conceptual framework is proposed based on this extensive work, which can also be highly useful for other researchers interested in studying service quality in the semi-government retail sector.

5.2 Limitations of Existing Studies and Gaps in Research

Service quality has been investigated from different research positions by a variety of researchers as can be seen in Diallo et al. Le (2018), Hamming, Murdifin Syaiful and Putra (2019); Ramya and Kowsalya (2019). The ability of a service provider to keep customers for the long run is paramount, which they call as Service quality where customer retention is recognized as one of key outcomes (Ramya and Kowsalya, 2019). Rahim (2016) explored the concept of service quality in terms of what customers subjectively experienced; according to this perception, perceived quality is a subjective matter.

A basic question arises from the literature on service quality: how does the customer's subjective assessment of the provided service contribute to their sense of fulfilment in the end, proving the presence of service quality? The study recognizes that complementary services and

consumer expectations play a significant role in influencing the quality of services. Customers consider a business's service quality to be satisfactory when it meets their expectations, according to Mukherjee (2018). Customers are also satisfied when the company's services match or exceed their expectations. When relating to identifying places where the required service is not being provided, the discrepancy between the expected and received service might represent a useful information. This study aims to address these components meticulously through thematic analysis, specifically focusing on the semi-government retail sector in the UAE, as elucidated in the focus group discussion presented in Chapter 4. In summary, the study underscores the critical role of service quality for the success of any organization.

Customer expectations and perceptions play a crucial role in defining service quality (Gronroos, 1991). Describing service quality exclusively can be challenging due to its subjective nature (Yasmeen, 2016). Any aspect of a service deemed important by consumers contributes to their feelings about the support offered (Clemes et al., 2008; Ismail et al., 2013). Customers tend to be satisfied when the actual services provided meet or exceed their quality expectations, leading to a lasting positive impact on their perceptions of service quality and the provider's prestige (Yasmeen, 2016).

Researchers have defined "service quality" as the unique perspective of consumers, identifying essential factors linked to valuable service provision. Enhanced service quality can empower clients to positively influence their perceptions of the service, fostering continued engagement in the future (Lim, Gupta, Biswas, and Gupta, 2020). The organization's ability to cultivate a strong service character through commercial relationship structures is crucial. As customers perceive service elements more favourably, their overall view of service quality improves (Hapsari et al., 2017).

According to Khudhair et al. (2019), perceived service quality is the relationship between the organization's performance and customer expectations. A favourable relationship leads to customer satisfaction, fostering increased customer loyalty. Quality of performance delivery is a key factor in developing customers' perceptions and satisfaction by bridging the gap between expectations and perceived service quality (Ramya, Kowsalya, and Dharanipriya, 2019).

Customers assess the quality of service through comparative analyses with rival providers offering similar products or services. Various performance standards at the point of purchase

influence how consumers perceive the quality of a given good (Takeuchi and Quelch, 2022). Quality performance is evaluated by comparing actual practices with expected outcomes, identifying any discrepancies or gaps. Higher quality performance yields outstanding results, while lower quality performance leads to less favourable outcomes (Pitagorsky, 2022).

In this study, performance quality is analysed through multiple dimensions to enhance its delivery and satisfy customers in the semi-government retail sector in the UAE. A qualitative approach employing constructivism studies was utilized, which is a prevalent type of qualitative research. The study conducted interviews with members of relevant social groups to generate descriptive analyses, as discussed in Chapter 3. The qualitative information collected from these interviews is crucial for assessing how customers' perceptions develop towards the service quality provided by semi-government retail stores and the management's behaviour. This understanding helps in identifying customer expectations and improving performance quality to stand out among competitors.

The study also analyses the core elements of service quality, as discussed in Chapter 4, to assess the gap between customers' expectations and perceived service quality. It emphasizes that a reduced gap leads to more satisfied customers, with a greater impact than those who solely perceive satisfaction through the performance of services. The performance of semi-government retail stores is critically analysed by incorporating various components, including functional, technical, and technological performance, addressing both tangible and intangible aspects of the service. This evaluation aims to provide a more precise understanding than previous research on UAE retail stores.

To deeply analyse the impact of service quality, the study focuses on aspects related to satisfied or dissatisfied customers, such as brand loyalty, customers' repurchase intentions, and word of mouth. These factors serve as indirect sources to attract more attention from customers towards the retail stores for their regular purchases. While the literature review using the SERVQUAL model primarily concludes with analysing the customers' perceived gap, it often neglects to explore the impact organizations experience with satisfied or dissatisfied customers. Some studies only discuss one effect, such as Zahari, Yusoff, and Ismail (2008); Daniel and Berinyuy (2010); Moon (2013); Elmelegy, Ponnaiyan, and Alnajem (2017); Alketbi, Alshurideh, and Al-Kurdi (2020).

The image perceived by customers is crucial for a business's success, as a brand that cultivates a favourable perception in its target market is likely to endure over time (Felix, 2017). This emphasizes the importance of service quality for business survival in today's fiercely competitive industry, with significant attention within the service sector, where quality is considered a key component in customer retention strategies (Izogo, 2017). The study recognizes that a nice experience is essential for customers to feel good about a service proposal.

Positive customer experiences are foundational for business strength and survival, prompting this study to enhance its model with more active characteristics that incorporate individuals' experiences with the goods and services offered in semi-government retail stores, aspects not fully addressed by the SERVQUAL model.

To investigate how service quality and its implications impact interactions among the service providers and the buyer which alter their post-purchase perception of the same business, researchers have adapted the SERVQUAL model extension to better evaluate the concept (Ahmad, Ahmad, & Papastathopoulos, 2019; Kant & Jaiswal, 2017; Kaura et al., 2015). However, the SERVQUAL Model has come under criticism for significant shortcomings that restrict its capacity to understand the characteristics of service quality across a range of industries (Alzaydi et al., 2018; Farooq et al., 2018). In certain situations, additional modifications are required to consider aspects of service quality that are not included in the overall model.

The SERVQUAL model's limitations in measuring service quality across industries and cultural contexts draw attention to the need for more research to develop a framework appropriate for evaluating service quality regardless of these contexts. To meet the demand for high-quality service provision and enable businesses to enhance their products and services, the subject matter asks for the creation of a more dynamic model that takes seriously the diversity of enterprises and customers' perceptions. Scholars have already examined service quality in the context of the UAE using the SERVQUAL model, despite criticisms of the methodology (Jabnoun and Khalifa, 2005; Jabnoun et al., 2007; Salim et al., 2016; Elmelegy, Ponnaiyan, and Alnajem, 2017; Ahmad, Ahmad, & Papastathopoulos, 2018).

However, Salim et al. (2016) highlighted that the UAE retail sector, through a Gap assessment, employs a traditional style that overlooks customer perceptions and requirements in service delivery. Therefore, this study opts for a qualitative approach, accurately observing

customers' requirements through face-to-face interaction, revealing more about their concerns and desires from semi-government retail stores. The study also compares the operational capacity of stores by evaluating service delivery by staff, representing stores' performance. This aspect is extensively analysed from the customers' perspective, providing satisfaction whether shopping in-store or online. Moreover, the study incorporates multiple dimensions into the model, addressing criticisms of the SERVQUAL model.

5.2.1 Research Gap Analysis

The study conducted a comprehensive systematic analysis of the literature, serving as a guide for the researcher to gain theoretical insights into the subject matter and identify gaps that formed the basis for further research. These identified gaps underwent further analysis across multiple categories, contributing to a thorough overview of the literature under study. This approach aimed to enhance the understanding of the research problem.

5.2.1.1 Knowledge Gap

The researcher has highlighted several studies contributing to the body of knowledge on service quality provision. Nadiri and Turner (2009) delve into staff behaviour, shedding light on customer expectations and requirements. Diallo et al. (2018) explore cultural factors influencing service quality priorities in developing countries. Monica and Ramanaiah (2018) underscore the importance of technological advancements in the retail sector. Gopalan, Sreekumar, and Satpathy (2015) focus on tangibles and reliability in the retail sector. Paparoidamis, Tran, and Leonidou (2019) concentrate on employees' contributions to service quality. Hamming et al. (2019) assert that effective staff-customer interaction reduces the perceived gap in the retail sector.

Consistent with prior studies, the present research integrates multiple performance elements (functional, technical, and technological) that improve the practical approach in the retail industry. The purpose of this more comprehensive viewpoint on service quality analysis is to support stakeholders. The incorporation of technical and technological components in addition to functional performance aspects enhances the customer experience and has a substantial impact on the perception of service quality. The model is strengthened by these extra elements, which also provide it with dynamic and practical qualities.

Furthermore, the study highlights the relationship between customer happiness and perceived service quality, as well as how these factors influence repurchase intentions, brand

loyalty, and good word-of-mouth. Customers' entire experience is improved by this interconnection, which also reduces the perceived gap in service quality in the context of the UAE.

5.2.1.2 Evaluation Method Gap

Basfirinci and Mitra (2015) identified challenges in the SERVQUAL model, noting its limitations in dynamically evaluating various service industries. Kar (2016) criticized the model for overemphasizing functional quality and neglecting the influence of service outcomes on customer attitudes. Cheng and Wong (2017) emphasized the complex relationship between societal culture and customer interactions, a factor not adequately addressed by the model. Kant and Jaiswal (2017) argued that the model's limitation to five characteristics underestimates what constitutes perceived quality, restricting the assessment of actual service quality.

In contrast, the thematic analysis employed in this study spans two phases, offering an in-depth exploration of customers' experiences and perceptions of service quality. This approach enhances the research's reliability and validity. Although some general criticism has been reported, however, the study has evaluated some frameworks that lacked in providing an appropriate foundational basis to evaluate the service quality of the semi-government retail stores that facilitate the culturally diverse customer base in the UAE. The following table summarizes the criticism of the previous model discussed in Chapter 2 which induced the researcher to propose a more comprehensive framework to evaluate service quality.

Model	Criticism
SERVQUAL Model	Its excessive focus on customer service has resulted in a rejection for the connection between the product and the customer's mind set and perception (Baumann et al., 2017). It ignores the cultural variations among its customers that affect how well they perceive the quality of the services they receive (Aswad et al., 2019). The elements of customer expectations and perception analysis should take into consideration the shifting perspectives on the assessment of service quality (Phan, Thai, & Vu, 2021).
Fauzi Model	Jang and Moutinho (2019) discovered that intrinsic elements had a greater influence on consumer perception than extrinsic factors. Since service quality is not covered by the Fauzi model, it is essential for customer retention and the survival of businesses in a competitive market (Chai, Malhotra, & Alpert, 2015).
Wirtz Model	The researcher criticizes the model for neglecting the repercussions associated with unfavourable word of mouth. Potential customers are lost, and the brand's reputation suffers (Koc et al., 2017). The external failures including poor

	reviews and legal difficulties should also be focused with service quality implications (Dale & Plunkett, 2017; Zhang, Omran, & Cobanoglu, 2017).
Fuzzy Kano Model	The execution of the model is difficult in various sectors or regions due to its subjectivity and lack of empirical validation (Batwara et al., 2022). The model also lacked with questionnaire design, over-reliance on quantitative data, and customer preference ambiguity, all of which can result in incomplete data collection and biased results that reduce its efficacy (Lin et al., 2017).
SERFPERF Model	Subjective evaluations and consumer expectations are neglected by the model, which may result in bias and false perceptions (Chatterjee et al., 2022). While widely applied across numerous industries, its efficacy may vary depending on the service sector and cultural setting, restricting its generalizability and necessitating modifications for adaptation (Thanh et al., 2023).
Rust and Oliver Model	The EDP model assumes that customers have clear expectations for services, yet they are unsure of what to expect (Jiang & Yin, 2021). It disregards how quickly consumer notions change and how prior knowledge, marketing campaigns, and social media influence how expectations are formed (Shukla, Mishra, & Dwivedi, 2023). Because of individual interpretation variance, positive disconfirmation may not get as much attention as negative disconfirmation, and assessing expectations and perceived performance might be difficult (Elkhani & Bakri, 2012).
Retail Service Quality Scale	Because consumer perceptions vary, the Service Quality Questionnaire might not be relevant everywhere in retail formats and cultural contexts (Musasa & Tlapana, 2023). Its initial dimensions—which included reliability, interpersonal connections, and physical aspects—might not have included all the variables affecting consumer satisfaction in contemporary retail settings (Nagar, 2016).
Brady and Cronin Model	Their study does not address the conflict that they claimed exists between sub-dimensions and quality dimensions. While they do not explicitly calculate a dimension's score based on its value, they do imply that dimensions can be used as a substitution for service quality. Polyakova and Mohammad (2015) note that although the Brady-Cronin Model presents a novel method of evaluating quality, it is devoid of important conceptual issues.

5.2.1.3 Regional Research Gap

Jabnoun and Khalifa (2005) expanded the SERVQUAL model by incorporating values and images, focusing on retail banking service quality and the impact of diversification in employees' skills. However, this extension does not specifically address service quality in retail stores. Salim et al. (2016) examined service quality from a management perspective rather than the customers', emphasizing the gap in providing quality service in the retail industry.

Elmelegy, Ponnaiyan, and Alnajem (2017) utilized the SERVQUAL model to assess customers' perceptions of service quality in UAE hypermarkets, but their findings are inconsistent regarding retail stores. They concluded the significance of three dimensions of the

model (Reliability, Assurance, and Empathy), while the research did not support Tangibles and Responsiveness. Alketi, Alshurideh, and Al-Kurdi (2020) analysed service quality by examining the frequency of incidents that contribute to customers' experiences, linking customer satisfaction with retention and loyalty.

In contrast, this study has developed a conceptual framework extending the SERVQUAL model with components suitable for addressing challenges in providing improved service quality in semi-government retail stores in the UAE. It establishes a connection between customer satisfaction and brand loyalty, repurchase intentions, and word of mouth, emphasizing present actions that yield future outcomes tied to service quality improvement or vulnerability.

In the literature review I have critically analysed previous studies across diverse industries and regions, identifying gaps that contribute to proposing the research problem. These studies offer a comprehensive view, strengthening the effectiveness of this research in assessing service quality.

5.3 Experiential Knowledge and Exploratory Research

Previous research has highlighted the enhancement of customers' perception of service quality in the retail sector, emphasizing the positive impact on customer satisfaction and influencing repurchase decisions, brand loyalty, and positive word-of-mouth. To gain an overview of consumer perception of service quality within semi-government retail stores, retail management must adopt a dynamic and well-defined multi-level hierarchical model in their strategic planning.

This study aims to develop a model that incorporates elements currently observed and deemed essential by customers, creating a dynamic framework. The extended model introduced here encompasses additional dimensions for evaluating the performance of retail stores, contributing to customers' perceptions of service quality. This extension is based on the extensive analyses conducted in Chapter 4, which involved semi-structured interviews and focus group discussions.

Semi-structured interviews provided insights into customers' perceptions of service quality by evaluating multiple dimensions of performance. Simultaneously, focus group

discussions gathered extensive opinions on each dimension and its significance to customers, ultimately contributing to customer satisfaction. The table below summarizes customers' responses discussed in Chapter 4, revealing their experiences with selected semi-government retail stores during focus group discussions.

Table 5.0.1: Summary of Responses

Themes	Sub-themes	Satisfied Customer	Unsatisfied Customers
Performance	(C01) Functional	Customers valued the staff's contribution to enhancing their shopping experience, but they also expressed concerns about the range of products offered and the facilities.	Customers' bad experience with products takes a wrong turn when staff is rude and uncooperative.
	(C02) Technical	Convenient stores with quality products and reduced effort or time while shopping make their experience good. They also consider it a sociability aspect during their tough schedules.	Customers are irritated by more crowded stores and long billing lines. They consider these factors when making their next purchase.
	(C03) Technology and Tangibles	The offers of convenient delivery at the step satisfied the customers with busy lifestyles and comfortably receive the goods at home.	Late delivery and incorrect item alter their online shopping decision.
Perceived Service Quality		An organized place, attractive store, supportive environment, and friendly and helpful customer service are the elements that customers emphasize for service quality	Congestion, crowds, unfriendly environment are the keywords of unsatisfied customers that ruin their perception.

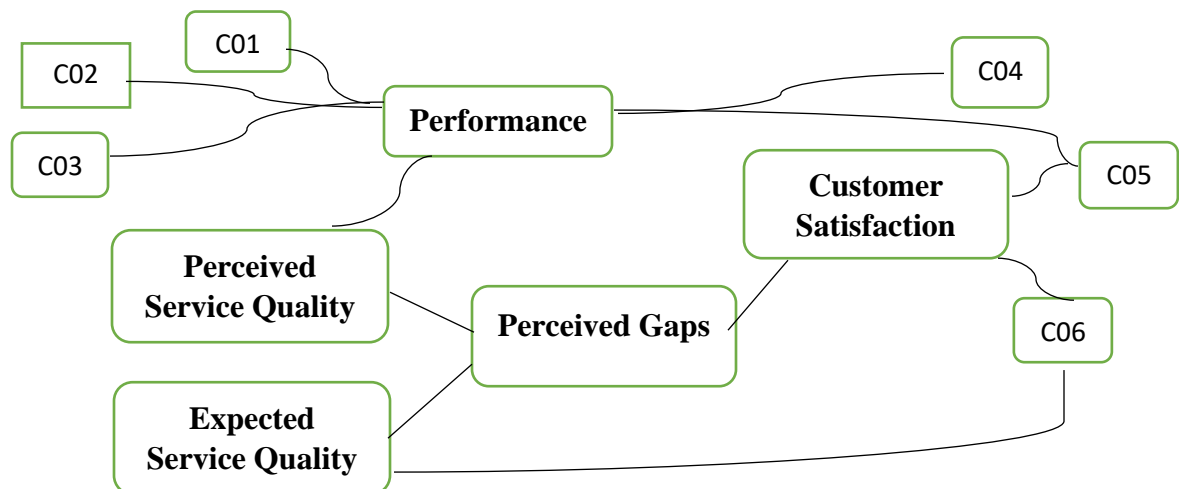
Expected Service Quality		A good place, quality of products, and the management and employees regarding the customer services.	
Perceived Gaps		Customers advised to make the service better	These customers have been more vocal in identifying the deficiencies; inappropriate facilities, low variety of products, wrong commitment, and inconvenience are the words evident in their responses.
Customer Satisfaction	(C04) Brand Loyalty	They prefer the place due to the quality of products and the environment stores offer.	They switch as per their need and discontinue buying products from these stores for which they have had bad experiences.
	(C05) Repurchase Intentions	The good experience and convenience they enjoyed at the stores made them decide to make purchases from them.	Some customers do not have other options nearby to purchase the products, although some plan to purchase certain goods from other stores.
	(C06) Word of Mouth	They recommend and share their experience with their neighbors and relatives and decide to choose the store for their regular household needs.	They also share their experience with the products and services with everybody that asks for stores' reviews.

Based on the valuable experiences shared by the participants throughout the research process, the researcher has constructed a thematic network representing the interconnected themes and sub-themes.

The Thematic Network in Figure 5.1 illustrates the interplay of performance delivery, carrying several implications. The quality performance of semi-government retail stores directly impacts perceived service quality, narrowing the gap between customers' expectations and actual service delivery, leading to increased customer satisfaction. Furthermore, the satisfaction of customers, their loyalty to the retail stores, and their repurchase decisions are contingent on the stores' performance, significantly influencing customer behaviour.

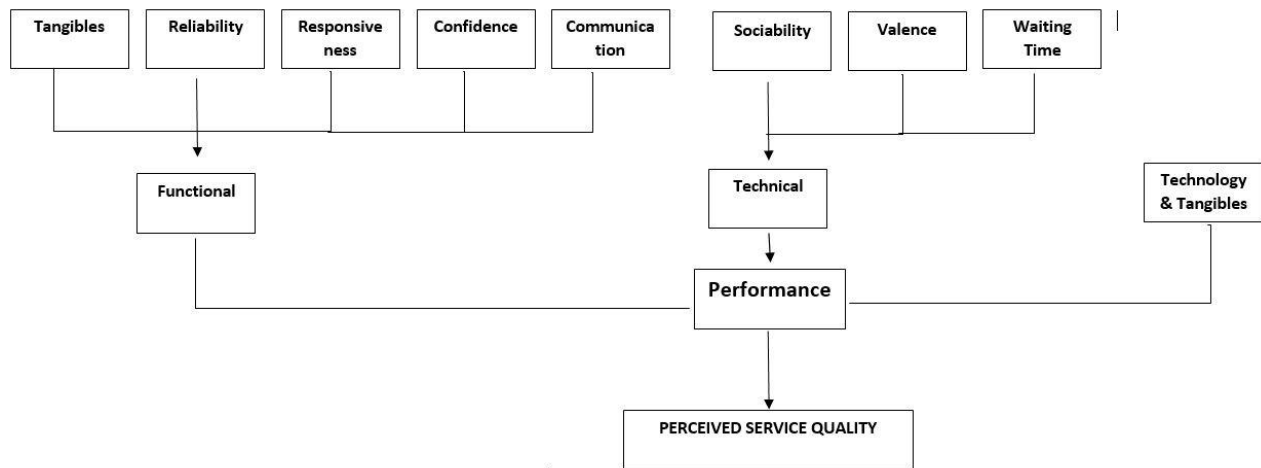
Conversely, customers' word-of-mouth interactions create expectations, implicitly affecting customer satisfaction by influencing the perceived gap in service quality. The interconnected nature of these themes underscores the intricate relationships shaping the overall customer experience in semi-government retail stores.

Figure 5.1: Thematic Network of Service Quality



The thematic division of the performance aspect is further illustrated in the figure below, highlighting each considered aspect that was thoroughly investigated in the analysis conducted in Chapter 4.

Figure 5.2: Sub-division of Performance Theme



Source: Author's illustration of performance and its sub-themes

The diagram above illustrates the primary theme of the study, shedding light on the sub-themes that contribute to the performance of semi-government retail stores in the UAE. The focus of this study is on the performance elements responsible for creating a positive or comparatively better perceived service quality in the eyes of customers. This emphasis aims to assist the retail sector in narrowing the perceived gap and ensuring customer satisfaction with the services provided.

The service-providing process in the retail sector involves the interplay between store employees and customer relationships, evolving through shopping experiences and the quality of the products offered. The multiple aspects of retail store performance are carefully assessed and integrated by customers, particularly concerning general retail items, including groceries, beverages, non-groceries, health, and personal care.

This study underscores service quality based on the functional and technical performance of two key factors. Functional performance encompasses five critical factors: tangibles, reliability, responsiveness, confidence, and interaction. Tangibles or physical facilities include the store's appearance, its surroundings, the variety and quality of products, and overall cleanliness. Employee performance in terms of responsiveness, communication, and confidence is also a crucial aspect that determines their roles as needed. Customers are more responsive and

attentive to tangibles when making daily non-grocery purchases. The literature supports and empirically substantiates the significant impact of tangibles, as argued by Ali and Raza (2017).

This study aims to develop a dynamic model that adapts to changing trends in customer perception by incorporating technical and technological aspects provided by semi-government retail stores. Technical performance highlights sociability, valence, and waiting time, influencing perceived service quality by enhancing interaction quality at the retail store. Respondents validated the positive impact of employee assistance on the shopping experience and sociability, improving their perception of these retail stores.

Analysis revealed that instances where respondents did not receive the promised product quality during consumption led to dissatisfaction, significantly impacting other dimensions and affecting both customers and the store's future reputation. Valence, driven by the wide variety of products offered by semi-government retail stores to address diverse customer needs, plays a pivotal role. The necessity for repeated visits emphasizes the importance of waiting time—the duration customers must wait before being served—in influencing their decisions to select a particular store.

Customers' responses indicated that an uncontrolled flow of customers can disrupt the discussed facilities, a sentiment supported by existing literature. Consequently, technical performance may function as an implicit variable contributing to dissatisfaction.

This research underscores the critical importance of focusing on the performance aspect to shape customer perception of service quality. The practical implications and utilization of technology further influence this aspect, with real benefits derived by customers. The modern integration of technology, particularly through online services, is crucial in delivering tangible benefits, providing convenience, and enhancing the delivery of goods and services in the current era.

The phenomena identified in this study find support in the literature, highlighting how technological advancements facilitate users in sharing their experiences with various services and goods through technology-driven marketing and social engagement (Moliner et al., 2007). Negative experiences tend to prompt individuals to warn others, and companies' websites and

online platforms simplify the sharing of customer expressions and experiences (Boadi et al., 2019).

Retail establishments' management recognizes the crucial focus on the perception of service quality, influenced by technology use and the tangible benefits derived by customers. Therefore, this theme is prominently incorporated in the study, emphasizing its impact on customer perception of service quality.

In the retail sector, the desired service and product quality a customer expects is termed expected service quality. While literature emphasizes the role of functional performance in the semi-government retail sector of the United Arab Emirates, the in-depth analysis through focus group discussions reveals the equal importance placed on technical and technological sub-themes. Customers value stores that prioritize both their time and money, considering the similarity in physical facilities offered by different retail stores.

The primary focus of this study is on the performance theme, shaping customers' perception of service quality. It aims to enhance the provision of service quality and desirable products, ultimately reducing the gap in service quality and elevating customer satisfaction. Customer satisfaction, reflected in their emotional states and thoughts related to store experiences, relies on feelings as the medium for transferring thoughts and reflecting on experiences.

5.4 Framework for Assessing Consumer's Perception of Service Quality for Semi-Government Retail Sector in UAE

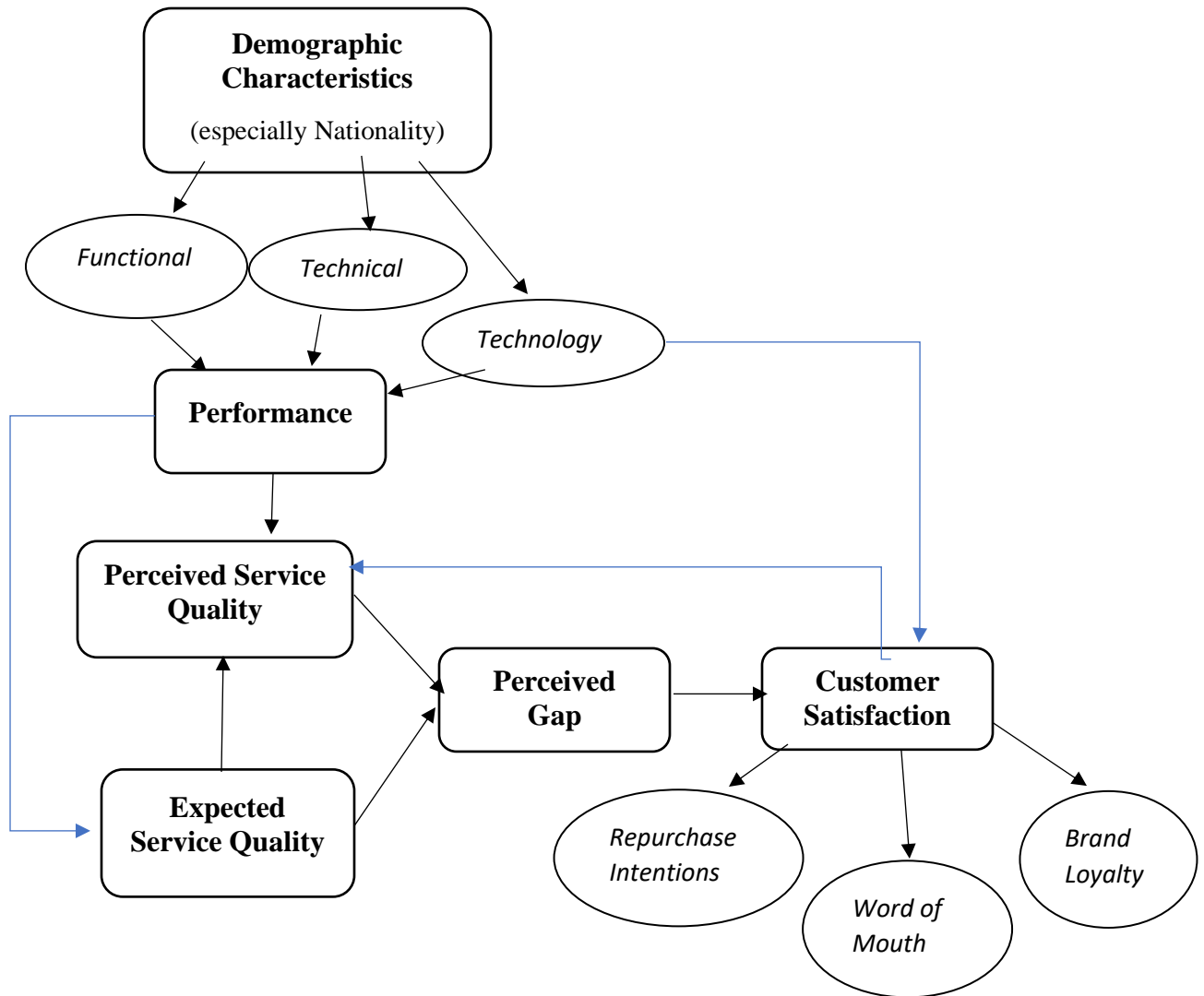
Through extensive analysis of customer responses gathered from semi-structured interviews and focus group discussions, a framework has been developed. This framework delineates diverse performance components contributing to customers' perceptions of service quality, specifically tailored for the semi-government retail sector. The aim is to provide guidance to retail management in the UAE, aiding them in strategic planning decisions to enhance service quality and meet customer needs.

Taking a broad perspective of customers, the study amplifies the sub-theme to analyse how performance factors influence perceived service quality. The framework emphasizes the

significance of customer satisfaction, illustrating its various connections with behavioural intentions and decisions such as brand loyalty, repurchase intentions, and word of mouth. These components play a crucial role in shaping customers' perceptions, developed through their experiences or interactions with peers.

The analysis of customer responses also underscores the impact of interactions with other potential customers, considering that retail stores provide essential products regularly. Customers' choices of retail stores are optimized when management successfully reduces the perceived service quality gap, not only retaining current customers but also attracting new potential customers to the neighbourhood. The framework serves as a valuable tool for retail management in making informed decisions to improve service quality and enhance customer satisfaction in the competitive retail sector.

Figure 5.3: Conceptual Framework



Source: Conceptual framework that develops customers' perception of service quality for the semi- government retail sector of UAE

As depicted in the diagram above, the entire discussion in Chapter 4 has led to the development of a framework for perceiving service quality in the case of the semi-government retail sector. If retail management systematically engages with the conceptual framework and the insights developed in Chapter 4, it establishes the interconnections among major themes, including Performance, Perceived Service, Expected Service, Perceived Gap, and Customer Satisfaction.

Through a comprehensive analysis of customer responses presented in the focus group discussion in Chapter 4, it has been discerned that perceived service quality is a function of performance, as evidenced by the sub-themes of functional and technical performance. The framework also incorporates the technological aspect, considering the rapidly evolving trend of online shopping. Customers, according to the analysis, are particularly attentive to the time spent in retail stores, emphasizing the importance of tangibles and responsiveness within functional performance. Valence and waiting time emerge as crucial sub-themes within technical performance, reflecting customers' concerns about how retail stores value their time and money. The study further highlights the improvement of performance through online services, indicating that customers seek convenience and quick service. It is evident that customers utilize technology to save time and express satisfaction when doing so.

Customer satisfaction is achieved when the service provider minimizes the perceived gap. This study identifies that customers' perceptions and expectations contribute to the development of perceived gaps, and the smaller the gap, the higher the customer satisfaction. Customer satisfaction is a crucial priority, as it is linked to various factors that contribute to the success of service providers. Both the study and literature emphasize that brand loyalty, word-of-mouth, and the decision to repurchase are interconnected with satisfied or dissatisfied customers. Customer decisions are often based on past experiences (Anwar and Gulzar, 2011). The research demonstrates that a satisfied consumer tends to remain loyal to a brand, making subsequent purchases from the same brand, benefiting both the individual and the business by retaining customers, as supported in existing literature (Awan and Rehman, 2014).

Repurchase intentions are directly associated with customer satisfaction, meaning that the more satisfied a customer is, the higher their intentions to make future purchases, aligning with previous research findings (Ariffin et al., 2016). Thus, the clear interconnection between these themes indicates that satisfied customers are inclined to form repurchase intentions to consistently enjoy a positive experience.

A more thorough analysis of the replies given in Chapter 4 for this project showed that satisfied consumers are more inclined to recommend a business, whereas unsatisfied consumers would spread negative recommendations through spreading word of mouth. Anwar and Gulzar (2011) validated the link between satisfied customers and favourable word-of-mouth. The

research also emphasizes how common it is for consumers to share their experiences with friends, family, neighbours, and acquaintances, which affects how they view retail establishments and helps them make preferences for particular stores. The construction of potential customers' perceptions and expectations of stores is greatly influenced by word of mouth. A major factor in influencing current customers' awareness and decision-making during the purchasing process is the experiences they have shared.

5.5 Aligning Perceived and Expected Service Quality with the Conceptual Framework: The Role of Technology

The relationship between customer satisfaction, expected service quality, and perceived service quality is examined in this section. It emphasizes in particular how important technology is in influencing service quality dimension across national borders. Technology has the power to enhance or detract from the customer's experience in assistance. Digital tools utilized in-store, internet platforms, and mobile apps are a few examples. The following section addresses how different cultural backgrounds and technology limitations impact the mismatch between the expected and perceived quality of services, ensuring that these elements align with the conceptual framework.

5.5.1 Perceived and Expected Service Quality: Definitions and Context

- **Perceived Service Quality** is the customers' evaluation of service delivery. It is based on the interaction with the service provider and is influenced by technology when it is utilized (e.g., through online booking systems, digital advertisements, or mobile applications). The degree to which technology satisfies the customer needs—such as offering personalized recommendations or real-time information—varies in how well services are perceived. For instance, certain nationalities could value digital technologies more than others to make shopping more efficient, while others might anticipate greater interaction between people (Chen & Cheng, 2023).
- **Expected Service Quality** is the thoughtfulness of the customers before using a service, quality refers to the expectations customers have, which are shaped by marketing messages, previous experiences, and cultural norms. The expectations of various customer groups differ greatly based on their nationality. For example,

Western respondents demand efficient digital solutions, whereas African respondents expect more customized service that is focused on the needs of people (Cleveland, Papadopoulos, & Laroche, 2021).

In this particular situation, technology influences not just how customers perceive the quality of the services, but also how they set expectations for them. Overall satisfaction can be affected by how well or poorly technology is used. Examples of this include smartphone apps that offer pre-purchase options or customized incentives.

5.5.2 The Gap Between Perceived and Expected Service Quality: Technology as a Mediator

The key to comprehending consumer satisfaction is recognizing the discrepancy between expected and perceived service quality. The SERVQUAL model states that customers are satisfied when the perceived service quality, which is increasingly influenced by technology elements, meets or surpasses their expectations. Nonetheless, discontent arises when technology fails to live up to client expectations. As an illustration,

- Western respondents typically anticipate greater degrees of digital integration, such as streamlined online purchasing or customized digital marketing. Better perceived service quality ratings are likely to result in better levels of satisfaction if the technology solutions are effective and live up to these expectations.
- African respondents, on the other hand, would anticipate less reliance on digital tools and more individualized service contacts. Technology may widen the gap between expected and perceived service quality, which could lead to dissatisfaction if it takes the place of interpersonal engagement or is viewed as impersonal.

Therefore, technology plays a critical role in either extending or narrowing this divide. The way that technology mediates the relationship between expected and perceived service quality needs to be taken into account in the conceptual framework, particularly in light of the cultural differences that affect how people from different countries interact with technology.

5.5.3 Addressing the Gap in the Conceptual Framework

The following elements should be included to improve the conceptual framework and more accurately depict the relationship between perceived and expected service quality—especially in a service environment that is driven by technology:

5.5.3.1 Differing Cultural and Contextual Expectations for Technology

The existing paradigm has some important shortcomings, one of them being its inadequate attention to how technology shapes expectations and perceptions among various cultural groups. Depending on their cultural upbringing, different nationalities have different expectations when it comes to technology:

- Technology is easier to use for Western respondents which gains high levels of efficiency like automated services and instant availability. The inclusion of technology reduces the perceived gap in service quality which leads to the satisfaction of customers.
- The high degree of usefulness and reliability in consumer experiences of technology, South Asian respondents may reflect that they have a more modest appreciation of technology by giving priority to its useful and reliable services instead of highly advanced technological features. This demonstrates the need to establish service interactions compatible with a variety of levels of technical familiarity and preference. This framework allows service providers to implement better technical support.
- Expected Service Quality can be altered by differences in demographics such as age, nationality, and cultural background which are also related to the technological expectations of the customers.
- For some consumer groups, like respondents from the West, technology plays a significant role in shaping views; nevertheless, for other customer groups, like respondents from Africa, the perceived overuse of technology may exacerbate the gap between the quality of services received and what is expected. The ideal framework should show how technology is an adaptable factor that influences how services are perceived by culturally diverse customers.

By accounting for these cultural and technological differences, the framework can more properly reflect the diversity of customer expectations and perceptions across national boundaries.

5.5.3.2 Service Customization Through Technology

The study's outcomes highlighted one limitation: specific nationalities, especially those who want personalized assistance, do not receive technological customization. African respondents, for instance, expressed dissatisfaction with the perceived lack of personalization, which may

have been mitigated by offering more culturally appropriate digital tools, such as customized advertising or app-based real-time customer support.

- To overcome this concern, the framework should recognize the role that technology serves in offering personalized products and services, particularly in the context of driven by data adaptation. Digital solutions that incorporate demographic data (e.g., age, purchasing history, and country) allow service providers to provide more person-oriented promotions, product recommendations, and pre-buy alternatives.
- The customization guarantees that the technology satisfies the unique needs and cultural preferences of each customer group, it can help reduce the gap between perceived and expected service quality.

Technology's role in meeting or falling short of expectations is one that technology's incorporation as a personalization tool assures the framework takes into account.

5.5.4 Linking Perceived and Expected Service Quality to Satisfaction: The Role of Technology

Customer satisfaction is viewed as the result of the alignment between perceived and desired service quality in the current conceptual framework. But to properly incorporate technology's function, this link needs to be clarified in greater detail:

- **Technology as a Driver of Satisfaction:** A customer's level of satisfaction is influenced by both the quality of the service they received and the degree to which the technology employed met their expectations. For instance, mobile apps that offer personalized discounts, pre-purchase alternatives, or real-time information might have a good impact on overall happiness and perceived service quality, especially for respondents from Western and Emirati countries who place high importance on technology.
- **Visual Representation in the Framework:** A pathway illustrating how technology affects customer happiness and perceived service quality should be included in the conceptual framework to represent these interactions. To illustrate how technology either extends or narrows the gap between expectations and perceptions, an arrow may be added. Customer satisfaction rises when technology meets or surpasses their expectations (e.g., effective online shopping systems); discontent arises when technology falls short (e.g., confusing user interfaces or a lack of personalization).

5.5.5 The Practical Role of Technology in Addressing Limitations

There are important practical ramifications for addressing limitations in how technology affects perceived and expected service quality:

- Service providers must adapt technology to accommodate various nationalities' needs. Service providers can provide more individualized digital experiences that better meet the needs of particular groups by leveraging information about customers. Pre-purchase options, customized discounts, and easier-to-use online booking platforms, for instance, can increase customer satisfaction for tech-savvy consumers, but better customer support could work better for groups that need more customization.
- The technology needs to be adaptable enough to satisfy those on opposite sides of the spectrum: those who desire more personalized services, and polite human interactions and others who value high-tech, efficient services. By reducing the disparity in service quality for various consumer segments, this flexibility will raise overall customer satisfaction.

The study emphasizes the significance of customizing technology to accommodate cultural and personal preferences by recognizing technology's dual role in delivering services and influencing expectations through its integration as a fundamental element of the framework.

5.6 Summary

Through a comprehensive analysis of customers' responses, it is evident that perceived service quality is a product of various performance elements, as observed through sub-themes such as functional and technical performance. This study goes further to incorporate technology and tangibility, aligning with the evolving trend of online shopping, a phenomenon supported by existing literature. The distinction between perceived and expected service quality reveals the existence of a gap, and it is established that a positive customer experience correlates with a narrower gap and heightened satisfaction. Furthermore, this study asserts that heightened customer satisfaction leads to increased brand loyalty, positive word-of-mouth promotion, and a greater likelihood of repurchase, and vice versa.

The constructed framework for the retail sector underscores the multifaceted nature of performance elements, thereby enhancing customers' perceived service quality while minimizing the gap between their expected and perceived service levels. Increased customer satisfaction is

fostered by this improvement in service quality, which has a favourable impact on consumers' perceptions. In turn, satisfied consumers show more brand loyalty, intend to make more purchases, and actively spread good word of mouth, all of which affect how other customers perceive and expect the stores' service delivery. On the other hand, dissatisfied consumers are much more inclined to complain about their bad experiences, avoid making another purchase, and even turn off potential customers by spreading negative word of mouth. Retail management needs to give different performance criteria more priority to enhance customers' experiences with retail stores in the UAE.

Furthermore, the conceptual framework requires that the vital role that technology plays be taken into consideration when integrating customer satisfaction, expected service quality, and perceived service quality. The degree to which technology can meet or exceed user expectations—which vary according to their nationality—has a direct impact on consumer satisfaction and brand loyalty. When limitations in the way, technology is incorporated into the service experience and cultural expectations are addressed, the framework becomes more inclusive and more accurate in depicting the complexity of service delivery in the world. By providing useful strategies for enhancing customer satisfaction via technology-enabled service customization, these insights ensure that the framework aligns with the study's findings.

Chapter 6: Conclusion and Recommendations

6.1 Introduction

Following the previous chapters that serve as a comprehensive synthesis of the study's findings, this chapter of the study explains the implications of the results gathered from quantitative and qualitative analysis for theoretical advancements, practical applications, and management considerations. The study highlights its achievements through evaluating the contribution of the findings in the theoretical foundation, practical implication, and drafting policies, but it additionally draws out its limitations and suggests directions for future investigation, especially in the area of improving service quality principles for service providers that deal with the customers of different nationalities. The study emphasizes how crucial it is to provide prompt assistance in the retail stores, customer complaints, and respond to customers' concerns and the complication of utilizing services is to alter their perception toward service quality.

This study focuses on improving service quality in the UAE's semi-government retail sector by analysing customer perceptions of the service quality components. The study employs the mixed-method approach that uses interviews and focus group discussions with customers for data collection for establishments to uncover key themes and interrelationships among those elements for the assessment of the service quality. The first stage of analysis conducted chi-square test to empirically evaluate the significance of the findings estimated through using the categorical data variable to uncover the differences in the customers' perceptions of the different nationalities with their responses.

Secondly, the thematic analysis is used to uncover key themes and highlight the interrelationships among elements of the service quality. The study offers valuable insights beyond traditional research approaches that utilizes the individual method of evaluation instead of employing the mixed method approach underlying the constructivist paradigm that can provide more comprehensive and dynamic practical recommendations for the retail industry and enhancing understanding of service quality within the UAE's semi-government retail sector. The findings serve as a foundation for future studies to further enrich the discourse on service quality improvement and customer satisfaction in this specific domain.

6.2 Evaluation of Key Findings Concerning Literature

Dubai, a celebrated tourist destination in the United Arab Emirates, significantly influences the retail landscape. Projections indicate that retail sales in Dubai surpassed 74 billion US dollars in 2021, with an anticipated surge to approximately 114 billion US dollars by 2026. The retail industry's critical role in the development of any country, especially the UAE, highlighted the need for more specific studies to improve the results by guiding the performance attributes of retail establishments. In the UAE's competitive and unique business environment, maintaining market value and improving service quality elements are extremely important.

The study's primary goal is to examine customers' perceptions of utilizing the services from the semi-government retail establishments in the UAE to shed light on the elements of service quality that alter the perceived service quality gaps in customers' experiences. Employing semi-structured interviews with the customers possesses the inclusion criteria; this study establishes the foundation for a strategy framework. The study's framework developed for the retail sector provides a useful tool for other industries that assist the service providers, which makes it easier and gives them more ability to provide their customers with a more personalized set of services through both physical and online means.

This study aims to make a valuable contribution to the ongoing enhancement of Dubai's retail industry, given its significant influence on economic growth and prosperity. Improvements in the service quality provided by semi-government retail establishments promote customer satisfaction and brand loyalty, guiding service providers to achieve performance and financial objectives. The retail industry can be maintained by relevance and continuous expansion for the retail sector, this study utilizes a mixed-method approach that navigates the UAE's competitive dynamics.

Service quality assessment is essential to satisfy customers of the semi-government retail stores and remain competitive in the retail industry. Customers' perceptions of a brand, product, or service are greatly influenced by their experiences. Alzoubi et al. (2020) investigated how matching business offers to customer perceptions can increase customer loyalty and foster long-term business success. Service providers must be more aware of customers' perceptions and

dynamics when creating strategies and operational plans to improve customer satisfaction. Personalized customer service can improve overall satisfaction, build loyalty, and improve the relationship between customers and service providers by incorporating a more comprehensive model for assessing service quality. The results of Gong and Yi's (2018) study are consistent with the current study, which also demonstrated that customer satisfaction is positively impacted by service quality, which increases customer satisfaction and loyalty. Service quality also directly influences customer happiness, and the impact of service quality on customer pleasure is further boosted by consumer income through customer satisfaction. Employee happiness is deemed equally vital, if not more so, for a company's success. Customers' perceptions of the level of service during contact significantly influence their future purchasing decisions (Sharma & Klein, 2020).

Understanding the factors influencing customer perception and recognizing the pivotal role of customer perception in business growth and success is critical. This research investigates the influence of perceived and expected service quality on customer satisfaction in the UAE. Customer satisfaction, a longstanding and widely utilized concept in marketing literature, pertains to a customer's overall intention and impression of a product or service based on their consumption or user experience (Rahaman et al., 2020). The importance of consumers' impressions of quality in affecting repurchase choices and word-of-mouth referrals, the study delves into previous research, establishes a theoretical framework, and investigates the SERVQUAL framework.

The study underscores the substantial relationship between service quality, consumer behaviour, and attitude toward an organization. A positive client opinion that the organization can deliver on its promises leads to customer satisfaction and fosters a positive attitude towards the organization. To effectively compete in a landscape of increased competition and quality-conscious customers, merchants must prioritize service quality dimensions and leverage them to gain a competitive edge. The industry necessitates a heightened emphasis on user feedback utilizing the SERVQUAL model and the integration of adjustments in service delivery.

The study by Pakurár et al. (2019) investigated service quality characteristics in Jordanian banks and their impact on customer satisfaction, utilizing a modified SERVQUAL model by identifying four subscales: assurance, dependability, access, employee competencies,

responsiveness, empathy, and the financial component. These identified characteristics are crucial considerations for future studies aiming to enhance consumer satisfaction and promote long-term development in the banking sector. However, the evolving focus of the service providers of the semi-government retail sector in the UAE examines consumer perceptions of service quality differentiated by their cultural backgrounds. This research critically assessed the service quality and analyzed customers' perceptions to develop a framework reflecting the perceived gap between actual services and consumer expectations. This research addresses concerns about the service quality of the semi-government retail sector. It assists them in meeting consumer expectations by utilizing the available resources of the service providers.

The current study is also consistent with Zhong and Moon's (2020) investigation that highlighted the critical role of customer satisfaction, as it contributes to repurchase intentions and ensures increased revenues for the business. This study further focused on various elements of service quality, including functional and technical performance, perceived service quality, expected service quality, perceived gaps, customer satisfaction, customers' feelings, technology and tangibles, brand loyalty, future advantages, word of mouth, and repurchase intentions that improved the conceptual framework from existing SERVQUAL models presented in Chapter 2. Moreover, this study has recognized the influence of cultural differences on customer perception, which assists in understanding consumer demands and preferences and mitigates the risks of losing customers. The dynamic nature of technology and the growing use of social media prompt the inclusion of mobile applications in the model. The study is conducted at three semi-government retail outlets in the UAE: Zoom, ADNOC Oasis, and Emirates Cooperative Society.

The study by Marcos et al. (2022) highlighted the importance of customer loyalty and word-of-mouth (WOM), providing consistent outcomes. This research found that customers were satisfied with business facilities, such as promotional discounts and offers, personnel responsiveness, and extended wait times. Although there were suggestions for improvements in staff behaviour, responsiveness, quality of goods, and selection overall, the perceived quality of the services was favourable. However, the study had some limitations that influenced the service quality and added to the bad experiences of the customers, which are employees' training, irresponsible attitude toward customers' concerns, and decreased stock to fulfil customers' preferences.

The study by Liu and Atuahene-Gima (2018) highlighted the significant impact of technology-driven services on customer satisfaction levels, particularly online purchasing using mobile apps. It emphasizes the role of personnel help and assistance in product selection to foster customer satisfaction. Positive shopping experiences and the convenience of technological-driven services reduce wait times and positively influence consumer experiences. At the same time, loyalty is driven by trust, affordable pricing, and the quality of products customers utilize. They have also evaluated word-of-mouth and identified its role in shaping customer satisfaction, with satisfied customers sharing positive experiences and contributing to a positive brand image. Dissatisfied customers influence others' purchasing decisions and customers' own repurchase decisions.

The focus group discussion illuminated significant themes about customers' purchasing experiences in semi-government retail stores. The emphasis on functional and technical performance, perceived and expected service quality, technology, customer satisfaction, brand loyalty, and word of mouth highlighted the multifaceted nature of customer interactions and preferences within the retail environment. These insights can serve as a foundation for retail establishments to refine their strategies and enhance the overall customer experience.

Customer satisfaction emerges as a pivotal factor for the success of semi-government retail businesses, as revealed in a focus group discussion with consumers. Several elements collectively shape consumer happiness, including service quality, sentiments, brand loyalty, future advantages, word of mouth, and repurchase intentions. Customers' perception of service quality, encompassing tangibles, dependability, responsiveness, confidence, and communication, significantly influences their satisfaction. Positive interactions with personnel and the fulfilment of product quality contribute to a favourable opinion of service quality. However, factors such as waiting time and crowded stores can diminish satisfaction.

The study underscores the importance of technology and online services in retail, highlighting the necessity for convenience and improved delivery of goods and services. The incorporation of Internet platforms is identified as a critical strategy to surpass customer expectations and enhance satisfaction. Positive emotions are linked to heightened contentment, while negative sentiments are associated with decreased satisfaction.

The focus group discussion reinforces that satisfied customers are more likely to remain loyal to a product or service, actively promote it to others, and revisit the same merchant. Consequently, customer happiness plays a pivotal role in the performance of semi-government retail businesses. Merchants can secure customer retention, attract new clientele, and preserve market share by prioritizing service quality, meeting customer requirements and expectations, and fostering enjoyable experiences.

6.3 Contribution to Theory

The research's findings are radical due to the development of a sophisticated knowledge of how cultural variations and technological usage affect customer perceptions of service quality in a multicultural retail setting. The semi-government retail sector in the UAE and other sectors potential to gain much from these results in terms of both policy formation and practical applicability. I express great satisfaction in the way this research provides insightful information that is both highly practical and extensively academic, bridging the gap between theoretical frameworks and practical applicability of service delivery. Through validating existing models, contextualizing theory in a specific sector, identifying improvement strategies and bridging the knowledge gap by enhancing theoretical implications.

6.3.1 Improving Understanding of Customer Perception

The study explores customer perceptions of service quality within the semi-government retail sector in the UAE, focusing on elements that influence these perceptions, including tangibility, reliability, and responsiveness. This investigation contributes valuable insights that can aid, both academics and practitioners in developing more sophisticated theories and models pertaining to customer perception and its impact on the evaluation of service quality. As highlighted by Alketbi et al. (2020), customer satisfaction plays a crucial role in fostering loyalty and cultivating a positive brand image. Customers consistently seek services that align precisely with their requirements and preferences, and those who receive services that meet or exceed their expectations are more likely to experience satisfaction.

6.3.2 Validating and Extending Current Theories and Frameworks

With a concentration on the SERVQUAL framework, which evaluates the differences between the perceived service quality of customers which belongs to different

nationalities and their respective criteria for customer satisfaction, the study aims to validate and expand on the theoretical models and frameworks of service quality currently used. The constructivist paradigm with mixed method analysis approach strengthen the study's findings by increasing its validity. This study emphasizes how important tangibility, dependability, and responsiveness are in influencing customer satisfaction and perceptions depending on their cultural differences. Customer satisfaction is a critical component of service quality and customers' perception is consistent with the study by Akram et al. (2022). The study highlights the necessity for managers and service providers to improve their dependability and reliability by incorporating more personalized services to the customers as per their perception of service quality to improve their experience with service providers. It further offers helpful information for creating models based on trust differences in customers' perception as well as useful suggestions for raising the service quality by considering their differences in cultural backgrounds and acceptance of technological advancements.

This study includes several aspects of service quality by incorporating the additional dimensions both tangible and intangible, with cultural differences in customers and exposure them to technological advancement in retail stores of semi-government, in contrast to the SERVQUAL model, which Basfirinci and Mitra (2015) found difficult and inadequate for measuring service quality across different business sectors. on the other hand, Monica and Ramanaiah (2018) emphasized how important technological improvements are to the retail industry and how they improve customer service but failed to provide the element to assess service quality. Given the SERVQUAL model's five dimensions' limitations, Kant and Jaiswal (2017) recommend adding more dimensions to the model in order to more accurately represent consumers' views of service quality.

The goal of this dynamic method employed in the current study offer a more thorough model for evaluating retail service quality by assessing the differences in cultural backgrounds' impact on the customers' perceptions, incorporating the technological aspects of the service in the assessment model. The study recognizes the necessity of combining different aspects of service quality considered by customers of different nationalities to produce a more dynamic model for assessing service quality in the retail context of the UAE.

6.3.3 Contextualizing Theory in the Semi-Government Retail Sector of the UAE

The United Arab Emirates (UAE) places a high priority on accomplishing the Sustainable Development Goals (SDGs) with the development and sustainability of the corporate landscape in the region. These goals cover a wide array of sectors and aspects such as guaranteeing access to renewable energy and resources, offering sufficient and reasonably priced food, encouraging top-notch education and healthcare, promoting long-term economic growth, preserving healthy environmental systems, and improving resource efficiency. This particular corporate environment attracts people from around the globe comprising different nationalities, it is necessary to modify and refine current theories to better represent the complexities of service quality assessment in the context of semi-government retail where customers of different nationalities assess the service quality with their perceptions.

The goal of the current research is to improve the effectiveness of service quality by providing theoretical knowledge and insights into customers' perceptions. Specifically, the research has focused on the customers' perception of the different nationalities and how their differences influence the service quality assessment in the region. The study aims to improve customer satisfaction in this era of advanced technology by highlighting the vital role measures that should be taken by the service providers to enhance the convenience, improving the technical performance, and incorporating personalized servicing of the service providers by promoting personalizing discounts, and mobile applications. In keeping with the sustainable development goals, the goal of this research is to produce insightful information that will not only advance knowledge of service quality in academia but also help improve service delivery in the semi-government retail sector (Uzir et al., 2021).

6.3.4 Identifying Techniques for Service Quality Improvement

In order to improve service quality in the semi-government retail sector, this study has examined important theoretical insights. The research uncovers important elements of service quality where service providers may concentrate on enhancing service delivery such as incorporating personalized services for the customer groups, and providing more reliable and convenient online services to improve the customer satisfaction through examining consumer perceptions and expectations. Nguyen and Nagase's (2019) investigation is consistent with the current study that evaluated the relationship between customer satisfaction, perceived service

quality, and Total Quality Management (TQM), this study emphasizes how crucial it is to give TQM practices and perceived service quality top priority to improve customer satisfaction and service providers' reputation.

Through the use of a strategic framework developed in this study, service providers may identify and address the different demands and preferences of their customers depending on their nationalities by implementing improved practices in their operations. Strong customer engagement encourage brand loyalty, which helps the semi-government retail sector accomplish its financial goals and obtain a competitive edge in the marketplace.

Researchers took a comprehensive examination of a number of crucial themes and codes, such as customers' satisfaction, tangibles, technology improvements, performance-related components, and perceived and expected service quality through the lens of customers' perception. Semi-government retail businesses have to provide careful consideration to each of these components since they have a substantial impact on how customers of different nationalities perceive the service quality, which impacts the important elements for the business achievements like brand loyalty, repurchase intentions, and word-of-mouth. Retail stores may prosper in the dynamic and multicultural retail business, improve customer satisfaction, and brand loyalty, and establish effective competitive strategies by giving priority to these components of assessing service quality.

6.4 Contributions to Practice and Policy

This research provides insightful information that is both highly practical and extensively academic, bridging the gap between theoretical frameworks and the practical applicability of service delivery which emphasizes the significance of cultural variety in establishing service delivery strategies is among its most satisfying features. According to the study, there are national differences in customer expectations and perceptions of service quality. Additionally, customized service approaches can greatly increase client happiness and loyalty. This is especially true in the UAE, where a highly diverse populace interacts with semi-government retail establishments that strive to meet a broad spectrum of consumer demands. The application of the findings of this study closes the gap between theory and practice in the retail sector.

6.4.1 Contributions to Practice

Service providers working in culturally diverse environments may find many key findings that would be useful when applying this research to real-world situations or from a practical approach. By investigating how different cultural groups perceive service quality, service providers may enhance the satisfaction of their customers, foster brand loyalty, and eventually boost their competitive advantage to achieve their financial goals.

- **Customizing Service Delivery to Fulfil Cultural Expectations:** By focusing on personalized service delivery, this research significantly advances practical applications. According to the data collected, customers from different nationalities have varying expectations for service interactions, particularly with regard to the balance between technology and interaction between people for personalized services. As an illustration, it is found that customers from the West and the UAE usually prefer technology-driven service solutions that are easy to use and efficient, including mobile apps and online platforms. Conversely, human connection and customized service are highly valued by African customers as well as other demographics, who give more importance to empathy, responsiveness, and cultural awareness through utilizing services from service providers.

To meet the diverse expectations and improve customer satisfaction in the UAE context, the service provider ensures flexible and feasible service delivery. In addition, service providers can guarantee that their staff members receive training on how to provide culturally aware and compassionate customer service to their diverse customer base, and they can leverage technology to give more personalized services like personalized promotional offers, pre-purchase options, and real-time notifications. Customers in the UAE have high expectations for service quality, and since semi-government organizations are seen as offering premium services, that combination of technology and personalized engagement of service providers is essential.

- **Leveraging Technology for Personalized Experiences:** A major practical contribution of this research is its focus on how technology influences consumers' perceptions of service quality. The report highlights how crucial it is for service providers to employ cutting-edge technical solutions that offer customized experiences for their customers as per their demands. Customer satisfaction can be significantly raised via mobile apps that

allow users to pre-order products, access exclusive offers, or receive personalized suggestions based on past purchases. These proposed solutions would make things more convenient, but they also give consumers a sense of personalized service, which is crucial for encouraging brand loyalty, and positive word of mouth.

The study's findings that technology may effectively bridge the gap between perceived and expected service quality—especially for customers who belong to diverse cultural backgrounds—delighted the researcher for its accomplishment that values the perception of all customers despite their nationalities. The current study leveraging data analytics and consumer insights which facilitates the service providers to offer personalized services that cater to the unique interests of each customer. By performing the operational procedures as per recommendation, the perceived gaps in service can be reduced and the general customer experience can be raised which satisfies them.

- **Enhancing Cultural Sensitivity in Staff Training:** According to the findings achieved from the customers' perceptions, staff training is crucial to ensuring that employees who deal with customers have the expertise to handle the diverse expectations of their customers have difference in culture. Service providers may have a prominent impact on the retail sector evident through the investigation. Employees with cultural sensitivity training can engage with customers from varied backgrounds more effectively by helping them how cultural expectations and preferences may affect their perception of service quality.
- To assist staff members in understanding the nuances of body language, communication styles, and expectations for service interactions with people from other nationalities, training programs should be developed. Serving a more culturally diverse staff can help service providers reduce the number of misunderstandings brought on by cultural differences in addition to improving the satisfaction of the customers which dominates their perceived service quality.

Using the contributions to practice and how this research may be applied to meaningfully and practically enhance service delivery provide me with a strong sense of success. This research is insightful in explaining cultural adaptation and technological integration which is beneficial in service delivery and equips service providers with the tools that are needed to maximize customer

satisfaction and brand loyalty in the highly competitive marketplace of the UAE. The contribution of this research is limited to academics but has real-world implications that might provide considerable improvements in service quality with the inclusion of technology and customers' perceptions that are proposed in the framework for assessing service quality.

6.4.2 Contributions to Policy

When analysing the findings of this research, technology advancement, and service quality requirements have practical impacts on service providers in addition to significant policy implications. The results of this study emphasized the technological advancements and cultural differences impact on service quality which might significantly affect the implications for service providers. It can also be utilized by policymakers to develop frameworks that facilitate more inclusive and better service delivery in the UAE and other multicultural regions in improving service quality, customers' satisfaction, and providing prosperous business outcomes.

- **Creating Inclusive Service Quality Standards:** The finding of this research gives directions to develop inclusive service quality standards that consider the multicultural customer base while providing services. This research assists the policymakers in creating regulations that encourage service providers to offer culturally competent services which improves customer satisfaction and brand loyalty which is crucial to be competitive in the UAE. The recommendations from this study could be developed in association with service providers to ensure that customers of semi-government organizations play a significant role in fulfilling the demands of culturally diverse customers.

The service quality needs to be assessed with the strategies considering different customers' perceptions depending on customer satisfaction with service quality standards. Rules should also promote the use of data analytics to track customer preferences and make real-time adjustments to service offers in order to ensure that services are always in line with customer expectations which reduces the perceived service quality gap. This will encourage the retail sector to adopt a customer-centric culture in which service providers are held accountable for delivering high-quality and culturally relevant services.

- **Promoting Inclusive Digital Transformation:** As the UAE promotes for the use of technology in all of its service sectors, the study emphasizes how important it is to make sure that digital platforms are accessible and inclusive to all consumer groups in the retail

sector. Policymakers should design frameworks that encourage the employment of technology-driven solutions in order to meet the diverse demands of different nationalities as per their acceptance criteria. To achieve this, it would be essential to promote the development of user-friendly digital platforms, like smartphone apps and online stores, that can be adjusted to the different needs of customers with ease and promote its consumption which improves the customers' satisfaction.

Policies could also be introduced that encourage service providers to invest in technology that raise consumer satisfaction levels through personalization of service delivery. By offering financial or legal incentives to service providers to deliver personalized digital experiences that align with customers' preferences, policymakers can foster innovation in the digital sector with higher adaptability that significantly improves the retail sector's outcomes.

Considering the possible policy contributions, I am quite pleased with how this research could direct the development of inclusive service rules that prioritize consumers and their satisfaction over the financial objectives of the business. The study's findings might influence national frameworks for service quality, allowing service providers to more effectively cater to the needs of different culturally diverse customers. The contributions are important not only for the UAE but also for other countries or regions facing challenges with improving service quality provision to its multicultural customer base.

6.5 Revisiting the Research Objectives

This study evolved around the research objectives established in Chapter 1, which also shaped the way the research questions were developed and the data was analysed. I review at each goal another time in this section to assess if it was met and to consider the contributions made to addressing the research problem.

1. **Objective 1: To conduct a comprehensive review of existing literature to understand the critical performance characteristics that influence customers' store selection, and to investigate the most important factors that shape their perceptions of service quality in different industries, with a focus on the UAE retail sector.**
 - **Achieved:** By carefully reviewing the body of research on customer expectations, store criteria for selection, and service quality, this goal was entirely achieved. The

SERVQUAL dimensions—reliability, responsiveness, tangibility, assurance, and empathy—and their impact on customers' perceptions of service quality across a range of industries were clearly understood through the literature review. The evaluation also examined the particular opportunities and difficulties faced by service providers functioning in a multicultural setting, with a focus on the retail industry in the UAE. In addition to filling in gaps in the body of existing literature, this review ensured that the research was firmly based on known theoretical frameworks, which prepared the stage for the empirical investigation.

2. **Objective 2: To gain insight into how customers perceive service quality in semi-government retail stores through qualitative analysis of interviews conducted in the UAE.**
 - **Achieved:** Through the qualitative analysis of consumer interviews, the respondents belonged to various nationalities which assisted the researcher in accomplishing this objective. The differences in the perceptions of service quality among consumers were significant due to different cultural backgrounds of customers of semi-government retail stores were identified by the thematic analysis. The evidence of respondents from South Asian and African countries underlined the importance of personalized compassionate service encounters, whereas respondents from the West and the UAE indicated their strong preference for technology-driven services. The interviews yielded significant insights into how various nationalities assess the semi-government retail sector in the UAE in terms of responsiveness, assurance, and empathy, among other elements of service quality. The research provides the comprehension of how cultural differences influence perceptions of service quality demonstrated with the help of qualitative analysis and guided the creation of service strategies in achieving this objective.
3. **Objective 3: To contribute to the conception of service quality for the UAE's semi-government retail sector through qualitative analysis and the literature review.**
 - **Achieved:** The research examined the semi-government retail stores' service quality in the UAE, it provides a more nuanced understanding of service quality. Through the integration of insights from the literature study and findings from the qualitative interviews, the research produced a conceptual framework emphasizing the significance of technological integration, personalization, and cultural differences in providing high-

quality service in the region. The qualitative analysis can better describe the gap in literature of service quality for culturally different customers in the retail environments but provides useful advice in the UAE context. the service quality conceptual comprehension this research has created is essential for service providers to balance between technological advancements and culturally appropriate measures to satisfy the customers' expectations of a huge customer base.

4. **Objective 4: To assist the retail sector in the UAE by developing a strategic assessment framework to identify contributors to perceived gaps in service quality, helping service providers avoid performance decline.**

- Achieved: The current study has achieved its objective by effectively generating a strategic evaluation framework that illustrates the primary drivers of perceived gaps in service quality. The framework emphasizes that service providers should focus their efforts on certain areas, like personnel training, cultural adaptation, and the use of technology to improve customers' experience with the stores. It further assists the service providers in evaluating the current service delivery strategies, identifying areas for improvement, and ensuring their customers are satisfied. It also helps to mitigate the risks associated with service gaps, for instance, service providers' performance degradation, and increases the satisfaction of customers, brand loyalty, and repurchase intention in a competitive business environment. The framework is suitable to be practically implemented in the retail sectors of the UAE, particularly, semi-government retail stores by guiding the service providers to achieve performance and financial objectives.

6.6 Reflection on the Effectiveness of the Research Methodology

The prior section has discussed the research objectives which were effectively addressed by the methodology approach used in this study, comprised of the employment of Chi-squared tests for quantitative validation and thematic analysis for qualitative data. In the semi-government retail sector of the UAE, the mixed-methods approach applied to gain a through grasp of the customers' perception and how differences in cultures and technology impact the customers' perceptions regarding service quality.

- **Chi-Squared Tests:** The first phase comprised of the Chi-squared tests for quantitative analysis allowed the study to determine whether the differences in the data are significant or insignificant with their differences in perceived the service quality due to various nationalities. This data analysis approach is essential to ensure statistical precision in the current research through interpreting the empirical findings. for cultural differences impact the service quality. These findings from using the chi-square tests confirmed the validity of the qualitative findings and ensured that the cultural differences were highlighted in the semi-structured interviews and Focus group discussion through empirical evidence.
- **Thematic Analysis:** A thorough examination of the qualitative information gathered from consumer interviews was made possible by thematic analysis. This approach proved highly effective in identifying significant challenges including cultural norms, preferred methods of service delivery, and how technology shapes consumer experiences. The study was able to capture the details of the customer perceptions which might have been neglected by strictly quantitative methods due to the flexibility of theme analysis. Thematic analysis also made it easier to discover new themes that were not initially expected, such the value of customization for particular customers and the inclination toward digital solutions, among other things.

6.6.1 Effectiveness of the Mixed-Methods Approach

The study offered a thorough examination of the research problem by using a combination qualitative depth with quantitative validation through mixed method approach. The approach ensured the process of triangulating both qualitative and quantitative data by improving the findings' reliability and robustness to provide comprehensive and strong conclusions.

- **Advantages of the Mixed-approaches Approach:** The qualitative and quantitative methods were integrated with the process that capture both the customers' subjective experiences and the empirical data needed to correlate those experiences. In an environment where multicultural customers are the retail customers base that increases the complexity for the service providers to assess the service quality with customers' perception therefore, it was needed the quantitative analysis was to verify the significance of qualitative insights into the customers' perceptions variations due to cultural differences and technological adaptation.

- Limitations: The mixed-methods approach has a few limitations besides its many benefits for research. the Chi-squared tests were effective in evaluating categorical data, they were not sensitive to other variables in the study that can also influence consumers' perceptions of a brand, such as age, gender, or socioeconomic status. Whereas the thematic analysis, for instance, can provide valuable insights into customers' perception but is subjected to the underlying subjectivity of qualitative data analysis. The reflexivity and frequent comparison techniques were employed in this research which is important to acknowledge that personal perception played a significant role in the service quality assessment which is the prior objective of the study. Furthermore, future research that utilizes the current study's approach in the service quality assessment might employ a more sophisticated statistical techniques, such as multivariate regression for expanding the subject matter through incorporating more elements to service quality.

6.7 Recommendation

The current study highlighted the necessity for semi-government retail businesses in the UAE to prioritize the ongoing development of the retail sector by using diverse methodologies to improve service quality to achieve business performance and financial objectives. A few recommendations drawn from the findings of this study suggested improving the service quality provided by the service provider in the multicultural retail setting of the UAE.

- The research advised taking consistent consumer feedback, considering employee training initiatives, technological advancements and its implications through providing support, and strong quality control frameworks are essential for ongoing improvement.
- the service providers should ensure precise product delivery, and online retailers should strengthen their supply chain management and technology infrastructure to avoid bad experiences for the customers. The online services of the service providers should also arrange the assistance to support the customers who have difficulty in managing online purchases.
- Training initiatives for staff members should be taken for ensuring personalized service optimization that can raise business output and lower attrition which saves the financial loss for the service provider.

- Customer satisfaction and brand loyalty can also be increased with clear and accessible communication channels for customers, such as in-store feedback systems, email addresses, social media platforms, and dedicated customer care lines.
- Consistent monitoring of consumer feedback, reviews, and grievances fosters their confidence over the service providers and demonstrates a dedication to meeting customer needs. Similarly, the inclusive strategies to cater the cultural differences in customers further improves the customers' experience.
- Personalized service experiences can be fostered by using Customer Relationship Management (CRM) systems and streamlining service operations through audits that put customers on priority.
- The technological adaptation for the regular services, such as online appointment booking systems, self-service devices, and mobile applications, optimizes service access for customers who have limited time to physically visit the stores and enhances their perception of service quality.
- The proposed framework of this research assists the service providers to discover the weak or neglected areas of their service delivery that need quality improvements by comprehending customers' expectations and perceptions of service quality.
- To achieve a strong brand image and sustainable business operation with improved long-lasting customer relationships, the service providers can proactively understand the dynamic of customers' perceptions.

With these all-encompassing approaches recommended by utilizing the results from this study, businesses in the semi-government retail sector have the opportunity to not only meet but also outperform customers' expectations, resulting in long-term success and growth in the market which is constantly evolving. This research has optimized the resources by employing a mixed method to determine the best practices and service quality standards for the retail sector, however, more research and cooperation between researchers and industry practitioners can improve service quality in the other spectrum as well.

6.8 Limitations

This study is not without its limitations, primarily stemming from a relatively small sample size of twenty interviews and constrained resources. To enhance the study's robustness and applicability, it is recommended to expand the sample size and employ diverse data-gathering approaches, such as incorporating focus groups and integrating secondary data from a broader spectrum of hotels. Adopting a mixed-methods approach that combines both qualitative and quantitative methodologies could provide a more comprehensive and nuanced understanding of customer satisfaction perceptions and retention dynamics in the UAE's semi-government retail sector.

- The study has employed a small sample size due to limited resources and time frame to submit the research work have limited the study's applicability. It is recommended to expand the sample size and the demographic characteristics of the subjects to estimate the more generalized outcomes from the study. Additionally, by employing various options of data collection may gather more rich data that provides a comprehensive outcomes for estimating service quality.
- The methodology used in the current study is a mixed-methods approach which combine qualitative and quantitative methodologies provides a more comprehensive understanding of customer satisfaction, perceptions, and retention dynamics for service provider. However, the multivariate analysis can advance the results with a more robust and reliable application of service quality.
- The study uses established models like the SERVQUAL framework while expanding the elements to examine customer perceptions of service quality more precisely for the UAE's semi-government retail sector, however, the customers' dynamic might differ in other regions which require more flexible elements in framework to assess service quality in all regions in the world.
- The cross-sectional design of the study could impact the robustness of conclusions, however, the longitudinal design might change the correlation between the elements of service quality and the impact on customers' perception, satisfaction, and customers' experiences with service providers.

- The longitudinal data design also broadens the scope of the study by encompassing various sectors of the market, different market structures, and cultural contexts.
- The customers' perceptions of service quality exhibited a direct influence with customer satisfaction, and brand loyalty, however, indicating that customers' perceptions differ due to cultural and technological approaches view service quality as a dynamic predictor of satisfaction that varies with the cultural contexts.
- The study's limitation restricted the researcher to focus on a limited geographical scope that may caution when extrapolating its relevance to diverse geographical areas or industrial sectors other than retail sectors.
- The study has not accounted for the external factors and contextual distinctions, such as economic conditions, the competitive landscape, and technological innovations, that should also have an impact on the customers' perception of service quality when customers evaluated the service providers, must be considered while examining the phenomena.

This study has served a few advised through contributing its valuable findings for the service quality improvements is a competent step towards evaluating customers' perceptions of service quality in the semi-government retail sector of the multicultural environment of the UAE, however, the study is not free from any limitation discussed above. Despite these limitations, the research added commendable contextual investigation to provide a more comprehensive view of the dynamics of service quality could improve the robustness of future service quality practices and assists significantly to the research in this field.

6.9 Implications

For many stakeholders, the study's findings about customer perceptions of service quality in the semi-government retail sector of the UAE have significant implications for improving their service quality. It is crucial for the service provider to understand that providing high-quality services is essential to boost customer satisfaction and increase brand loyalty. By understanding this phenomenon, organizations can compete by proactively improving their service quality by employing customers' perception knowledge provided by this research. The service providers could attain the objective of improving customer satisfaction and brand loyalty

by investing in technological advancements and assistance for the customers, optimizing operational practices, and enhancing employee training.

- The elements of service quality with a strong positive correlation are identified as tangibles, responsiveness, certainty, empathy, and dependability in the current study using the foundation of the SERVQUAL framework for examining the relationship between customer satisfaction and service quality assessment. Retail businesses that are semi-government can get insights to obtain a competitive advantage by emphasizing service quality with reference to customers' perceptions while providing outstanding consumer experiences that align with their expectations based on the distinctive cultural perspectives and technological adoption. The proposed framework assists service providers to make their market position stronger comparatively with more good word-of-mouth, and enhanced brand loyalty are by employing this strategic approach.
- • The study results emphasized that the two essential elements of customers' perceptions are brand loyalty and customer satisfaction with the service quality. through fostering customer engagement and brand loyalty by inducing employees training requires a thorough understanding of customers' preferences and expectations from the service providers. The service providers can secure their market position by ensuring the customers' repurchase intentions through developing consumer trust in them, promoting brand loyalty, and participation of stakeholders. The information gathered through this thorough research analysis recommends businesses to create long-term consumer engagement strategies, like personalized products and services, loyalty schemes, and efficient pathways of connect regularly with their customers.
- The formulation of regulations and policies also influenced by the customers' perceptions. The legislators carefully consider the customers behaviour while developing policies, therefore, understanding their perception is crucial. The customers have certain expectations about reliable assistance for the service while making purchases. The results of the study can direct the creation or modification of laws and rules pertaining to the semi-government retail industry which assists the policymakers to comprehend the customers perceptions in the this multicultural region. customer perception and expectations allows policymakers to make sure that regulations preserve a high-quality of services while protecting their interests.

- The study's findings may promote further research and knowledge development in this field by assisting the stakeholders. Despite the future scope in this area of research, the current study's outcomes can improve our comprehension of customer perception and service quality in the multicultural environment of the semi-government retail sector in the UAE. To gain a deeper understanding of retail customer behaviour with the existing service quality and its assessment methods, policymakers might use diverse data approaches to investigate additional aspects influencing consumer perception, experience, and customers' satisfaction for the retail sector, and other sectors of the market.
- The study supports the service providers' initiatives of employee training and development programs in semi-government retail businesses that might be directed by addressing particular research-highlighted areas where service quality may be deficient in attaining good customers' experience. These efforts of the service providers can result in better service delivery, and an overall improvement in service quality perceived by the customers.

These above-mentioned implications have highlighted the significance of the current study in considering customers' perceptions while formulating strategies and operational practices for service providers, and making regulations for customers and businesses for the retail industry. By developing a strong market presence by matching the activities of the business to the expectations of their customers they can improve service quality, customer loyalty, and customers' satisfaction.

6.10 Future Research Directions

A number of limitations that may affect how broadly applicable the study's conclusions are already acknowledged. The results may not be applicable to a larger segment of the industry due to the small sample size and unique demographic characteristics of the chosen semi-government retail stores in the UAE multicultural setting. The study would provide directions to the future studies that could benefit from using a larger data set with more varied samples collection techniques, implementing a longitudinal approach to record changes over time which helps in anticipating customers' perceptions with evolving market. The contextual factors employed in this study that could affect customer perceptions to overcome the visible limitations for this study. The study further suggested to employ a more thorough literature

analysis which could improve the comprehensiveness of the findings with expanding its applicability, however, the existing SERVQUAL models and the current proposed method of assessing service quality provide insightful information in this region. The study

- For further research, it is suggested to employ a comparative analysis that could reveal sector-specific elements influencing service quality and uncover unique challenges or opportunities within the different sectors of the market.
- The studies employ a longitudinal research design, can track the changes in customer expectations and perceptions with time and evolving market structure, it further provides valuable insights into the dynamic nature of consumer perception.
- Another captivating direction is to investigate how service quality perceptions are affected by digital interactions, mobile applications, online customer support and assistance, and website usability. Using the viewpoint of the employee may result in a more thorough comprehension of the dynamics of service quality in the retail industry, including semi-government stores.
- Future research can also employ cross-cultural research that can compare perspectives among various cultural groups in other areas of the world with the UAE looking at how customers from other countries perceive certain services to understand more about how cultural influences affect consumer perceptions in countries with lesser or more cultural differences.
- Future studies might give more directions to understand the technological innovations and their impacts on shaping the customers' perceptions of service quality service quality such as chatbots, virtual reality, and artificial intelligence, the study recommends investigating these areas. the studies with examining customer participation and co-creation would be more cooperative in developing new models.

Scholars can enhance their comprehension of consumers' perceptions of service quality in the retail sector of the UAE, including semi-government retail stores by exploring these suggested research areas for future investigations. These recommendations for research scope will eventually be helpful in the creation of successful frameworks and strategic actions that are aimed at enhancing customer satisfaction by improving service quality.

6.11 Summary

The study's objectives, major conclusions, and applicability of the employed technique have all been covered in this chapter. The semi-government retail industry in the UAE witnessed the successful accomplishment of all four goals, providing important insights into how technological advancements and cultural diversity affect customer perceptions of service quality. Important ramifications for practice and policy arise from research. The development of a strategic evaluation framework, which facilitates the identification and resolution of perceived deficiencies in service quality, particularly with regard to technological integration, cultural adaptation, and customized service delivery, is one of the useful contributions. Service providers can gain practical insights into enhancing customer satisfaction, loyalty, and competitive advantage in a very diversified and dynamic market by utilizing this paradigm.

This concluding remark places particular emphasis on incorporating components into the framework to assess service quality, thereby enhancing the efficacy of assessing the performance of retail stores with a broader perspective. This dynamism sets it apart from the SERVQUAL model, which, in comparison, provides limited dimensions for evaluating service quality. Furthermore, the conclusion draws attention to the identified limitations of this research, recognizing potential impacts on the generalizability of its findings and the proposed conceptual framework.

The results of this study can be used to inform the establishment of inclusive service quality standards that take into account the diverse customer base of the UAE. With the use of these data, policymakers can develop frameworks that support consumer heterogeneity and incentivize service providers to provide culturally competent services. In addition, the report highlights the significance of inclusive digital transformation and provides suggestions for guaranteeing that technology-driven products are useful and within reach of all customer segments. Moreover, this study's mixed-methods strategy, which provided both qualitative depth and quantitative validation, proved to be a highly effective means of addressing the complexity of the research challenge. Future studies in this area will have an established basis attributable to the triangulation of findings, which guarantees the conclusions reached are robust and reliable.

The research has significantly advanced our knowledge of service quality in multicultural settings, especially in the semi-government retail sector of the United Arab Emirates. To enhance service quality, customer satisfaction, and loyalty in a variety of dynamic markets, policymakers and service providers can benefit greatly from the study's conclusions. The study provides a strong basis for investigating how culture and technology shape customer experiences, and it also opens the door for further research on the subject of service quality in multicultural contexts.

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APPENDIX

RESEARCH CONSENT FORM (INFORMED CONSENT)

Please complete this form after you have read the Information Sheet and/or listened to an explanation about the research.

Title of Study: Investigating Customers' Perception Towards the Service Quality In The UAE's Semi-Government Retail Sector

Name and email of the Researcher (student): Hamad Al-Hammadi (email)

Thank you for considering taking part in this research. The interview responses that are anonymized are safely preserved and kept private. For questions or concerns, contact the researcher. Through an investigation of consumer perceptions, this study aims to support retail service providers in identifying and controlling the service quality. The knowledge gathered from this research will aid in raising consumer satisfaction and service quality. Participants will be given a copy of this Consent Form to keep and refer to at any time.

I confirm that I understand that by ticking each box below I am consenting to this element of the study. I understand that I will be ineligible for the study if I do not give the consent to any of the parts below.

Question	Statements	Tick Box
1.	I confirm I am an adult and that I meet the inclusion criteria.	
2.	I understand what is being asked of me, what is going to happen to the results of the study, and I am aware of who I should contact if I wish to complain.	
3.	I understand that my participation is completely anonymous given that no personal identifiers are being collected.	
4.	I understand that my participation in this study is voluntary, that I am free to withdraw at any time without giving a reason, and that I am free to not answer questions I do not want to.	

R01

Participant ID (e.g. 001)

Hamad Al-Hammadi

Researcher

July 13,2022

Date

July 13,2022

Date

Questions for Semi-Structured Interview

Dimensions	Questions	Authors
Functional Performance	1. Have the stores contained modern-looking pieces of equipment and building outlooks? 2. Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)? 3. Is it easier for customers to find the desired goods in one place? 4. Do you get any promotional offers from the store? 5. When stores promise to do something by a certain time, do they do so? 6. Do the stores perform the service right the first time? 7. Do the employees make information easily obtainable by all the customers? 8. Do employees give prompt service to your query? 9. Do you think employees are willing to assist their customers? 10. Do you agree that the behaviour of employees in stores instills confidence in customers? 11. Do the employees at the store has the knowledge to answer my questions and do they respond with courtesy? 12. Do you feel safe in your transactions with employees in the stores? 13. Do you feel that employees in stores are too busy to respond to customers' requests? 14. Do the employees attentively listen to the issues and resolve them immediately?	Naik, Gantasala, &Prabhakar (2010); Yun, Jung, & Choo (2015); Gauri et al. (2017)
Technical Performance	15. Do you feel that employees treated their customers in a valued way as regular customers? 16. How do you feel about your visit to the store? 17. Do you get the goods of your need from the store? 18. Do the employees are helpful in reducing the time in search of desired products? 19. Do you feel that time spent on the billing counter is reasonable?	Ali et al. (2016)
Perceived Service Quality	20. Are you satisfied with the physical facilities and services the store offer? 21. In what areas the store is lacking?	Yun, Jung, & Choo (2015)
Expected Service Quality	22. What are the features you have desired to be in the store?	Yun, Jung, & Choo (2015)
Perceived Gap	23. Do the store has met your expectations related to the services and range of the products they offer?	Yun, Jung, & Choo (2015)
Feelings	24. How do you feel about your visit to the store? 25. How do you feel about the purchases?	Mary et al. (2023)
Technology and Tangibility	26. Do the store offer online services as well? 27. Do the online purchases satisfy the quality criteria?	Mary et al. (2023)
Customer Satisfaction	28. Do you satisfied with the assistance provided by the employees?	Beneke et al. (2012)

	29. What do you feel about the decision regarding the selection of store? 30. Are you satisfied with the services provided by the store?	
Brand Loyalty	31. Do you trust the store to provide quality products? 32. Do you intend to make further purchases from the same store?	Shpëtim (2012)
Future Benefits	33. Do you see any gains in purchasing from this store? 34. Do the store facilitates its regular customers?	Chatzoglou et al. (2022)
Word of Mouth	35. Would you recommend the store to your friends and family?	Susilowati & Yasri (2022)
Repurchase Intention	36. Would you like to visit the store in the future?	Chatzoglou et al. (2022)

Questions for Focus Group Discussion

Dimensions	Questions	Authors
Functional Performance	<ol style="list-style-type: none"> 1. Do you agree that the store has modern equipment and building interiors? 2. What equipment do you feel needs to be updated? 3. Are you satisfied with the physical facilities available at the store? 4. Are you satisfied with the stores' cleanliness, and convenient physical facilities (restrooms, fitting rooms)? 5. Are they also visually attractive and appealing to the customers? 6. What more facilities would you recommend? 7. How easy it is to find the products in the store? 8. Do store outlay something that brings ease to finding any products? 	Naik, Gantasala, &Prabhakar (2010); Yun, Jung, & Choo (2015); Gauri et al. (2017)
Technical Performance	<ol style="list-style-type: none"> 9. Do you get any promotional offers from the store? 10. How often store offers discounts and promotional gifts on the purchases? 11. What is your experience, when stores promise to do something by a certain time, they made their words? 12. How satisfied are you with stores performing their service right the first time? 13. Do employees give prompt service to queries? 14. How much satisfied are you with the knowledge given by the employees? 15. Do you ever feel employees in stores are too busy to respond query? 16. How useful is the knowledge provided by the employees for your purchasing decision? 17. Have you ever faced any issues with the product purchased? 	Ali et al. (2016); Gauri et al. (2017)

	18. How satisfied are you with the exchange and return policy of the store? 19. How helpful were employees at the stores regarding customers' issues? 20. Do the employees of these stores are able to handle customer complaints directly and immediately? 21. How much time do you spend at store? 22. How do you think that staff assistance is helpful in saving time? 23. Does the billing counter take most of your time? 24. Do you think there are other options that the store uses that save customers valuable time? 25. What is your experience with the store?	
Perceived Service Quality	26. What is your experience with the store? 27. Are you satisfied with the range of products they offer? 28. Are you satisfied with the services they offer? 29. Would you like to suggest the area where the store needs concentration?	Yun, Jung, & Choo (2015)
Expected Service Quality	30. Do you always get the products you are supposed to buy? 31. Did someone help you while shopping? 32. How well did the staff understand your needs?	Yun, Jung, & Choo (2015)
Perceived Gap	33. Are you satisfied with the physical facilities? 34. Are you satisfied with the services the store offer? 35. Do the employees are helpful and polite? 36. Do they assist you quickly regarding your requirements and issues? 37. In what areas the store is lacking? 38. What are the features you have desired to be in the store?	Yun, Jung, & Choo (2015)
Feelings	39. How do feel about your visit to the store? 40. How do you feel about the products you have purchased? 41. How satisfied are you with the staff around the store? 42. Do you find yourself comfortable while shopping? 43. Do you feel anxious when you think of visiting the store?	Mary et al. (2023)
Technology and Tangibility	44. Does the store also run its online store? 45. How convenient is the online store for your purchases? 46. Do you find their online services reliable? 47. What kind of issues do you face with their delivery services?	Mary et al. (2023)

	48.	How responsive these stores are to their online customers?	
Customer Satisfaction	49.	How do you feel about the store and its services?	Beneke et al. (2012)
	50.	How do you feel about your visit to the store?	
	51.	How do you feel about the purchases?	
	52.	Do you get the products you are supposed to buy?	
	53.	Are you satisfied with the quality of the product you have received?	
	54.	Are you satisfied with the quality of service you get?	
Brand Loyalty	55.	How long have you been purchasing from this store?	Shpëtim (2012)
	56.	Do you further increase your purchases for the future?	
	57.	Do you trust the store to provide quality products?	
Future Benefits	58.	How long have you been purchasing from this store?	Chatzoglou et al. (2022)
	59.	Do you further increase your purchases for the future?	
	60.	Do you trust the store to provide quality products?	
Word of Mouth	61.	What do you like the most about your shopping experience?	Susilowati & Yasri (2022)
	62.	What do you like the most about the store?	
	63.	Would you recommend the store to your friends and family?	
Repurchase Intention	64.	Would you like to visit the store in the future?	Chatzoglou et al. (2022)
	65.	How likely you are to repeat your visit to the store?	

Semi-structured Interview Responses

Participant Code: R01

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's outlook is quite modern with state-of-the-art equipment and a well-designed facade that reflects contemporary tastes."
 - **Keywords Used:** Modern, Outlook
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The cleanliness of the restrooms and the attractiveness of the fitting rooms enhance the shopping experience significantly."
 - **Keywords Used:** Clean, Attractive, Convenient
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Finding a range of products conveniently located in one place makes shopping hassle-free and efficient."
 - **Keywords Used:** Range of Products, Convenient

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The promotional offers are always appealing, making it enticing to return frequently to see what's new."
 - **Keywords Used:** Promotional Offers

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The reliability of services, like restocking or special orders, is always upheld, which builds trust."
 - **Keywords Used:** Reliability
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are usually performed correctly the first time, avoiding any inconvenience for me as a customer."

- **Keywords Used:** Service, Right the First Time, Inconvenience
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is readily available, and employees are always helpful, ensuring that queries are quickly addressed."
 - **Keywords Used:** Information, Easily Obtainable, Helpful

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "The promptness of the service whenever I have a query is commendable and instills confidence in their operational efficiency."
 - **Keywords Used:** Prompt Service, Confidence
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Employees demonstrate a willing and helpful attitude, which makes the shopping experience much more pleasant."
 - **Keywords Used:** Willing, Helpful
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
- **Response:** "Absolutely, the professional behaviour and competence of the staff instill a great deal of confidence in their service."
 - **Keywords Used:** Behaviour, Confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
- **Response:** "The staff are knowledgeable and always respond with courtesy, addressing my concerns with accurate information."
 - **Keywords Used:** Knowledge, Courtesy
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "I feel completely safe during transactions, thanks to the secure handling and transparency at the store."
 - **Keywords Used:** Safe, Transactions
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "There are times when the staff seem busy, yet they manage to respond to customer requests without significant delays."

- **Keywords Used:** Busy, Respond

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Staff attentiveness to issues is notable, and they strive to resolve matters immediately, which enhances trust."
- **Keywords Used:** Attentively Listen, Resolve Immediately

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "The employees always treat me as a valued customer, often recognizing my preferences and making my visits enjoyable."
- **Keywords Used:** Valued, Regular Customers

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit leaves me feeling happy and satisfied due to the positive interactions and the good quality of service provided."
- **Keywords Used:** Happy, Good Quality

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I consistently find the goods I need, which are always of good quality and stocked as promised."
- **Keywords Used:** Good Quality, Consistently Find

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "The employees are helpful in quickly guiding me to the products I need, which reduces the overall duration of my shopping trips."
- **Keywords Used:** Helpful, Reducing Time, Duration

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The waiting time at the billing counter is always reasonable, even on busy days, which makes the checkout process smooth."
- **Keywords Used:** Reasonable, Waiting Time

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical facilities are always organized and attractive, providing a supportive environment for shopping."

- **Keywords Used:** Organized, Attractive, Supportive Environment

21. **Question:** In what areas is the store lacking?

- **Response:** "While generally excellent, the store could improve the availability and variety of specialty items, which are sometimes limited."
- **Keywords Used:** Improve, Availability, Variety

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I desire a more expansive layout with additional checkout options to manage crowd better during peak hours."
- **Keywords Used:** Layout, Manage Crowd

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "Most of my expectations are met, but I sometimes find the product range a bit limited in certain categories."
- **Keywords Used:** Expectations, Limited

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel content and at ease whenever I visit the store, thanks to the friendly service and the comfortable shopping environment."
- **Keywords Used:** Content, At Ease

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel good about my purchases; they always meet my expectations for quality and value."
- **Keywords Used:** Feel Good, Meet Expectations

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, their online services are convenient and enhance my shopping options, although I prefer in-store visits."
- **Keywords Used:** Online Services, Convenient

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases has been consistently high, which matches the in-store experience."

- **Keywords Used:** Quality, Consistently High

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am very satisfied with the assistance; the employees are always eager to help and ensure a comfortable experience."
- **Keywords Used:** Satisfied, Comfortable

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel very positive about choosing this store; it offers everything I look for in terms of service and product quality."
- **Keywords Used:** Positive, Product Quality

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, I am fully satisfied with the services; they consistently meet my shopping needs and expectations."
- **Keywords Used:** Satisfied, Consistently Meet

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I completely trust the store; they have proven to provide high-quality products time and again."
- **Keywords Used:** Trust, High-Quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely intend to continue my purchases here; it's my preferred shopping destination."
- **Keywords Used:** Continue Purchases, Preferred

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The gains are significant; I enjoy the benefits of a loyalty program and feel much better about my purchases here."
- **Keywords Used:** Gains, Feel Much Better

34. **Question:** Do the store facilities its regular customers?

- **Response:** "Yes, the store recognizes and rewards regular customers, making us feel more comfortable and valued."
- **Keywords Used:** Recognizes, More Comfortable

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend this store to friends and family due to its superior service and product range."
- **Keywords Used:** Recommend, Superior Service

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to my future visits; I'm consistently satisfied with the experiences here."
- **Keywords Used:** Look Forward, Consistently Satisfied

Participant Code: R02

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "While the stores have modern equipment, some of the building outlooks could benefit from renovation to match the newer locations."
- **Keywords Used:** Modern, Renovation

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "Mostly clean, but during busy hours, the restrooms tend to get congested, making them less attractive."
- **Keywords Used:** Clean, Congested

3. **Question:** Is it easier for customers to find the desired goods in one place?

- **Response:** "The range of products is good, but finding specific niche items can sometimes be a challenge."
- **Keywords Used:** Range of Products

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?

- **Response:** "Promotional offers are advertised, but the best deals often run out quickly, which can be disappointing."
- **Keywords Used:** Promotional Offers, Disappointing

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store's reliability could be improved; there have been a few instances where promotional items were not restocked as promised."
 - **Keywords Used:** Reliability
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Generally, the service is right, but errors in billing have occurred, requiring adjustments."
 - **Keywords Used:** Service, Adjustments
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is available, though during peak times, it can be hard to find an employee to assist."
 - **Keywords Used:** Information, Hard to Find

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Service speed varies; sometimes it's prompt, other times you might wait a while before getting help."
 - **Keywords Used:** Prompt Service, Wait
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Employees are generally willing, though their ability to assist effectively can vary depending on who is on shift."
 - **Keywords Used:** Willing, Vary
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Most of the time, their behaviour is professional, but occasional lapses do affect the overall confidence."
 - **Keywords Used:** Behaviour, Confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "Employees usually have the necessary knowledge and are courteous, though exceptions exist."
- **Keywords Used:** Knowledge, Courteous

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "Yes, I feel safe with transactions; the store uses reliable payment systems."
- **Keywords Used:** Safe, Reliable

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "At times, employees seem too busy to provide personalized service, which can be frustrating."
- **Keywords Used:** Too Busy, Frustrating

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "They listen, but resolution speed can be slow, especially if the store is busy."
- **Keywords Used:** Attentively Listen, Slow

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "It's hit or miss; some employees recognize me and make my visits special, while others treat it as just another transaction."
- **Keywords Used:** Valued, Recognize, Transaction

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally okay, but they could be improved with more consistent customer service."
- **Keywords Used:** Okay, Consistent

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find what I need, though sometimes popular items are out of stock."
- **Keywords Used:** Usually Find, Out of Stock

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "When they are available, they are helpful, but finding someone during peak hours can be a challenge."
- **Keywords Used:** Helpful, Peak Hours

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The waiting time at the billing counter can be lengthy, especially during sales or busy periods."
- **Keywords Used:** Waiting Time, Lengthy

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are mostly good, but improvements could be made in maintaining them during high-traffic times."
- **Keywords Used:** Good, Improvements

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in stocking a wider variety of products and managing shelf space more efficiently."
- **Keywords Used:** Improve, Variety

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more self-service options and better organization of the store layout to ease shopping."
- **Keywords Used:** Self-service, Organization

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "There are gaps in what I expect in terms of product range and what is actually available, particularly in organic products."
- **Keywords Used:** Gaps, Expectations

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel generally neutral; the experience is fine but nothing exceptional that makes it stand out."
- **Keywords Used:** Neutral, Fine

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel content with the purchases I make, though I wish there were more options available in certain categories."
- **Keywords Used:** Content, More Options

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, they offer online services, but the interface could be more user-friendly and the delivery faster."
- **Keywords Used:** Online Services, User-friendly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is usually good, though I've experienced delays in delivery which can be frustrating."
- **Keywords Used:** Good Quality, Delays

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "It varies; sometimes I am very satisfied with the assistance, other times it's hard to find help."
- **Keywords Used:** Satisfied, Hard to Find

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel it's a good choice for routine purchases, but I sometimes visit other stores for specific needs."
- **Keywords Used:** Good Choice, Specific Needs

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Overall, I'm satisfied, but there is room for improvement, especially in customer handling and product availability."
- **Keywords Used:** Satisfied, Room for Improvement

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust them for most products, though I've had a few instances where the quality was not up to mark."
- **Keywords Used:** Trust, Quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I will continue shopping here due to convenience, but I'm also exploring other options."

- **Keywords Used:** Continue, Exploring

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is convenience due to its location and the variety of basic items available."
- **Keywords Used:** Gains, Convenience

34. **Question:** Do the store facilities its regular customers?

- **Response:** "They offer some benefits for regular customers like loyalty points, which is appreciated."
- **Keywords Used:** Benefits, Loyalty Points

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I would recommend it for convenience, though I would advise them to check product availability during peak times."
- **Keywords Used:** Recommend, Check Product Availability

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'm likely to visit again, but I am also keeping my options open for better service elsewhere."
- **Keywords Used:** Likely, Keeping Options Open

Participant Code: R03

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The modern equipment and the aesthetically pleasing outlook of the building make shopping here a great experience."
- **Keywords Used:** Modern, Aesthetically Pleasing

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The stores maintain high standards of cleanliness, and the physical facilities are both attractive and convenient."
 - **Keywords Used:** Clean, Attractive, Convenient
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Yes, it's quite easy to find a wide range of products all in one place, which is very convenient for me."
 - **Keywords Used:** Easy, Wide Range, Convenient

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The store regularly offers great promotional deals that are hard to miss and very appealing."
 - **Keywords Used:** Promotional Deals, Appealing

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "They consistently meet their commitments, whether it's restocking or handling special requests, which makes them reliable."
 - **Keywords Used:** Consistently, Commitments, Reliable
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "The service here is always spot-on; they get it right the first time, which saves me a lot of hassle."
 - **Keywords Used:** Spot-on, Right the First Time, Saves Hassle
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is readily available, and employees are always around to help, which makes it easy to get assistance."
 - **Keywords Used:** Readily Available, Help, Easy

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The response time is quick; employees are prompt and efficient in addressing my queries."
 - **Keywords Used:** Quick, Prompt, Efficient
9. **Question:** Do you think employees are willing to assist their customers?

- **Response:** "Employees here are definitely willing and eager to help, which enhances the shopping experience."
- **Keywords Used:** Willing, Eager, Enhances

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "The professional demeanor of the staff instills a high level of confidence in their service."
- **Keywords Used:** Professional Demeanor, Confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The staff are well-informed and courteous, making it easy to trust their advice."
- **Keywords Used:** Well-informed, Courteous, Trust

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I've always felt secure in my transactions here; the store ensures a high level of security."
- **Keywords Used:** Secure, High Level of Security

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Even though they're busy, employees always make time to attend to customer requests promptly."
- **Keywords Used:** Busy, Make Time, Promptly

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Issues are not only listened to attentively but also resolved quickly, which really stands out for me."
- **Keywords Used:** Attentively, Resolved Quickly

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Absolutely, I'm treated with great care and recognition each time, making me feel highly valued as a regular customer."

- **Keywords Used:** Valued, Recognition, Regular Customer

16. **Question:** How do you feel about your visit to the store?

- **Response:** "I always leave the store feeling happy and satisfied. The visits are consistently positive experiences."

- **Keywords Used:** Happy, Satisfied, Consistently Positive

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "Yes, I always find the goods I need. The store maintains a good quality stock of a wide range of products."

- **Keywords Used:** Always Find, Good Quality, Wide Range

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "The staff is very efficient in guiding me to the desired products quickly, which greatly reduces my shopping time."

- **Keywords Used:** Efficient, Quickly, Reduces

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is fast, and the waiting time at the billing counter is always reasonable, even during busy periods."

- **Keywords Used:** Fast, Waiting Time, Reasonable

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The store's physical facilities are top-notch, providing an attractive and supportive environment for shopping."

- **Keywords Used:** Top-notch, Attractive, Supportive Environment

21. **Question:** In what areas is the store lacking?

- **Response:** "While overall excellent, the store could improve by expanding the variety of specialty health products."

- **Keywords Used:** Improve, Expanding, Variety

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like the store to offer more interactive product demos and detailed product information for electronics."

- **Keywords Used:** Interactive, Detailed Product Information

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets most of my expectations, though sometimes the electronic section lacks the latest models."
- **Keywords Used:** Meets Expectations, Lacks

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel very comfortable and at ease during my visits, thanks to the welcoming atmosphere and friendly service."
- **Keywords Used:** Comfortable, At Ease, Welcoming

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel confident and pleased with my purchases. The quality and price always match my expectations."
- **Keywords Used:** Confident, Pleased, Match Expectations

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, the online services are convenient and user-friendly, adding value to the overall service offering."
- **Keywords Used:** Online Services, Convenient, User-friendly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The online purchase quality consistently matches the in-store offerings, which is quite satisfying."
- **Keywords Used:** Consistently Matches, Satisfying

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm extremely satisfied with the assistance; the employees are knowledgeable and always eager to help."
- **Keywords Used:** Extremely Satisfied, Knowledgeable, Eager

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has always been a good decision for me; it offers reliability and quality that I trust."
- **Keywords Used:** Good Decision, Reliability, Quality

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, the services provided are excellent and meet all my shopping needs effectively."
- **Keywords Used:** Excellent, Meet Needs

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have complete trust in the store to consistently provide high-quality products."
- **Keywords Used:** Complete Trust, Consistently, High-Quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I fully intend to keep shopping here due to the excellent services and product quality."
- **Keywords Used:** Fully Intend, Excellent

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The gains are substantial; I benefit from loyalty points and seasonal discounts, enhancing my shopping experience."
- **Keywords Used:** Substantial Gains, Loyalty Points, Seasonal Discounts

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers excellent facilities for regular customers, including exclusive early access to new products."
- **Keywords Used:** Excellent Facilities, Exclusive Early Access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I regularly recommend this store for its reliability and excellent customer service."
- **Keywords Used:** Regularly Recommend, Reliability, Excellent Customer Service

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to my future visits, as the store consistently exceeds my expectations."
- **Keywords Used:** Look Forward, Consistently Exceeds

Participant Code: R04**Gender:** Female**Age Group:** 20-30 years**Frequency of Visits:** Occasionally**Response Type:** Overall Negative**Functional Performance**

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "While some sections are modern, others need renovation; it's a mixed bag, and the inconsistency is noticeable."
 - **Keywords Used:** Modern, Need Renovation, Inconsistency
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The cleanliness varies; I've found restrooms dirty on several occasions, which really detracts from the overall appeal."
 - **Keywords Used:** Cleanliness, Dirty, Detracts
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "The store layout is often congested, making it difficult to locate products quickly, especially during sales."
 - **Keywords Used:** Congested, Difficult, Quickly

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "I've missed out on promotional offers due to poor advertising; by the time I learn about them, they're usually gone."
 - **Keywords Used:** Missed Out, Poor Advertising

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "Promises aren't always kept, especially regarding stock availability, which is frustrating."
 - **Keywords Used:** Promises Not Kept, Frustrating
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Errors in service are common, and I've had to return items due to wrong labeling or billing mistakes."
 - **Keywords Used:** Errors, Return, Mistakes

7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Finding someone to provide information can be a challenge; staff are often unavailable or unaware."
 - **Keywords Used:** Challenge, Unavailable, Unaware

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Responses to inquiries are slow, and it often feels like employees are overwhelmed or disinterested."
 - **Keywords Used:** Slow, Overwhelmed, Disinterested
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Some employees seem willing, but others appear indifferent, which does not inspire confidence."
 - **Keywords Used:** Willing, Indifferent, Confidence
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
- **Response:** "The lack of consistent professionalism among staff means that I often leave the store feeling less confident about purchases."
 - **Keywords Used:** Lack, Professionalism, Less Confident

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
- **Response:** "Staff knowledge is hit or miss, and some responses lack the courtesy you'd expect in customer service."
 - **Keywords Used:** Hit or Miss, Lack, Courtesy
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "I generally feel safe, though I've had a couple of incidents where the transaction process seemed questionable."
 - **Keywords Used:** Generally Safe, Questionable
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "Employees often seem too busy to properly attend to customers, which can be quite discouraging."
 - **Keywords Used:** Too Busy, Discouraging

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "My issues have been listened to, but resolution is generally slow and sometimes unsatisfactory."
- **Keywords Used:** Slow, Unsatisfactory

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I rarely feel valued; the treatment is often impersonal, which makes my shopping experience less enjoyable."
- **Keywords Used:** Rarely Feel Valued, Impersonal

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are usually stressful due to the crowded environment and the lack of attentive service."
- **Keywords Used:** Stressful, Crowded, Lack

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "Finding what I need is a hit or miss. Sometimes the stock is good, other times, essential items are missing."
- **Keywords Used:** Hit or Miss, Missing

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "I often spend unnecessary time searching for products because help is hard to come by."
- **Keywords Used:** Unnecessary Time, Hard to Come By

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The time spent at the billing counter is often longer than acceptable, especially during peak times."
- **Keywords Used:** Longer Than Acceptable, Peak Times

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities could use more maintenance; they don't always meet the standards I expect from such a store."
- **Keywords Used:** More Maintenance, Standards

21. **Question:** In what areas is the store lacking?

- **Response:** "The store lacks in providing a consistently clean and organized shopping environment, which can be off-putting."
- **Keywords Used:** Lacks, Consistently Clean, Organized

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more efficient customer service points and better managed stock levels to avoid frequent shortages."
- **Keywords Used:** Efficient, Better Managed, Shortages

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store often falls short of my expectations, especially in maintaining a reliable supply of products."
- **Keywords Used:** Falls Short, Reliable Supply

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I usually feel somewhat disappointed due to the service and the environment not being up to par."
- **Keywords Used:** Disappointed, Not Up to Par

25. **Question:** How do you feel about the purchases?

- **Response:** "My feelings about purchases are mixed; while I occasionally find good deals, the overall experience dampens the satisfaction."
- **Keywords Used:** Mixed Feelings, Dampens

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "They do offer online services, but the experience is inconsistent, with occasional delays and order issues."
- **Keywords Used:** Inconsistent, Delays, Order Issues

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchase quality is hit or miss, sometimes satisfactory but other times disappointing due to poor handling."
- **Keywords Used:** Hit or Miss, Disappointing, Poor Handling

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm not really satisfied; more often than not, finding helpful assistance is a challenge."
- **Keywords Used:** Not Satisfied, Challenge

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Looking back, I often question my decision to shop here given the frequent frustrations."
- **Keywords Used:** Question, Frustrations

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Not particularly; the service levels are below what I would expect for such a well-known store."
- **Keywords Used:** Not Satisfied, Below Expectations

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust has diminished over time due to inconsistent product quality and availability issues."
- **Keywords Used:** Diminished, Inconsistent

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I am reconsidering my options and may look for alternatives where the service and product quality are more consistent."
- **Keywords Used:** Reconsidering, Alternatives, Consistent

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The only gain is convenience due to its location; otherwise, the benefits are minimal given the issues."
- **Keywords Used:** Only Gain, Convenience, Minimal

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are few visible benefits for regular customers, which doesn't motivate me to become one."
- **Keywords Used:** Few Benefits, Doesn't Motivate

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I would hesitate to recommend it, due to my generally poor experiences."
- **Keywords Used:** Hesitate, Poor Experiences

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "Unless there are significant improvements, I am unlikely to return frequently."
- **Keywords Used:** Unlikely, Significant Improvements

Participant Code: R05

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The equipment is reasonably modern, but some areas of the store could definitely benefit from a facelift to enhance the overall outlook."
 - **Keywords Used:** Reasonably Modern, Benefit, Facelift
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The cleanliness of the facilities fluctuates; sometimes they are spotless, other times less so. It's not consistent."
 - **Keywords Used:** Cleanliness, Fluctuates, Consistent
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Finding goods is generally easy, but the layout could be more intuitive to help locate items faster."
 - **Keywords Used:** Generally Easy, Layout, Intuitive

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "I occasionally catch promotional offers, but they are not as frequent or as compelling as I would like."

- **Keywords Used:** Occasionally, Promotional Offers, Compelling

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "Their track record is mixed; sometimes they deliver on promises, other times there are delays."
 - **Keywords Used:** Mixed, Deliver, Delays
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are generally performed correctly, but there's room for improvement in efficiency and accuracy."
 - **Keywords Used:** Generally, Efficiency, Accuracy
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is usually accessible, though at times it can be a hassle to find someone knowledgeable enough to help."
 - **Keywords Used:** Accessible, Hassle, Knowledgeable

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Employee response times vary; sometimes they are prompt, but during busy periods, waits can be longer."
 - **Keywords Used:** Vary, Prompt, Waits
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Most employees appear willing to help, but their actual ability to resolve issues effectively can vary."
 - **Keywords Used:** Willing, Resolve Issues, Vary
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Employee behaviour generally instills confidence, although there are occasional lapses in professionalism."
 - **Keywords Used:** Generally, Instills Confidence, Lapses

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Most staff members are knowledgeable and courteous, though I've encountered a few who were not as well-prepared."

- **Keywords Used:** Knowledgeable, Courteous, Well-prepared

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel secure in my transactions; they handle payments professionally and with the necessary privacy."
- **Keywords Used:** Secure, Professionally, Privacy

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "At times, it seems like there aren't enough staff on the floor, which makes getting help more difficult than it should be."
- **Keywords Used:** Not Enough Staff, Difficult

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Issues are generally addressed well, but the resolution process can be slow, particularly for more complex problems."
- **Keywords Used:** Addressed Well, Slow, Complex

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I do feel recognized as a regular customer, but the special treatment I'd expect isn't consistently apparent."
- **Keywords Used:** Recognized, Regular Customer, Consistently

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally satisfactory, though nothing extraordinary. It's a functional experience."
- **Keywords Used:** Satisfactory, Functional, Extraordinary

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find what I need, although some specialty items are occasionally out of stock."
- **Keywords Used:** Usually, Specialty Items, Occasionally

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "The help from employees in finding products is hit or miss; sometimes it's quick, other times I have to search on my own."

- **Keywords Used:** Hit or Miss, Quick, Search

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is usually swift, though it can slow down significantly during peak hours or sales events."
- **Keywords Used:** Swift, Slow Down, Peak Hours

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are adequate, but there's definite room for improvement in areas like restroom cleanliness and checkout efficiency."
- **Keywords Used:** Adequate, Room for Improvement, Checkout Efficiency

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in customer service responsiveness and stock management to prevent frequent shortages."
- **Keywords Used:** Improve, Customer Service Responsiveness, Stock Management

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more technological integration, such as digital price tags and interactive product guides."
- **Keywords Used:** Technological Integration, Digital Price Tags, Interactive

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "While the store meets basic expectations, it does not always live up to the potential it promises, especially in product variety."
- **Keywords Used:** Meets Basic Expectations, Potential, Product Variety

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel neutral; the store serves its purpose but doesn't necessarily offer an experience that would make it my first choice."
- **Keywords Used:** Neutral, Serves Its Purpose, First Choice

25. **Question:** How do you feel about the purchases?

- **Response:** "I am generally content with my purchases, though I sometimes question the value for money depending on the products."

- **Keywords Used:** Content, Question, Value for Money

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, the store offers online services, which are convenient but could be more user-friendly and reliable."
- **Keywords Used:** Online Services, Convenient, User-Friendly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is generally good, though delivery times and stock accuracy could be better."
- **Keywords Used:** Generally Good, Delivery Times, Stock Accuracy

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm moderately satisfied with the assistance; it varies significantly with different employees."
- **Keywords Used:** Moderately Satisfied, Varies

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I have mixed feelings about my decision to shop here; it's convenient but not always satisfying."
- **Keywords Used:** Mixed Feelings, Convenient, Satisfying

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Overall, the services are passable, but I believe there's a lot of potential for improvement."
- **Keywords Used:** Passable, Potential for Improvement

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store to a certain extent, but some inconsistencies make me cautious."
- **Keywords Used:** Trust, Inconsistencies, Cautious

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue shopping here out of habit and convenience, though I am open to trying other options."
- **Keywords Used:** Likely, Habit, Open to Trying

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is convenience due to its location and the broad range of products, though the shopping experience could be better."
- **Keywords Used:** Gain, Convenience, Shopping Experience

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are some perks for regular customers, but they are not as substantial or as well-promoted as they could be."
- **Keywords Used:** Perks, Substantial, Well-Promoted

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for basic shopping needs, but with reservations due to the mixed experiences I've had."
- **Keywords Used:** Recommend, Basic Shopping Needs, Reservations

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'm not particularly eager, but it's likely that I'll return due to its proximity and convenience."
- **Keywords Used:** Not Particularly Eager, Likely, Proximity

Participant Code: R06

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The store's modern equipment and stylish outlook create a welcoming atmosphere that enhances the shopping experience."
- **Keywords Used:** Modern, Stylish, Welcoming

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "The facilities are consistently clean and well-maintained, making them attractive and convenient for shoppers."
 - **Keywords Used:** Clean, Attractive, Well-maintained
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "Yes, the store offers a wide range of products, making it easy to find everything I need in one visit."
 - **Keywords Used:** Wide Range, Easy, One Visit

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "The store frequently offers enticing promotions that provide great value and keep me coming back."
 - **Keywords Used:** Frequently, Enticing, Great Value

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "The store is very reliable in keeping its promises, whether it's restocking items or special offers."
 - **Keywords Used:** Very Reliable, Keeping Promises
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Services are generally executed flawlessly the first time, which speaks highly of their operational efficiency."
 - **Keywords Used:** Flawlessly, First Time, Operational Efficiency
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is readily accessible, and employees are proactive in ensuring customers find what they need."
 - **Keywords Used:** Readily Accessible, Proactive

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Employees are always quick to respond to queries, demonstrating efficiency and a commitment to customer satisfaction."
 - **Keywords Used:** Quick, Efficiency, Commitment
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "The staff are not only willing but also eager to assist, always going above and beyond to help."

- **Keywords Used:** Willing, Eager, Above and Beyond

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Absolutely, the professionalism and courtesy shown by employees greatly instill confidence in their service."
- **Keywords Used:** Professionalism, Courtesy, Confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The employees are well-informed and consistently respond with politeness and respect, making each interaction pleasant."
- **Keywords Used:** Well-informed, Politeness, Pleasant

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel completely secure in all my transactions, as they handle them with utmost care and transparency."
- **Keywords Used:** Completely Secure, Utmost Care, Transparency

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Even during busy times, the staff make a concerted effort to attend to all customer requests promptly."
- **Keywords Used:** Concerted Effort, Attend, Promptly

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are taken seriously, with employees listening attentively and resolving them efficiently and effectively."
- **Keywords Used:** Attentively, Efficiently, Effectively

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I always feel highly valued; the staff recognize me and often provide personalized service based on my preferences."
- **Keywords Used:** Highly Valued, Recognize, Personalized Service

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit leaves me feeling happy and content. The store's environment and service quality consistently meet my high expectations."
- **Keywords Used:** Happy, Content, Consistently Meet

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store consistently stocks a wide variety of products, making it easy to find everything I need."
- **Keywords Used:** Consistently, Wide Variety, Easy

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Staff are incredibly helpful, often guiding me directly to the products I seek, which saves a lot of time."
- **Keywords Used:** Incredibly Helpful, Guiding, Saves Time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is streamlined and efficient, resulting in minimal waiting time, even during busy periods."
- **Keywords Used:** Streamlined, Efficient, Minimal Waiting Time

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are top-notch, from cleanliness to layout, enhancing the overall shopping experience."
- **Keywords Used:** Top-notch, Cleanliness, Layout

21. **Question:** In what areas is the store lacking?

- **Response:** "The store excels in many areas, though I think they could expand their organic product range, which is somewhat limited."
- **Keywords Used:** Expand, Organic Product Range, Limited

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more interactive displays and tech-based shopping aids to make choosing products even easier."
- **Keywords Used:** Interactive Displays, Tech-based, Easier

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store generally meets my expectations, but there's always room for growth, especially in tech integration."
- **Keywords Used:** Generally Meets, Room for Growth, Tech Integration

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "Visiting the store is always a pleasure; it's clean, well-organized, and the staff are welcoming."
- **Keywords Used:** Pleasure, Well-organized, Welcoming

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel confident and satisfied with my purchases; the quality and value of the products are excellent."
- **Keywords Used:** Confident, Satisfied, Excellent Quality

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, the online services are convenient and reliable, complementing the in-store experience nicely."
- **Keywords Used:** Online Services, Convenient, Reliable

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchases maintain the same high quality as in-store items, with reliable delivery services."
- **Keywords Used:** High Quality, Reliable Delivery

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am very satisfied with the level of assistance; employees are attentive and always ready to help."
- **Keywords Used:** Very Satisfied, Attentive, Ready to Help

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel that choosing this store has always been a good decision; it reliably meets all my shopping needs."
- **Keywords Used:** Good Decision, Reliably Meets

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I am extremely satisfied with the services; the store consistently provides a high standard of customer care."

- **Keywords Used:** Extremely Satisfied, Consistently, High Standard

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store is solid; they've never let me down with the quality of their products."
- **Keywords Used:** Solid Trust, Never Let Me Down

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely plan to continue shopping here; it's my go-to place for both convenience and quality."
- **Keywords Used:** Definitely, Continue Shopping, Go-to Place

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The benefits are clear: great product selection, excellent customer service, and a rewarding loyalty program."
- **Keywords Used:** Benefits, Excellent Customer Service, Rewarding Loyalty Program

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store recognizes regular customers with benefits that make each visit more rewarding and personalized."
- **Keywords Used:** Recognizes, Benefits, Personalized

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I often recommend the store to others; it's a reliable place for quality shopping."
- **Keywords Used:** Recommend, Reliable, Quality Shopping

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to my future visits; the store consistently exceeds my expectations."
- **Keywords Used:** Look Forward, Consistently Exceeds

Participant Code: R07

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a week

Response Type: Overall Negative

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The equipment is outdated and the store's exterior could definitely use some renovation to look more modern."
 - **Keywords Used:** Outdated, Renovation, Modern
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The restrooms often aren't clean enough, and the fitting rooms are usually cramped and uninviting."
 - **Keywords Used:** Not Clean, Cramped, Uninviting
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "It's challenging to find specific items because the layout is confusing and not well-organized."
 - **Keywords Used:** Challenging, Confusing, Not Well-Organized

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "I often miss out on promotional offers because they aren't well-advertised or are only available in limited quantities."
 - **Keywords Used:** Miss Out, Not Well-Advertised, Limited Quantities

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "Promises about restocking or special deals are rarely kept, which is quite disappointing."
 - **Keywords Used:** Rarely Kept, Disappointing
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "There have been multiple occasions where services had to be redone because they weren't done right initially."
 - **Keywords Used:** Redone, Not Done Right
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "It's difficult to get the right information as staff often seem uninformed or too busy to assist properly."
- **Keywords Used:** Difficult, Uninformed, Too Busy

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Getting a prompt response is a rare occurrence; more often, I find myself waiting unnecessarily long."
 - **Keywords Used:** Rare Occurrence, Waiting, Unnecessarily Long
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "While some employees try to be helpful, overall there's a lack of enthusiasm and willingness to assist properly."
 - **Keywords Used:** Lack of Enthusiasm, Willingness, Assist Properly
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Employee behaviour does not instill confidence; it often leads to frustration due to their lack of professionalism."
 - **Keywords Used:** Does Not Instill Confidence, Frustration, Lack of Professionalism

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The knowledge level of the staff is inconsistent, and some are not courteous, which makes for an unpleasant experience."
 - **Keywords Used:** Inconsistent, Not Courteous, Unpleasant
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I generally feel safe, but I've encountered a few instances where the transaction process was handled poorly."
 - **Keywords Used:** Generally Safe, Handled Poorly
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Yes, they often appear too busy or overwhelmed, which negatively impacts the service quality."
 - **Keywords Used:** Too Busy, Overwhelmed, Negatively Impacts

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "There's a noticeable lack of attentiveness, and issues are seldom resolved in a timely manner."
- **Keywords Used:** Lack of Attentiveness, Seldom Resolved, Timely Manner

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I do not feel particularly valued as a customer; the treatment is generally impersonal and rushed."
- **Keywords Used:** Not Valued, Impersonal, Rushed

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are often frustrating due to poor customer service and a lack of organization within the store."
- **Keywords Used:** Frustrating, Poor Customer Service, Lack of Organization

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "It's hit or miss. Sometimes I find what I need, but often the stock is low or poorly organized."
- **Keywords Used:** Hit or Miss, Low Stock, Poorly Organized

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "There is little help available, and I frequently have to find items on my own, which is time-consuming."
- **Keywords Used:** Little Help, Time-Consuming

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The time spent at the billing counter is often excessive due to slow service and inefficiencies."
- **Keywords Used:** Excessive, Slow Service, Inefficiencies

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical facilities are underwhelming and often do not meet my expectations for cleanliness and maintenance."
- **Keywords Used:** Underwhelming, Expectations, Maintenance

21. **Question:** In what areas is the store lacking?

- **Response:** "The store is lacking in efficient customer management, especially during peak times, and in maintaining a clean environment."
- **Keywords Used:** Lacking, Efficient, Clean Environment

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more efficient checkout processes and better customer engagement from the staff."
- **Keywords Used:** Efficient Checkout, Better Customer Engagement

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store often fails to meet my expectations, particularly in terms of product availability and service responsiveness."
- **Keywords Used:** Fails, Product Availability, Responsiveness

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I often leave the store feeling more stressed than satisfied, which makes me reconsider my choice to shop there."
- **Keywords Used:** Stressed, Reconsider

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel uncertain about the purchases; the inconsistent quality and service leave much to be desired."
- **Keywords Used:** Uncertain, Inconsistent, Desired

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services exist but are unreliable and not user-friendly, which discourages their use."
- **Keywords Used:** Unreliable, Not User-Friendly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchases often do not match the quality or the descriptions provided, leading to frequent returns."
- **Keywords Used:** Not Match, Frequent Returns

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am generally dissatisfied with the assistance; it lacks proactivity and efficiency."
- **Keywords Used:** Dissatisfied, Lacks Proactivity

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I often question my decision to continue shopping here due to the recurring negative experiences."
- **Keywords Used:** Question, Recurring Negative Experiences

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are generally below par, which does not align with the standards I expect from such a retailer."
- **Keywords Used:** Below Par, Standards

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store has diminished over time due to repeated issues with product quality and availability."
- **Keywords Used:** Diminished, Repeated Issues

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I am considering exploring other options due to the consistent disappointments I've faced here."
- **Keywords Used:** Considering, Other Options, Disappointments

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The only gain is convenience of location; otherwise, the drawbacks significantly outweigh the benefits."
- **Keywords Used:** Only Gain, Drawbacks, Outweigh

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are minimal efforts to facilitate regular customers, which does not encourage loyalty or frequent visits."
- **Keywords Used:** Minimal Efforts, Encourage Loyalty

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "Given my experiences, I would hesitate to recommend this store to anyone."
- **Keywords Used:** Hesitate, Recommend

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "Unless there are significant improvements, I am unlikely to return; the negatives currently outweigh the positives."
- **Keywords Used:** Unlikely, Significant Improvements, Outweigh

Participant Code: R08

Gender: Female

Age Group: 20-30 years

Frequency of Visits: Occasionally

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store is well-equipped with the latest technology, and the building's modern design is quite appealing."
 - **Keywords Used:** Well-equipped, Latest Technology, Modern
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The facilities are always spotless and well-organized, making them very attractive and convenient for customers."
 - **Keywords Used:** Spotless, Well-organized, Attractive
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "It's very easy to find a wide variety of products in one place; the store layout is intuitive and shopper-friendly."
 - **Keywords Used:** Easy, Wide Variety, Intuitive

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "There are always exciting promotional offers available, which are both generous and well-publicized."
 - **Keywords Used:** Exciting, Generous, Well-publicized

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store consistently meets its commitments, whether it's delivering orders or restocking items on time."
 - **Keywords Used:** Consistently, Commitments, On Time
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "I've always experienced excellent service that's correct the first time; there's a clear focus on quality and customer satisfaction."
 - **Keywords Used:** Excellent, Correct the First Time, Customer Satisfaction
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is readily accessible, and staff are always available to help and provide detailed explanations when needed."
 - **Keywords Used:** Readily Accessible, Detailed Explanations

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Employee responses are quick and effective; I never have to wait long for assistance."
 - **Keywords Used:** Quick, Effective, Never Wait Long
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "The employees are very proactive in offering assistance, always ensuring that customer needs are met promptly and efficiently."
 - **Keywords Used:** Proactive, Promptly, Efficiently
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Definitely, the professionalism and helpfulness of the staff greatly boost my confidence in their service."
 - **Keywords Used:** Professionalism, Helpfulness, Confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Staff members are highly knowledgeable and always respond with the utmost courtesy, which enhances the shopping experience."
 - **Keywords Used:** Highly Knowledgeable, Utmost Courtesy

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "Transactions are handled with high security and transparency, making me feel very safe when shopping."
- **Keywords Used:** High Security, Transparency, Very Safe

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Even during busy times, employees manage to respond quickly and never appear too overwhelmed to assist."
- **Keywords Used:** Respond Quickly, Not Overwhelmed

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are promptly addressed with great attention to detail, ensuring they are resolved to my satisfaction."
- **Keywords Used:** Promptly, Great Attention, Resolved

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Absolutely, there's a noticeable difference in how they treat regulars, often recognizing us by name and catering to our preferences."
- **Keywords Used:** Valued, Recognizing, Catering

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit is a pleasure. I always feel welcomed and valued, which makes the shopping experience delightful."
- **Keywords Used:** Pleasure, Welcomed, Delightful

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "Yes, I consistently find exactly what I need. The store maintains a comprehensive stock of a wide range of products."
- **Keywords Used:** Consistently, Comprehensive, Wide Range

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Staff are incredibly helpful in guiding me to the products I need, often making suggestions that save me time and effort."
- **Keywords Used:** Incredibly Helpful, Save Time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is fast and efficient. I rarely spend much time at the billing counter, even during peak hours."
- **Keywords Used:** Fast, Efficient, Rarely

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied with both the facilities and services. Everything is well-maintained and customer-focused."
- **Keywords Used:** Very Satisfied, Well-maintained, Customer-focused

21. **Question:** In what areas is the store lacking?

- **Response:** "Honestly, it's hard to find any significant areas where the store is lacking; they do a great job overall."
- **Keywords Used:** Hard to Find, Great Job

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "It would be great to see more environmentally friendly options and sustainable products as part of their offerings."
- **Keywords Used:** Environmentally Friendly, Sustainable Products

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store has mostly exceeded my expectations, especially in customer service and product availability."
- **Keywords Used:** Exceeded, Customer Service, Product Availability

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel very positive and energized after each visit; the store's atmosphere and friendly staff make it a highlight of my week."
- **Keywords Used:** Very Positive, Energized, Highlight

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel confident and happy with my purchases; I always get great value and quality."
- **Keywords Used:** Confident, Happy, Great Value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, their online services are user-friendly and integrate seamlessly with their in-store offerings."
- **Keywords Used:** User-friendly, Seamlessly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is excellent, and the delivery is always prompt and reliable."
- **Keywords Used:** Excellent Quality, Prompt, Reliable

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am extremely satisfied with the level of assistance. Employees are attentive, knowledgeable, and always helpful."
- **Keywords Used:** Extremely Satisfied, Attentive, Knowledgeable

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has always been a good decision for me; it meets all my needs efficiently."
- **Keywords Used:** Good Decision, Efficiently

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I'm very satisfied with the services; the store continually strives to improve and adapt to customer needs."
- **Keywords Used:** Very Satisfied, Strives, Adapt

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have complete trust in the store's commitment to quality; they've never disappointed me."
- **Keywords Used:** Complete Trust, Commitment, Never Disappointed

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely intend to continue shopping here; it's my preferred shopping destination."
- **Keywords Used:** Definitely, Continue Shopping, Preferred

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The benefits of shopping here are numerous, from the loyalty rewards to the quality of products and services."
- **Keywords Used:** Numerous, Loyalty Rewards, Quality

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store goes out of its way to facilitate regular customers with exclusive offers and early access to sales."
- **Keywords Used:** Facilitate, Exclusive Offers, Early Access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend this store to everyone; it's truly a standout for quality and service."
- **Keywords Used:** Frequently Recommend, Standout, Quality

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I am always eager to return; each visit is a positive experience that I look forward to."
- **Keywords Used:** Eager, Positive Experience, Look Forward

Participant Code: R09

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The store has some modern equipment, but many areas still feel outdated and could use more contemporary updates."
- **Keywords Used:** Modern equipment, Outdated, Contemporary updates

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "Generally, the facilities are clean and well-maintained, though during peak times, the cleanliness can deteriorate."

- **Keywords Used:** Generally clean, Well-maintained, Deteriorate
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "It's relatively easy to find most items, although the store layout does not always facilitate the quickest shopping experience."
 - **Keywords Used:** Relatively easy, Store layout, Quickest

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "Promotional offers are available, but they seem to target more specific segments, often missing out on broader appeal."
 - **Keywords Used:** Promotional offers, Specific segments, Broader appeal

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "The store is somewhat reliable, but there have been a few instances where promised timelines were not met."
 - **Keywords Used:** Somewhat reliable, Promised timelines, Not met
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Most services are performed correctly the first time, though there's occasionally a need for follow-up or correction."
 - **Keywords Used:** Correctly, Occasionally, Follow-up
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is generally accessible, though during busy hours it can be a challenge to find someone to assist."
 - **Keywords Used:** Generally accessible, Busy hours, Challenge

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Service response times vary; sometimes it's prompt, while at other times, you might need to wait longer than expected."
 - **Keywords Used:** Vary, Prompt, Wait longer
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Most employees show a willingness to help, though the actual assistance provided can be inconsistent."
 - **Keywords Used:** Willingness, Help, Inconsistent

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Employee behaviour generally promotes confidence, but improvements could be made in customer engagement."
- **Keywords Used:** Generally promotes, Confidence, Improvements

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "Employees are mostly knowledgeable and courteous, though there are occasional lapses that affect the overall experience."
- **Keywords Used:** Mostly knowledgeable, Courteous, Occasional lapses

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel safe with my transactions; security measures and transparency are adequately maintained."
- **Keywords Used:** Feel safe, Security measures, Adequately maintained

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Employees often seem busy, but they generally manage to address customer requests within a reasonable timeframe."
- **Keywords Used:** Seem busy, Address, Reasonable timeframe

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "There's room for improvement in how quickly and attentively staff address and resolve customer issues."
- **Keywords Used:** Room for improvement, Quickly, Attentively

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "While some employees recognize me and provide personalized attention, this is not a consistent experience across all visits."
- **Keywords Used:** Recognize, Personalized Attention, Not Consistent

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally satisfactory. I get what I need without too much hassle, but the experience doesn't stand out as exceptional."

- **Keywords Used:** Satisfactory, Without Hassle, Not Exceptional

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "Most of the time, I find the goods I'm looking for, though some niche items are occasionally missing from the shelves."

- **Keywords Used:** Most of the Time, Niche Items, Occasionally Missing

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Employee assistance in finding products varies. Sometimes I receive quick help, other times I end up searching on my own."

- **Keywords Used:** Varies, Quick Help, Searching on My Own

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The time spent at the billing counter is usually reasonable, although there can be delays during peak shopping hours."

- **Keywords Used:** Usually Reasonable, Delays, Peak Hours

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical facilities are adequate for my needs, though I think there could be some improvements in maintaining them better."

- **Keywords Used:** Adequate, Improvements, Maintaining Better

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in the consistency of product availability and the efficiency of customer service during busy times."

- **Keywords Used:** Improve, Consistency, Efficiency

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more self-service options and better digital signage to help navigate the store more easily."

- **Keywords Used:** Self-service Options, Digital Signage, Navigate Easily

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets my basic expectations but often falls short in providing a compelling shopping experience or innovative offerings."
- **Keywords Used:** Meets Basic, Falls Short, Innovative Offerings

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel neutral about my visits; they're functional but lack any special touch that might enhance my shopping enjoyment."
- **Keywords Used:** Neutral, Functional, Lack Special Touch

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel good about the purchases I make, mainly due to the decent prices and acceptable quality of the products."
- **Keywords Used:** Feel Good, Decent Prices, Acceptable Quality

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, the online services are available but need significant improvement in terms of user interface and reliability."
- **Keywords Used:** Online Services, Need Improvement, User Interface

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases generally meets my expectations, though the delivery process could be faster."
- **Keywords Used:** Meets Expectations, Delivery Process, Faster

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am moderately satisfied with the assistance; it's not outstanding but generally meets the basic requirements."
- **Keywords Used:** Moderately Satisfied, Not Outstanding, Meets Basic

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I'm somewhat ambivalent about my choice to shop here. It's convenient, but I sometimes wonder if I could find better elsewhere."
- **Keywords Used:** Ambivalent, Convenient, Find Better

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are adequate but don't always exceed what I'd expect from a store of this caliber."

- **Keywords Used:** Adequate, Don't Always Exceed, Caliber

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store to a certain extent; however, occasional inconsistencies make me cautious."
- **Keywords Used:** Trust, Occasional Inconsistencies, Cautious

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue shopping here due to convenience, though I'm always on the lookout for better alternatives."
- **Keywords Used:** Likely Continue, Convenience, Better Alternatives

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is the convenience of location and pricing, but there aren't many other compelling benefits."
- **Keywords Used:** Convenience, Pricing, Not Compelling

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers minimal perks for regular customers, which doesn't really incentivize loyalty as much as it could."
- **Keywords Used:** Minimal Perks, Incentivize, Loyalty

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for basic shopping needs due to its convenience, but not for those seeking a premium shopping experience."
- **Keywords Used:** Recommend, Basic Shopping Needs, Premium

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."
- **Keywords Used:** Probably Return, Convenience, Not Enthusiastic

Participant Code: R10

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store features the latest equipment and a modern design that makes shopping a very appealing experience."
 - **Keywords Used:** Latest equipment, Modern design, Appealing
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The facilities are always impeccable—clean, well-designed, and highly convenient."
 - **Keywords Used:** Impeccable, Clean, Convenient
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Absolutely, the store offers a comprehensive range of products, making it easy to get everything in one trip."
 - **Keywords Used:** Comprehensive, Easy, One trip

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "There are consistently good promotional offers that are both attractive and well-timed."
 - **Keywords Used:** Consistently good, Attractive, Well-timed

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store is very reliable in fulfilling its promises, especially when it comes to special orders and restocking."
 - **Keywords Used:** Very reliable, Special orders, Restocking
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are always performed correctly the first time; it's a testament to the store's commitment to quality."
 - **Keywords Used:** Correctly, First time, Commitment to quality
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Information is always accessible, and employees go out of their way to ensure customers are well-informed."
- **Keywords Used:** Accessible, Well-informed

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Responses to inquiries are immediate and thorough, reflecting well on the store's customer service standards."
 - **Keywords Used:** Immediate, Thorough
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Employees consistently demonstrate a genuine willingness to assist, making shopping here a pleasure."
 - **Keywords Used:** Consistently, Willingness, Pleasure
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "The professional behaviour of staff greatly enhances customer confidence and contributes to a loyal customer base."
 - **Keywords Used:** Professional behaviour, Enhances, Loyal customer base

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Staff are exceptionally knowledgeable and always respond with the utmost respect and courtesy."
 - **Keywords Used:** Exceptionally knowledgeable, Utmost respect, Courtesy
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I feel completely secure; all transactions are handled with transparency and professionalism."
 - **Keywords Used:** Completely secure, Transparency, Professionalism
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Despite being busy, employees always find time to address customer needs promptly and efficiently."
 - **Keywords Used:** Busy, Address needs, Promptly

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are quickly and attentively addressed, often resolved faster than expected."
- **Keywords Used:** Quickly, Attentively, Resolved

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I always feel valued as a regular customer. The staff recognize me and make a point to cater to my preferences, which feels very personal."
- **Keywords Used:** Valued, Recognize, Personal

16. **Question:** How do you feel about your visit to the store?

- **Response:** "I look forward to each visit. The store's atmosphere is welcoming, and I always leave feeling satisfied with my experience."
- **Keywords Used:** Look forward, Welcoming, Satisfied

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store reliably stocks a wide variety of items, so I almost always find exactly what I need."
- **Keywords Used:** Reliably, Wide variety, Exactly

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Staff are very proactive in helping me find items quickly, which makes my shopping efficient and enjoyable."
- **Keywords Used:** Proactive, Quickly, Efficient

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is always smooth and quick. I spend minimal time at the billing counter, even during busy hours."
- **Keywords Used:** Smooth, Quick, Minimal time

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I'm very satisfied with the physical setup of the store. It's always clean, well-lit, and appropriately equipped."
- **Keywords Used:** Very satisfied, Clean, Well-lit

21. **Question:** In what areas is the store lacking?

- **Response:** "It's hard to pinpoint any significant shortcomings; the store generally meets all my shopping needs effectively."
- **Keywords Used:** Hard to pinpoint, Meets, Effectively

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more interactive technology, like digital kiosks, to help with product information and availability."
- **Keywords Used:** More interactive, Digital kiosks, Product information

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store has mostly met my expectations, though I believe there's always room for innovation, especially in product offerings."
- **Keywords Used:** Mostly met, Room for innovation, Product offerings

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "Visiting the store is always a highlight of my week. I feel energized and happy whenever I shop there."
- **Keywords Used:** Highlight, Energized, Happy

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel very pleased with my purchases. The quality and price of the products consistently meet my expectations."
- **Keywords Used:** Very pleased, Quality, Consistently meet

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, the online services complement the in-store experience nicely, offering convenience and additional shopping options."
- **Keywords Used:** Complement, Convenience, Additional options

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases matches the in-store items, and the efficient delivery adds to the satisfaction."
- **Keywords Used:** Matches, Efficient, Satisfaction

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am highly satisfied with the assistance. The employees are attentive, knowledgeable, and always ready to assist."
- **Keywords Used:** Highly satisfied, Attentive, Ready to assist

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has always proven to be a good decision. It offers everything I need under one roof."
- **Keywords Used:** Good decision, Offers everything

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I'm extremely satisfied with the services. The store continually adapts and improves to meet customer demands."
- **Keywords Used:** Extremely satisfied, Adapts, Improves

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's quality is unwavering. They consistently provide high-quality products."
- **Keywords Used:** Unwavering, Consistently, High-quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "Absolutely, I plan to continue making my purchases here. It's my preferred shopping destination."
- **Keywords Used:** Absolutely, Continue, Preferred

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "Shopping here offers numerous benefits, such as convenience, quality, and rewarding loyalty programs."
- **Keywords Used:** Numerous benefits, Convenience, Rewarding

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store recognizes and appreciates regular customers with special offers and personalized services."
- **Keywords Used:** Recognizes, Special offers, Personalized

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend the store to others because of its excellent service and product quality."
- **Keywords Used:** Frequently recommend, Excellent service

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to returning often; the store provides a consistently positive shopping experience."
- **Keywords Used:** Look forward, Returning often, Consistently positive

Participant Code: R11

Gender: Female

Age Group: 20-30 years

Frequency of Visits: Occasionally

Response Type: Overall Negative

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's equipment feels a bit dated, and the overall building could really use some modern updates to make it more inviting."
 - **Keywords Used:** Dated, Modern updates, Inviting
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The cleanliness of the facilities is often lacking, especially during busy hours, which really detracts from the shopping experience."
 - **Keywords Used:** Cleanliness lacking, Busy hours, Detracts
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Finding specific items can be frustrating due to poor organization and signage within the store."
 - **Keywords Used:** Frustrating, Poor organization, Signage

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "Promotional offers seem scarce and when available, they're not very appealing or beneficial."
 - **Keywords Used:** Scarce, Not appealing, Beneficial

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I've encountered several instances where the store failed to meet promised deadlines, which is disappointing."
 - **Keywords Used:** Failed, Promised deadlines, Disappointing
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Often, services need to be readdressed because they aren't done correctly the first time, which is frustrating."
 - **Keywords Used:** Readdressed, Not done correctly, Frustrating
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "It's hard to get clear information quickly as employees often seem busy or uninformed."
 - **Keywords Used:** Hard, Clear information, Uninformed

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Getting prompt service is a hit or miss, often depending on how busy the store is at the moment."
 - **Keywords Used:** Hit or miss, Prompt service, Busy
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Some employees seem willing to help, but overall, there seems to be a lack of initiative to genuinely assist customers."
 - **Keywords Used:** Willing, Lack of initiative, Genuinely assist
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Unfortunately, the inconsistent behaviour of the employees often leaves much to be desired in terms of instilling confidence."
 - **Keywords Used:** Inconsistent, Leaves much to be desired, Instilling confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Responses vary significantly; some employees are helpful, while others lack the necessary knowledge or courtesy."
 - **Keywords Used:** Responses vary, Lack knowledge, Courtesy

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "While I generally feel safe, there have been a few occasions where the handling of transactions felt somewhat rushed and not thoroughly secure."
- **Keywords Used:** Generally safe, Rushed, Not thoroughly secure

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Yes, employees often appear too busy to adequately address customer requests, which can be quite off-putting."
- **Keywords Used:** Too busy, Adequately address, Off-putting

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Issue resolution is not a strong point; it often takes multiple attempts to get problems properly addressed."
- **Keywords Used:** Not strong point, Multiple attempts, Properly addressed

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I rarely feel like a valued customer; the service often lacks personalization and recognition of regular patrons."
- **Keywords Used:** Rarely feel valued, Lacks personalization, Recognition

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally underwhelming. I leave feeling like just another number rather than a valued customer."
- **Keywords Used:** Underwhelming, Just another number, Valued customer

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "It's hit or miss. Some days I find everything I need, but other times the shelves are poorly stocked."
- **Keywords Used:** Hit or miss, Poorly stocked

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Assistance in finding products is inconsistent. Sometimes I receive help, but often I'm left to navigate the aisles on my own."
- **Keywords Used:** Inconsistent, Navigate on my own

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "Time at the billing counter is often longer than it should be, due to slow processing and sometimes understaffing."
- **Keywords Used:** Longer than it should be, Slow processing, Understaffing

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical aspects of the store could be improved; facilities often feel outdated and not maintained to the standard I expect."
- **Keywords Used:** Could be improved, Outdated, Not maintained

21. **Question:** In what areas is the store lacking?

- **Response:** "The store is lacking in maintaining a clean and organized environment, which impacts the overall shopping experience negatively."
- **Keywords Used:** Lacking, Clean and organized, Impacts negatively

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more interactive services and modern tech solutions to enhance shopping efficiency and enjoyment."
- **Keywords Used:** Interactive services, Modern tech, Enhance

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store often fails to meet my expectations, especially in product variety and the availability of new items."
- **Keywords Used:** Often fails, Product variety, Availability

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "My feelings about visiting the store are mixed; it's convenient but rarely a pleasant experience due to the issues mentioned."
- **Keywords Used:** Mixed, Convenient, Rarely pleasant

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel somewhat satisfied with the purchases, but the overall experience could definitely be more positive."
- **Keywords Used:** Somewhat satisfied, Overall experience, More positive

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, but the online services are not as robust or reliable as I would like, often resulting in frustration."
- **Keywords Used:** Not robust, Not reliable, Resulting in frustration

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is adequate, but issues with order accuracy and delivery timeliness are common."
- **Keywords Used:** Adequate, Order accuracy, Delivery timeliness

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm not particularly satisfied with the assistance; it often lacks attentiveness and efficiency."
- **Keywords Used:** Not particularly satisfied, Lacks attentiveness, Efficiency

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I often question my decision to shop here, considering whether the convenience is worth the frequent disappointments."
- **Keywords Used:** Question, Convenience, Frequent disappointments

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services provided are generally lacking; the store needs to improve significantly to meet customer expectations."
- **Keywords Used:** Lacking, Improve significantly, Meet expectations

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store has diminished over time due to inconsistent product quality and availability issues."
- **Keywords Used:** Diminished, Inconsistent, Availability issues

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'm reevaluating whether to continue shopping here; I'm exploring other options that might better meet my needs."
- **Keywords Used:** Reevaluating, Continue shopping, Exploring other options

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The only real gain is convenience due to its location; otherwise, the benefits are minimal compared to other stores."
- **Keywords Used:** Only real gain, Convenience, Minimal benefits

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are few meaningful incentives for regular customers, which doesn't encourage loyalty or frequent visits."
- **Keywords Used:** Few meaningful incentives, Doesn't encourage, Loyalty

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "Given my experiences, I would hesitate to recommend this store until improvements are made."
- **Keywords Used:** Hesitate, Recommend, Improvements needed

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "Unless the store makes significant improvements in the areas of concern, I am unlikely to return frequently."
- **Keywords Used:** Significant improvements, Areas of concern, Unlikely to return

Participant Code: R12

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The equipment is fairly modern, though some parts of the building could use updating to keep up with newer stores."
- **Keywords Used:** Fairly modern, Updating, Newer stores

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "The facilities are generally clean, but I've noticed they can become quite untidy during busy periods, which is disappointing."

- **Keywords Used:** Generally clean, Untidy, Disappointing
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "It's relatively easy to find most products, although the store layout could be more intuitive to navigate."
 - **Keywords Used:** Relatively easy, Store layout, Intuitive

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "Promotional offers are available, but they don't always align with what I'm looking to purchase, which can be frustrating."
 - **Keywords Used:** Available, Don't align, Frustrating

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "The store's reliability is hit or miss; sometimes they meet their commitments, other times not so much."
 - **Keywords Used:** Hit or miss, Meet commitments
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Services are generally done correctly, but I've experienced a few instances where follow-up was necessary."
 - **Keywords Used:** Generally done correctly, Follow-up necessary
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is somewhat accessible, though at times it can be a challenge to get prompt answers from the staff."
 - **Keywords Used:** Somewhat accessible, Prompt answers, Challenge

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Responses are usually prompt, but during peak times, there can be significant delays."
 - **Keywords Used:** Usually prompt, Peak times, Significant delays
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Most employees are willing to help, but their effectiveness varies depending on who is on duty."
 - **Keywords Used:** Willing to help, Effectiveness varies

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "The behaviour of employees generally instills confidence, though consistency could be improved."
- **Keywords Used:** Generally instills confidence, Consistency could be improved

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The staff are knowledgeable enough for basic inquiries, but I sometimes find their depth of product knowledge lacking."
- **Keywords Used:** Knowledgeable enough, Depth of product knowledge, Lacking

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel safe with my transactions; the store handles security and privacy well."
- **Keywords Used:** Feel safe, Handles well, Security and privacy

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Employees often seem overwhelmed, especially during sales or special events, which affects their responsiveness."
- **Keywords Used:** Seem overwhelmed, Affects responsiveness

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "While they listen, resolution can be slow and sometimes requires further follow-up to fully address the issues."
- **Keywords Used:** Slow resolution, Requires follow-up, Fully address

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I occasionally feel recognized and valued, but it's not a consistent experience across all visits."
- **Keywords Used:** Occasionally feel recognized, Valued, Not consistent

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally okay; nothing particularly negative but nothing exceptionally positive either."
- **Keywords Used:** Generally okay, Nothing negative, Nothing exceptionally positive

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find what I need, though sometimes popular items are out of stock, which can be inconvenient."
- **Keywords Used:** Usually find, Out of stock, Inconvenient

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "The help varies; sometimes employees are very helpful, other times I find myself wasting time looking for items."
- **Keywords Used:** Varies, Very helpful, Wasting time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "Most of the time, the checkout is quick, but there are occasions when delays occur, especially during promotions or holidays."
- **Keywords Used:** Quick, Delays, During promotions

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities meet my basic needs but don't stand out as particularly impressive or above standard."
- **Keywords Used:** Meet basic needs, Not impressive, Above standard

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in maintaining a more organized layout and quicker service during peak times."
- **Keywords Used:** Improve, Organized layout, Quicker service

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more advanced technological integration for ease of shopping and faster checkout processes."
- **Keywords Used:** Advanced technological integration, Ease of shopping, Faster checkout

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets my expectations on basic levels but often falls short in providing a consistently high-quality shopping experience."
- **Keywords Used:** Meets expectations, Falls short, High-quality shopping

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I have mixed feelings; while I appreciate the convenience, the variability in service quality sometimes leaves me dissatisfied."
- **Keywords Used:** Mixed feelings, Convenience, Dissatisfied

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm generally satisfied with my purchases, though I remain cautious about certain products due to past inconsistencies."
- **Keywords Used:** Generally satisfied, Cautious, Past inconsistencies

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The store offers online services, which I find convenient, though the user experience could be smoother."
- **Keywords Used:** Online services, Convenient, User experience

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchases usually match the in-store quality, but the logistics of delivery can sometimes complicate things."
- **Keywords Used:** Usually match, In-store quality, Logistics

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm moderately satisfied with the assistance. Employees are generally helpful, but their availability can be inconsistent."
- **Keywords Used:** Moderately satisfied, Generally helpful, Inconsistent availability

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is primarily out of convenience. While it generally meets my needs, I'm not overly enthusiastic about it."
- **Keywords Used:** Convenience, Meets needs, Not overly enthusiastic

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are adequate, but I believe there's significant room for improvement in customer care and product handling."

- **Keywords Used:** Adequate, Room for improvement, Customer care

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust is conditional; while most products are of good quality, some inconsistencies affect my overall confidence."
- **Keywords Used:** Conditional trust, Good quality, Inconsistencies

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I will likely continue shopping here due to the location, though I am always considering alternatives."
- **Keywords Used:** Likely continue, Considering alternatives

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is convenience due to its proximity to my home and work, though I wish the benefits were more compelling."
- **Keywords Used:** Convenience, Proximity, Wish more compelling

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers minimal perks for regular customers, which is something I think could be greatly enhanced."
- **Keywords Used:** Minimal perks, Could be enhanced

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I would recommend it for basic necessities due to its convenience, but not for specialty items or exceptional service."
- **Keywords Used:** Recommend, Basic necessities, Not for specialty items

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'll probably return due to the convenience, but I'm not particularly loyal to this store."
- **Keywords Used:** Probably return, Convenience, Not particularly loyal

Participant Code: R13

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store is quite modern with up-to-date equipment and a pleasing aesthetic that makes shopping enjoyable."
 - **Keywords Used:** Modern, Up-to-date, Enjoyable
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Yes, the facilities are always immaculately clean and well-maintained, which contributes to a great shopping experience."
 - **Keywords Used:** Immaculately clean, Well-maintained, Great shopping experience
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Absolutely, it's very convenient to find a wide range of products organized effectively under one roof."
 - **Keywords Used:** Convenient, Wide range, Organized effectively

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The store regularly offers fantastic promotions that are both valuable and well-communicated to customers."
 - **Keywords Used:** Regularly, Fantastic promotions, Well-communicated

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I have always found the store to be reliable; they consistently meet their commitments, which is reassuring."
 - **Keywords Used:** Reliable, Consistently, Reassuring
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Yes, services are generally performed correctly the first time, minimizing any inconvenience."
 - **Keywords Used:** Correctly, First time, Minimizing inconvenience

7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Staff are very proactive in providing information, making sure that all customers can easily access what they need."
 - **Keywords Used:** Proactive, Providing information, Easily access

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Employee responses are always prompt and efficient, which greatly enhances the customer service experience."
 - **Keywords Used:** Prompt, Efficient, Enhances
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Absolutely, employees are consistently eager to assist and their helpfulness really stands out."
 - **Keywords Used:** Eager to assist, Helpfulness, Stands out
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
- **Response:** "The professionalism and attentiveness of the staff certainly instill confidence and build trust."
 - **Keywords Used:** Professionalism, Attentiveness, Build trust

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
- **Response:** "The staff are not only knowledgeable but also exceptionally courteous, which makes each interaction pleasant."
 - **Keywords Used:** Knowledgeable, Exceptionally courteous, Pleasant
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "Yes, I feel completely safe; all transactions are handled with a high level of security and professionalism."
 - **Keywords Used:** Completely safe, High level of security, Professionalism
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "Even during busy times, the staff manage to be attentive and responsive, which is quite impressive."
 - **Keywords Used:** Attentive, Responsive, Impressive

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are swiftly and competently addressed, often resolved quicker than I expect."
- **Keywords Used:** Swiftly, Competently, Quicker than expected

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I definitely feel valued as a regular customer. The staff often greet me by name and show genuine interest in my needs."
- **Keywords Used:** Valued, Greet by name, Genuine interest

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit is a pleasure. The friendly atmosphere and the staff's attentiveness make shopping here a positive experience every time."
- **Keywords Used:** Pleasure, Friendly atmosphere, Positive experience

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store consistently has a good stock of the products I need. It's rare that I leave without finding what I came for."
- **Keywords Used:** Consistently, Good stock, Rare

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Employees are very helpful in guiding me to the products I'm looking for, which saves a lot of time and makes shopping efficient."
- **Keywords Used:** Very helpful, Saves time, Efficient

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is quick and streamlined, even on busy days, which is very commendable."
- **Keywords Used:** Quick, Streamlined, Commendable

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied with the facilities here. They are always clean, well-organized, and meet my expectations for a pleasant shopping environment."
- **Keywords Used:** Very satisfied, Well-organized, Pleasant shopping environment

21. **Question:** In what areas is the store lacking?

- **Response:** "It's hard to find faults, but if there's one area for improvement, it would be to expand the variety in certain product categories."
- **Keywords Used:** Hard to find faults, Area for improvement, Expand variety

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more eco-friendly products and perhaps more interactive tech to enhance shopping convenience."
- **Keywords Used:** Eco-friendly products, Interactive tech, Shopping convenience

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "For the most part, yes, the store meets my expectations, though I'd always welcome more innovative product offerings."
- **Keywords Used:** Meets expectations, Welcome, Innovative product offerings

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel uplifted and satisfied after each visit. The store's environment and the staff's attitude contribute greatly to this feeling."
- **Keywords Used:** Uplifted, Satisfied, Contribute greatly

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel confident and happy about the purchases. The products are of high quality and offer good value for the money."
- **Keywords Used:** Confident, Happy, High quality

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, the online services are efficient and user-friendly, providing a seamless extension of the in-store experience."
- **Keywords Used:** Efficient, User-friendly, Seamless extension

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchases consistently match the quality of in-store items, and the delivery is always prompt and reliable."
- **Keywords Used:** Consistently match, Prompt, Reliable

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am extremely satisfied with the assistance. Employees are always ready to go the extra mile to ensure customer satisfaction."
- **Keywords Used:** Extremely satisfied, Go the extra mile, Customer satisfaction

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel very positive about choosing this store; it has consistently met my shopping needs and exceeded expectations."
- **Keywords Used:** Very positive, Consistently met, Exceeded expectations

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are outstanding. The store excels in customer service, making it a top choice for my regular shopping."
- **Keywords Used:** Outstanding, Excels, Top choice

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's product quality is solid. They have proven time and again that they prioritize quality and customer satisfaction."
- **Keywords Used:** Solid trust, Prioritize, Customer satisfaction

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely plan to continue shopping here. The store provides everything I need with consistent quality and service."
- **Keywords Used:** Definitely, Continue shopping, Consistent quality

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The benefits of shopping here are numerous, from quality products to exceptional service and a rewarding loyalty program."
- **Keywords Used:** Numerous benefits, Exceptional service, Rewarding loyalty program

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers excellent perks for regular customers, like discounts and first access to new products, which is very appreciated."
- **Keywords Used:** Excellent perks, Discounts, First access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I often recommend this store to others due to its reliable service and high-quality products."
- **Keywords Used:** Often recommend, Reliable service, High-quality products

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to my future visits. The store continually satisfies my shopping needs and often exceeds my expectations."
- **Keywords Used:** Look forward, Continually satisfies, Exceeds expectations

Participant Code: R14

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Overall Negative

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store feels quite outdated, lacking modern amenities and aesthetic appeal that you find in more updated locations."
 - **Keywords Used:** Outdated, Lacking modern amenities, Aesthetic appeal
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Facilities often fall short of cleanliness standards; restrooms and fitting rooms are not well-maintained, which is quite off-putting."
 - **Keywords Used:** Fall short, Not well-maintained, Off-putting
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "It's often a challenge to locate items due to poor organization and unclear signage, which makes shopping frustrating."
 - **Keywords Used:** Challenge, Poor organization, Frustrating

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "Promotional offers are sparse and not particularly compelling, which doesn't incentivize shopping here over competitors."

- **Keywords Used:** Sparse, Not compelling, Doesn't incentivize

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "There have been multiple instances where the store failed to meet promised deadlines, leading to disappointment."
 - **Keywords Used:** Failed, Promised deadlines, Disappointment
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services often require follow-up or correction, suggesting a lack of attention to detail or initial care in execution."
 - **Keywords Used:** Require follow-up, Lack of attention, Initial care
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Getting accurate information from employees can be a hassle as they often seem uninformed or overwhelmed."
 - **Keywords Used:** Hassle, Uninformed, Overwhelmed

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Service speed is inconsistent; at times it's acceptable, but during busy periods, waiting times can be excessively long."
 - **Keywords Used:** Inconsistent, Excessively long, Busy periods
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "While there are a few helpful staff members, overall, the willingness to assist seems lacking across the board."
 - **Keywords Used:** Few helpful, Willingness lacking
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Employee behaviour does not consistently instill confidence; it often reflects a need for better training and customer service skills."
 - **Keywords Used:** Not consistently, Need for better training

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The level of staff knowledge is hit or miss. Some are knowledgeable, while many lack the training to provide the right answers."

- **Keywords Used:** Hit or miss, Lack training, Right answers
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "I generally feel safe, but the transaction processes could be more transparent and secure."
 - **Keywords Used:** Generally feel safe, More transparent, Secure
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "Employees often appear too busy or distracted to properly address customer needs, which negatively impacts the service quality."
 - **Keywords Used:** Too busy, Distracted, Negatively impacts

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?
- **Response:** "There is a significant delay in addressing and resolving issues, which often requires multiple follow-ups."
 - **Keywords Used:** Significant delay, Requires multiple follow-ups

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?
- **Response:** "I do not feel particularly valued as a regular customer; the treatment is generic and lacks personal touch."
 - **Keywords Used:** Not valued, Generic, Lacks personal touch
16. **Question:** How do you feel about your visit to the store?
- **Response:** "Visits to the store are generally unremarkable. There's nothing particularly bad, but also nothing that makes it a memorable experience."
 - **Keywords Used:** Unremarkable, Not bad, Not memorable
17. **Question:** Do you get the goods of your need from the store?
- **Response:** "I often find it difficult to locate certain items due to inconsistent stocking, which can be quite frustrating."
 - **Keywords Used:** Difficult, Inconsistent stocking, Frustrating
18. **Question:** Do the employees help in reducing the time in search of desired products?
- **Response:** "Employee assistance in finding products is sporadic. Sometimes helpful, but often I have to search for items myself."

- **Keywords Used:** Sporadic, Sometimes helpful, Search myself

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is often slow, especially during peak hours, which can be quite inconvenient."
- **Keywords Used:** Slow, Peak hours, Inconvenient

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical aspects of the store are just adequate. More effort could be put into maintaining a cleaner and more appealing environment."
- **Keywords Used:** Adequate, More effort, Cleaner

21. **Question:** In what areas is the store lacking?

- **Response:** "The store lacks in customer engagement and maintaining a consistently high standard of cleanliness and organization."
- **Keywords Used:** Lacks, Customer engagement, High standard

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more advanced technological facilities, like self-checkout stations to speed up the buying process."
- **Keywords Used:** Advanced technological facilities, Self-checkout, Speed up

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store falls short of my expectations, particularly in providing a diverse range of products and responsive customer service."
- **Keywords Used:** Falls short, Diverse range, Responsive customer service

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "My feelings are mixed; while the store is convenient, the lack of a positive shopping experience often leaves me indifferent."
- **Keywords Used:** Mixed, Convenient, Indifferent

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm not overly satisfied with my purchases; often, I settle for what's available rather than getting exactly what I want."

- **Keywords Used:** Not overly satisfied, Settle, Exactly what I want

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, they offer online services, but these are often glitchy and not as user-friendly as they could be."
- **Keywords Used:** Glitchy, Not user-friendly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is generally good, but the fulfilment and delivery process often experiences delays."
- **Keywords Used:** Generally good, Fulfilment, Delays

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "My satisfaction varies; while some employees are helpful, there's a noticeable inconsistency in service quality."
- **Keywords Used:** Varies, Helpful, Inconsistency

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is often out of convenience rather than preference. If there were better options nearby, I might switch."
- **Keywords Used:** Convenience, Preference, Switch

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Overall, I'm not particularly satisfied. The services provided are basic and often don't meet my expectations for a pleasant shopping experience."
- **Keywords Used:** Not particularly satisfied, Basic, Don't meet expectations

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's ability to provide consistent quality has waned due to several negative experiences."
- **Keywords Used:** Trust waned, Consistent quality, Negative experiences

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'm reconsidering my options; continued disappointments may lead me to look for alternative shopping venues."
- **Keywords Used:** Reconsidering, Continued disappointments, Alternative venues

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is proximity; however, the lack of significant benefits makes this advantage less compelling."
- **Keywords Used:** Proximity, Lack of significant benefits, Less compelling

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are minimal benefits for regular customers, which does not encourage loyalty or frequent visits."
- **Keywords Used:** Minimal benefits, Does not encourage, Loyalty

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "Given my experiences, I would be hesitant to recommend this store until I see noticeable improvements."
- **Keywords Used:** Hesitant, Recommend, Noticeable improvements

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "Unless there are improvements, my visits will likely decrease as I explore other shopping alternatives."
- **Keywords Used:** Improvements, Decrease, Explore alternatives

Participant Code: R15

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store is equipped with modern facilities that enhance the shopping experience. The sleek design of the building is also very inviting."
 - **Keywords Used:** Modern facilities, Sleek design, Inviting
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "The cleanliness and layout of the physical facilities are always top-notch. It's clear that they maintain high standards."
 - **Keywords Used:** Cleanliness, Top-notch, High standards
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "Absolutely, the store layout is well-organized, making it easy to find everything I need quickly."
 - **Keywords Used:** Well-organized, Easy, Quickly

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "The promotional offers are always appealing and timely. I often find great deals that offer significant savings."
 - **Keywords Used:** Appealing, Timely, Great deals

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "This store has a reputation for reliability. When they set a timeline, they stick to it, which is very reassuring."
 - **Keywords Used:** Reputation, Reliability, Reassuring
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "I've never had to complain; the store consistently delivers services and products correctly the first time."
 - **Keywords Used:** Never complain, Consistently, Correctly
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is readily available, and employees are always eager to assist, making the shopping process much smoother."
 - **Keywords Used:** Readily available, Eager to assist, Smoother

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "The staff is quick to respond to any inquiries, demonstrating efficiency and a customer-first attitude."
 - **Keywords Used:** Quick to respond, Efficiency, Customer-first
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Absolutely, the staff's willingness to help is evident in every interaction, which enhances the overall shopping experience."

- **Keywords Used:** Willingness to help, Evident, Enhances

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "The employees' professional and friendly demeanor definitely instills confidence and makes me feel valued as a customer."
- **Keywords Used:** Professional, Friendly demeanor, Valued

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The staff is well-informed and always courteous, which reflects well on the store's training and management."
- **Keywords Used:** Well-informed, Courteous, Reflects well

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel completely secure in my transactions here. The store implements robust security measures to ensure customer safety."
- **Keywords Used:** Completely secure, Robust security measures, Customer safety

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Despite being busy, employees manage to provide attentive service, never making me feel neglected."
- **Keywords Used:** Attentive service, Busy, Never neglected

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are addressed promptly and effectively. I appreciate their quick resolution and attention to detail."
- **Keywords Used:** Addressed promptly, Effectively, Quick resolution

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Yes, I feel highly valued. The staff remembers my preferences and often provides personalized recommendations."
- **Keywords Used:** Highly valued, Remembers, Personalized recommendations

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit to the store is a delightful experience. The friendly staff and the welcoming environment make it a pleasure to shop here."

- **Keywords Used:** Delightful, Friendly staff, Pleasure

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I almost always find exactly what I need. The store is well-stocked with a wide variety of items."

- **Keywords Used:** Almost always, Well-stocked, Wide variety

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Yes, the staff is incredibly helpful in directing me to the items I need, significantly reducing my shopping time."

- **Keywords Used:** Incredibly helpful, Directing, Reducing time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The billing process is efficient and quick. Even during busy times, they manage to keep the lines moving smoothly."

- **Keywords Used:** Efficient, Quick, Smoothly

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied. The store maintains high standards of cleanliness and layout that make shopping comfortable."

- **Keywords Used:** Very satisfied, High standards, Comfortable

21. **Question:** In what areas is the store lacking?

- **Response:** "If there's one area for improvement, it would be to offer more eco-friendly products to align with current sustainability trends."

- **Keywords Used:** Improvement, Eco-friendly products, Sustainability trends

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more digital tools for customer service, such as in-store navigation apps or interactive product information kiosks."

- **Keywords Used:** Digital tools, Navigation apps, Interactive

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store generally meets my expectations with its range and services, but there's always room for adding more innovative products."
- **Keywords Used:** Generally meets, Room for adding, Innovative products

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I leave the store feeling satisfied and happy. The positive atmosphere and the quality of service contribute significantly to my mood."
- **Keywords Used:** Satisfied, Happy, Positive atmosphere

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel good about my purchases. The quality and value of the items I buy are consistent with my expectations."
- **Keywords Used:** Feel good, Quality, Consistent

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, their online services are robust and complement the in-store experience well. It's convenient and user-friendly."
- **Keywords Used:** Robust, Complement, User-friendly

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases matches the high standards of the in-store products. The delivery is also prompt and reliable."
- **Keywords Used:** Matches, High standards, Prompt

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am extremely satisfied with the assistance. The employees are attentive, knowledgeable, and always ready to help."
- **Keywords Used:** Extremely satisfied, Attentive, Ready to help

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel that choosing this store has always been a good decision. It consistently meets my needs and often exceeds my expectations."
- **Keywords Used:** Good decision, Consistently meets, Often exceeds

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are excellent. The store goes above and beyond to ensure customer satisfaction, which keeps me coming back."

- **Keywords Used:** Excellent, Above and beyond, Customer satisfaction

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store is absolute. They have maintained a consistent level of quality that has never disappointed me."
- **Keywords Used:** Absolute trust, Consistent level, Never disappointed

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely intend to continue shopping here. The store has all the qualities I look for in a shopping venue."
- **Keywords Used:** Definitely, Continue shopping, Qualities

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "Shopping here brings multiple benefits, from convenience and quality to customer care that makes each visit worthwhile."
- **Keywords Used:** Multiple benefits, Convenience, Customer care

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers excellent perks for regular customers, such as loyalty discounts and early access to new arrivals."
- **Keywords Used:** Excellent perks, Loyalty discounts, Early access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I regularly recommend this store to friends and family because of its superior service and product quality."
- **Keywords Used:** Regularly recommend, Superior service, Product quality

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to my future visits. The store offers a consistently positive experience that I greatly appreciate."
- **Keywords Used:** Look forward, Consistently positive, Greatly appreciate

Participant Code: R16

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's equipment and exterior are somewhat dated. A few modern touches here and there wouldn't hurt."
 - **Keywords Used:** Somewhat dated, Modern touches
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The facilities are generally clean, but they don't always feel as maintained as they could be, especially during busy hours."
 - **Keywords Used:** Generally clean, Not well maintained, Busy hours
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "It's fairly easy to find most items, though the store could improve the signage and layout to help guide customers better."
 - **Keywords Used:** Fairly easy, Improve signage, Guide better

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "There are some promotional offers, but they are often not very compelling or well-timed to my shopping needs."
 - **Keywords Used:** Some, Not compelling, Not well-timed

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "My experience with their timeliness has been hit or miss. Sometimes they are on point; other times, not so much."
 - **Keywords Used:** Hit or miss, On point
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Mostly, the store gets things right the first time, but there have been a few occasions where I needed to return due to an error."
 - **Keywords Used:** Mostly, Few occasions, Return due to error
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Getting information can be a hassle, especially when the store is busy. Employees seem stretched thin."
- **Keywords Used:** Hassle, Stretched thin

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Responses can be slow, especially during peak times. I've had to wait longer than I'd like on several occasions."
 - **Keywords Used:** Slow, Peak times, Wait longer
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "The staff is generally willing to help, but their ability to do so effectively varies quite a bit."
 - **Keywords Used:** Generally willing, Varies
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "It's a mixed bag. Some employees are excellent and instill great confidence, while others seem less engaged."
 - **Keywords Used:** Mixed bag, Excellent, Less engaged

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Knowledge levels vary. Some employees are well-informed and courteous, while others seem to lack the necessary training."
 - **Keywords Used:** Vary, Well-informed, Lack training
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I generally feel safe, though the store could enhance their security measures to make transactions feel more secure."
 - **Keywords Used:** Generally feel safe, Enhance, More secure
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Yes, they often appear too busy to give immediate attention, which can be frustrating when you need quick help."
 - **Keywords Used:** Too busy, Immediate attention, Frustrating

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Problem resolution is not always immediate. Sometimes it takes follow-up visits to fully resolve an issue."
- **Keywords Used:** Not always immediate, Follow-up visits, Fully resolve

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't consistently feel recognized or particularly valued. The service is standard without much personalization."
- **Keywords Used:** Not consistently, Standard, Without personalization

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally neutral. The store serves its purpose, but there's nothing exceptional that makes the experience stand out."
- **Keywords Used:** Neutral, Serves its purpose, Nothing exceptional

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find what I'm looking for, though at times some products are out of stock, which can be inconvenient."
- **Keywords Used:** Usually, Out of stock, Inconvenient

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Helpfulness varies. Sometimes I receive prompt assistance, other times I find myself wandering aisles looking for items."
- **Keywords Used:** Helpfulness varies, Prompt assistance, Wandering aisles

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is generally efficient, though it can slow down significantly during peak shopping hours."
- **Keywords Used:** Generally efficient, Slow down, Peak hours

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities meet basic expectations but don't always impress, especially when compared to newer or more updated stores."
- **Keywords Used:** Meet basic expectations, Don't impress, Compared to newer

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in areas like customer service responsiveness and maintaining stock levels to better meet customer demands."
- **Keywords Used:** Improve, Customer service responsiveness, Maintaining stock levels

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more innovative features, such as mobile apps for easier shopping and faster checkouts to enhance efficiency."
- **Keywords Used:** Innovative features, Mobile apps, Faster checkouts

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "While the store generally meets basic needs, it often fails to exceed expectations or provide a compelling reason to choose it over competitors."
- **Keywords Used:** Meets basic needs, Fails to exceed, Competitors

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel indifferent after visiting the store. It fulfils basic shopping needs but lacks elements that would enhance customer satisfaction."
- **Keywords Used:** Indifferent, Fulfils basic needs, Lacks elements

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm generally okay with the purchases, though sometimes I wish the quality or selection were better."
- **Keywords Used:** Generally okay, Wish better, Quality or selection

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are available but could be more user-friendly and reliable. Improvements here could make a big difference."
- **Keywords Used:** Available, More user-friendly, Reliable

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is decent, but the experience is marred by occasional issues with order accuracy and delivery times."
- **Keywords Used:** Decent, Order accuracy, Delivery times

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "My satisfaction with employee assistance is mixed. Some are helpful, while others seem too busy or disinterested to provide good service."
- **Keywords Used:** Mixed, Helpful, Disinterested

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is mainly out of convenience rather than preference. If there were better options nearby, I might reconsider."
- **Keywords Used:** Convenience, Preference, Reconsider

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are adequate for basic needs but don't always live up to higher expectations of service and quality."
- **Keywords Used:** Adequate, Basic needs, Higher expectations

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's quality is moderate. While generally reliable, there have been enough inconsistencies to keep me cautious."
- **Keywords Used:** Moderate, Generally reliable, Inconsistencies

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue to shop here for convenience, but I'm always on the lookout for better shopping experiences elsewhere."
- **Keywords Used:** Likely continue, Convenience, Better shopping experiences

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain from shopping here is the convenience of location. Beyond that, the benefits are fairly minimal."
- **Keywords Used:** Main gain, Convenience, Minimal benefits

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers few benefits for regular customers, which does not do much to encourage loyalty or frequent visits."
- **Keywords Used:** Few benefits, Encourage loyalty, Frequent visits

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for convenience, but not for those seeking a high-quality or varied shopping experience."
- **Keywords Used:** Might recommend, Convenience, High-quality

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will probably visit again due to proximity, but I am open to switching if a better option becomes available."
- **Keywords Used:** Probably visit, Proximity, Open to switching

Participant Code: R17

Gender: Female

Age Group: 20-30 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store is quite modern and always seems to be updating its equipment and facilities, which makes it a pleasant place to shop."
 - **Keywords Used:** Modern, Updating, Pleasant
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Yes, the facilities are always impeccably clean and well-maintained. It's clear that they prioritize customer comfort."
 - **Keywords Used:** Impeccably clean, Well-maintained, Prioritize customer comfort
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Definitely, the store layout is intuitive and well-organized, making it easy to find everything I need without hassle."
 - **Keywords Used:** Intuitive, Well-organized, Without hassle

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "There are always exciting promotional offers that really add value to my shopping experience. They are timely and well-targeted."

- **Keywords Used:** Exciting, Add value, Well-targeted

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store consistently meets its deadlines, whether it's restocking items or special order arrivals."
 - **Keywords Used:** Consistently, Meets deadlines, Restocking
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Absolutely, I've rarely had any issue with services not being performed correctly the first time around."
 - **Keywords Used:** Absolutely, Rarely any issue, Correctly
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is readily accessible. The staff are knowledgeable and always willing to help, which is really appreciated."
 - **Keywords Used:** Readily accessible, Knowledgeable, Willing to help

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The response times are impressive. I've never had to wait long for assistance, which keeps my visits efficient."
 - **Keywords Used:** Impressive, Never had to wait, Efficient
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Yes, their readiness to assist and the genuine care they show are some of the main reasons I keep coming back."
 - **Keywords Used:** Readiness to assist, Genuine care, Keep coming back
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Definitely, the professionalism and friendly approach of the staff make me feel confident and secure in my purchases."
 - **Keywords Used:** Professionalism, Friendly approach, Confident

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The employees are exceptionally well-trained and always respond with utmost respect and helpfulness."

- **Keywords Used:** Exceptionally well-trained, Utmost respect, Helpfulness
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "Yes, the transaction process is transparent and secure. I've never felt uneasy about my personal information or payments."
 - **Keywords Used:** Transparent, Secure, Never felt uneasy
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "Even during busy periods, the staff manages to be attentive and responsive, which really stands out."
 - **Keywords Used:** Busy periods, Attentive, Responsive

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?
- **Response:** "Issues are handled with care and resolved quickly. I appreciate the staff's dedication to resolving any concerns promptly."
 - **Keywords Used:** Handled with care, Resolved quickly, Dedication

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?
- **Response:** "I always feel recognized and appreciated. The staff remembers my preferences, which makes my shopping experience very personal and enjoyable."
 - **Keywords Used:** Recognized, Appreciated, Personal
16. **Question:** How do you feel about your visit to the store?
- **Response:** "Every visit is a delight. The store's atmosphere and the attention from the staff make it a place I look forward to visiting."
 - **Keywords Used:** Delight, Atmosphere, Look forward
17. **Question:** Do you get the goods of your need from the store?
- **Response:** "The store is consistently well-stocked with a diverse range of products. I almost always find exactly what I need."
 - **Keywords Used:** Consistently well-stocked, Diverse, Exactly what I need
18. **Question:** Do the employees help in reducing the time in search of desired products?
- **Response:** "Staff are incredibly efficient at guiding me right to the products I need, significantly speeding up my shopping trips."

- **Keywords Used:** Incredibly efficient, Guiding, Speeding up

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout is always quick and hassle-free, even when the store is busy. It's clear they value customers' time."
- **Keywords Used:** Quick, Hassle-free, Value customers' time

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I'm very satisfied with the facilities. They're always clean, accessible, and designed to make shopping a comfortable experience."
- **Keywords Used:** Very satisfied, Clean, Comfortable

21. **Question:** In what areas is the store lacking?

- **Response:** "It's hard to point out significant flaws, but expanding their eco-friendly product lines would be a great improvement."
- **Keywords Used:** Hard to point out, Expanding, Eco-friendly

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more integration of technology to help with product locations and stock levels in real-time, enhancing the shopping experience."
- **Keywords Used:** Integration of technology, Product locations, Enhancing

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store mostly meets my expectations. There's always room for new product additions, but overall, I'm satisfied."
- **Keywords Used:** Mostly meets, Room for additions, Satisfied

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I always leave the store feeling content and happy. The positive environment and efficient service contribute significantly to my satisfaction."
- **Keywords Used:** Content, Happy, Positive environment

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel confident and pleased with my purchases. The quality and value of the items are consistently good."

- **Keywords Used:** Confident, Pleased, Consistently good

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, and the online platform is user-friendly and efficient, perfectly complementing their in-store service."
- **Keywords Used:** User-friendly, Efficient, Complementing

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchases maintain the same high quality as in-store items, and the delivery service is reliable and prompt."
- **Keywords Used:** High quality, Reliable, Prompt

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm extremely satisfied with the level of assistance. The staff's commitment to customer service is outstanding."
- **Keywords Used:** Extremely satisfied, Commitment, Outstanding

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has always been a great decision for me. It consistently meets my shopping needs and often exceeds them."
- **Keywords Used:** Great decision, Consistently meets, Exceeds

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I am thoroughly satisfied with the services provided. The store sets a high standard for quality and customer care."
- **Keywords Used:** Thoroughly satisfied, High standard, Customer care

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have complete trust in the quality of products offered by the store. They have never let me down."
- **Keywords Used:** Complete trust, Quality, Never let me down

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely plan to continue shopping here. The store has become my go-to for most of my shopping needs."
- **Keywords Used:** Definitely, Continue shopping, Go-to

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The benefits of shopping here are numerous, from convenience to customer service excellence, making every visit worthwhile."
- **Keywords Used:** Numerous benefits, Convenience, Customer service excellence

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers significant benefits for regular customers like me, including loyalty rewards and special promotions."
- **Keywords Used:** Significant benefits, Loyalty rewards, Special promotions

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend this store due to its reliability, quality, and excellent customer service."
- **Keywords Used:** Frequently recommend, Reliability, Excellent customer service

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'm always eager to return. The store continues to meet my expectations and makes shopping a pleasure."
- **Keywords Used:** Eager to return, Meet my expectations, Pleasure

Participant Code: R18

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store has a fairly modern appearance, but some sections could definitely use an upgrade to keep up with more contemporary stores."
 - **Keywords Used:** Fairly modern, Upgrade, Contemporary
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "The cleanliness is usually up to standard, but during peak times, the facilities can become a bit neglected."
 - **Keywords Used:** Usually up to standard, Peak times, Neglected
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "It's generally easy to find most items, though the layout could be more intuitive to navigate, especially for new customers."
 - **Keywords Used:** Generally easy, Layout, Intuitive

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "Promotions are hit or miss. Sometimes they're really worthwhile, other times they seem not to cater to my interests."
 - **Keywords Used:** Hit or miss, Worthwhile, Cater to interests

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "Their reliability is generally good, but there have been a few instances where they didn't meet their promised timings."
 - **Keywords Used:** Generally good, Few instances, Promised timings
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Most services are handled well initially, but there's always room for improvement in consistency."
 - **Keywords Used:** Handled well, Room for improvement, Consistency
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Finding information can sometimes be a challenge, depending on the staff's knowledge and availability."
 - **Keywords Used:** Sometimes a challenge, Staff's knowledge, Availability

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Response times vary; during less busy hours it's fine, but during peak times, it can take a while to get assistance."
 - **Keywords Used:** Vary, Less busy, Peak times
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Most employees seem willing to help, but their ability to provide assistance effectively can vary significantly."

- **Keywords Used:** Willing to help, Ability, Vary significantly

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Some employees really instill confidence with their knowledge and demeanor, but this isn't uniform across all staff."
- **Keywords Used:** Instill confidence, Knowledge, Not uniform

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "Employee knowledge is somewhat inconsistent. Some are quite helpful and courteous, others less so."
- **Keywords Used:** Inconsistent, Helpful, Courteous

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel safe with transactions; the store seems to follow good security practices."
- **Keywords Used:** Feel safe, Good security practices

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Yes, especially during sales or holiday seasons, it seems like there aren't enough staff to handle the customer volume."
- **Keywords Used:** Too busy, Sales, Holiday seasons

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Issue resolution could be quicker. Often, it feels like they need to be prompted multiple times for follow-up."
- **Keywords Used:** Could be quicker, Prompted, Follow-up

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't feel particularly valued as a regular customer; the interaction is usually impersonal and routine."
- **Keywords Used:** Not particularly valued, Impersonal, Routine

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally satisfactory, but there's nothing particularly memorable or exceptional about the experience."
- **Keywords Used:** Satisfactory, Not memorable, Not exceptional

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find what I need, though occasionally I encounter out-of-stock situations which can be frustrating."
- **Keywords Used:** Usually find, Occasionally, Out-of-stock

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Sometimes the staff is helpful in guiding me to products, but other times I find myself searching longer than I'd prefer."
- **Keywords Used:** Sometimes helpful, Searching, Longer than preferred

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is usually efficient, though it can become bogged down during peak shopping hours."
- **Keywords Used:** Usually efficient, Bogged down, Peak hours

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are adequate but could benefit from more regular updates and maintenance to enhance the shopping environment."
- **Keywords Used:** Adequate, Regular updates, Enhance

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in terms of customer engagement and making the shopping experience more tailored and responsive."
- **Keywords Used:** Improve, Customer engagement, Tailored

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more digital integration, such as apps or kiosks that could help with product information and availability in real-time."
- **Keywords Used:** Digital integration, Apps, Real-time

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets basic expectations but doesn't often exceed them. There's a lack of 'wow' factor in product range and customer care."
- **Keywords Used:** Meets basic expectations, Lack of 'wow' factor, Customer care

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "My feelings are mixed; while the store serves its purpose, it lacks the elements that would make my visits more enjoyable."
- **Keywords Used:** Mixed feelings, Serves its purpose, More enjoyable

25. **Question:** How do you feel about the purchases?

- **Response:** "I am generally content with my purchases, though I occasionally wish for a broader selection or higher quality in certain categories."
- **Keywords Used:** Generally content, Wish for, Broader selection

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are available but could be much improved in terms of user experience and reliability."
- **Keywords Used:** Available, Improved, User experience

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases generally meets my expectations, though the delivery times and service could be enhanced."
- **Keywords Used:** Generally meets, Delivery times, Enhanced

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "My satisfaction with employee assistance varies. Some staff members are excellent, while others seem less motivated to provide good service."
- **Keywords Used:** Varies, Some excellent, Less motivated

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is often a matter of convenience rather than preference. If other options were closer, I might consider them."
- **Keywords Used:** Matter of convenience, If other options, Consider

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are okay, but there's definitely room for improvement, especially in making the customer service experience more consistent and personalized."

- **Keywords Used:** Okay, Room for improvement, More consistent

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store enough for routine purchases, but for specialty items, I often look elsewhere due to varying quality."
- **Keywords Used:** Trust enough, Routine purchases, Varying quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I will likely continue shopping here for convenience, but I am always on the lookout for better alternatives."
- **Keywords Used:** Likely continue, Convenience, Better alternatives

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefit is convenience due to its location. Beyond that, the advantages are minimal."
- **Keywords Used:** Main benefit, Convenience, Minimal advantages

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers some benefits for regular customers, but they're not particularly compelling or well-promoted."
- **Keywords Used:** Some benefits, Not compelling, Well-promoted

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I'd recommend it for basic needs due to its convenience, but not for those looking for a premium shopping experience."
- **Keywords Used:** Recommend, Basic needs, Not for premium

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'll probably visit again mainly due to proximity, but I'm open to exploring other shopping venues if they offer a better experience."
- **Keywords Used:** Probably visit, Proximity, Exploring other venues

Participant Code: R19

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store is always updating its decor and equipment, making it a visually appealing place to shop."
 - **Keywords Used:** Updating, Visually appealing, Modern
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The facilities are immaculate and well-designed, which contributes greatly to a comfortable shopping experience."
 - **Keywords Used:** Immaculate, Well-designed, Comfortable
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Yes, the store layout is very shopper-friendly, making it easy to locate products without any hassle."
 - **Keywords Used:** Shopper-friendly, Easy, Locate products

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The promotional offers are excellent, often providing significant savings on high-quality products."
 - **Keywords Used:** Excellent, Significant savings, High-quality

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store is very reliable in fulfilling its promises, whether it's restocking items or handling special orders."
 - **Keywords Used:** Very reliable, Fulfilling promises, Special orders
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "I have always been impressed with their ability to get things right the first time; it saves a lot of unnecessary hassle."
 - **Keywords Used:** Impressed, Right the first time, Saves hassle
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Information is always readily available, and staff are proactive in making sure customers find what they need."
- **Keywords Used:** Readily available, Proactive, Customers find what they need

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Service is consistently prompt and efficient. I've rarely had to wait to get help or information."
 - **Keywords Used:** Consistently prompt, Efficient, Rarely had to wait
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Absolutely, the employees go out of their way to assist customers, showing genuine concern for our shopping experience."
 - **Keywords Used:** Go out of their way, Assist, Genuine concern
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Yes, their professionalism and courteous behaviour consistently instill confidence and make the shopping environment very welcoming."
 - **Keywords Used:** Professionalism, Courteous, Welcoming

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The staff are well-trained and knowledgeable, always responding with courtesy and enthusiasm."
 - **Keywords Used:** Well-trained, Knowledgeable, Responding with courtesy
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "Yes, I feel very safe. The store has excellent security measures in place, which makes me comfortable with my transactions."
 - **Keywords Used:** Very safe, Excellent security measures, Comfortable
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Even when busy, the staff make an effort to be attentive and responsive, which really helps maintain a good shopping atmosphere."
 - **Keywords Used:** Attentive, Responsive, Good shopping atmosphere

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are quickly addressed with a focus on immediate resolution, which I really appreciate."
- **Keywords Used:** Quickly addressed, Immediate resolution, Appreciate

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Absolutely, I always feel valued and recognized. The staff makes a point to remember my preferences, which enhances my shopping experience."
- **Keywords Used:** Valued, Recognized, Preferences

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit is a pleasure. The store has a friendly and inviting atmosphere that makes shopping there enjoyable."
- **Keywords Used:** Pleasure, Friendly, Inviting

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store is well-stocked with a wide variety of products, and I usually find everything I'm looking for."
- **Keywords Used:** Well-stocked, Wide variety, Find everything

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Staff are very efficient at guiding customers to the right products, greatly reducing the time it takes to shop."
- **Keywords Used:** Efficient, Guiding, Reducing time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is streamlined and fast. Even during busy periods, they manage to keep the lines moving quickly."
- **Keywords Used:** Streamlined, Fast, Quickly

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied. The store is always clean, well-lit, and comfortable, which makes each visit a positive experience."
- **Keywords Used:** Very satisfied, Clean, Well-lit

21. **Question:** In what areas is the store lacking?

- **Response:** "It's hard to find any significant faults, but perhaps they could expand their organic product range to cater to a growing demand."
- **Keywords Used:** Hard to find, Expand, Organic product range

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more self-service options, like self-checkout kiosks, to make shopping even faster and more convenient."
- **Keywords Used:** More self-service options, Self-checkout kiosks, Convenient

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store generally meets my high expectations, although there's always room for improvement in product diversity."
- **Keywords Used:** Meets, High expectations, Product diversity

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I always leave the store feeling content and happy. The environment is welcoming, and the staff are friendly."
- **Keywords Used:** Content, Happy, Welcoming

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel great about my purchases. I trust the quality of the products and always feel like I've received good value."
- **Keywords Used:** Feel great, Trust, Good value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, their online services are convenient and user-friendly, making it easy to shop from home when necessary."
- **Keywords Used:** Convenient, User-friendly, Shop from home

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchases are consistently of high quality, and the delivery service is prompt and reliable."
- **Keywords Used:** Consistently, High quality, Prompt

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am extremely satisfied with the customer service. The employees are always helpful, knowledgeable, and polite."
- **Keywords Used:** Extremely satisfied, Helpful, Knowledgeable

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has been a consistently good decision. It meets all my shopping needs effectively."
- **Keywords Used:** Consistently good, Meets, Shopping needs

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, I am very pleased with the level of service. The store always strives to provide a high-quality shopping experience."
- **Keywords Used:** Very pleased, Strives, High-quality

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's product quality is unwavering. I've always been satisfied with the items I purchase."
- **Keywords Used:** Unwavering, Satisfied, Purchase

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I definitely plan to continue shopping here. The store has proven to be reliable and responsive to customer needs."
- **Keywords Used:** Continue shopping, Reliable, Responsive

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefits of shopping here are the convenience and the quality of products, which are consistently excellent."
- **Keywords Used:** Main benefits, Convenience, Consistently excellent

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers excellent benefits for regular customers, including loyalty points and exclusive offers that enhance the shopping experience."
- **Keywords Used:** Excellent benefits, Loyalty points, Exclusive offers

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I regularly recommend the store to others because of its excellent service, product quality, and overall shopping environment."
- **Keywords Used:** Regularly recommend, Excellent service, Shopping environment

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I look forward to my future visits. The store provides a consistently positive experience that makes it my first choice for shopping."
- **Keywords Used:** Look forward, Consistently positive, First choice

Participant Code: R20

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Overall Negative

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's appearance feels outdated. It lacks the modern amenities that many newer stores have."
 - **Keywords Used:** Outdated, Lacks modern amenities
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The facilities often don't meet my expectations for cleanliness and upkeep, which is disappointing for such a well-known store."
 - **Keywords Used:** Don't meet expectations, Disappointing, Cleanliness
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "It's somewhat challenging to navigate the store due to its cluttered layout. Finding specific items can be frustrating."
 - **Keywords Used:** Challenging, Cluttered layout, Frustrating

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The promotional offers are not very appealing, and they seem infrequent compared to competitors."
 - **Keywords Used:** Not appealing, Infrequent, Compared to competitors

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I've experienced several instances where the store failed to meet its commitments, which is quite frustrating."
 - **Keywords Used:** Several instances, Failed, Frustrating
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are often executed poorly the first time around, requiring follow-up visits to resolve issues."
 - **Keywords Used:** Poorly, Follow-up visits, Resolve issues
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Getting information from the staff can be a struggle; they often seem uninformed or too busy to assist properly."
 - **Keywords Used:** Struggle, Uninformed, Too busy

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Responses to inquiries are slow, and getting help requires more effort than it should."
 - **Keywords Used:** Slow, Requires more effort
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "There's a noticeable lack of enthusiasm among staff to help, which does not make for a welcoming shopping experience."
 - **Keywords Used:** Lack of enthusiasm, Not welcoming
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "The inconsistent behaviour of employees does little to instill confidence; it feels like customer satisfaction isn't a priority."
 - **Keywords Used:** Inconsistent, Does little, Not a priority

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Staff knowledge is hit or miss, and their responses often lack the courtesy you'd expect in customer service."
 - **Keywords Used:** Hit or miss, Lack courtesy

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "Transactions are generally secure, but the overall atmosphere does not always feel entirely safe, especially during busy times."
- **Keywords Used:** Generally secure, Not always feel safe, Busy times

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Yes, employees often appear too overwhelmed to provide attentive service, which can leave customer needs unmet."
- **Keywords Used:** Too overwhelmed, Not attentive, Needs unmet

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Problems are not resolved quickly enough, and it often takes multiple conversations to get any action taken."
- **Keywords Used:** Not quickly enough, Multiple conversations, Action taken

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't really feel valued as a regular customer. The interaction is mostly transactional with little personal recognition."
- **Keywords Used:** Not valued, Transactional, Little personal recognition

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Visits to the store are often more functional than enjoyable. There's a lack of warmth or special attention that might make the experience stand out."
- **Keywords Used:** Functional, Lack of warmth, Not stand out

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "While I generally find what I need, the product availability can be hit or miss, especially for newer or popular items."
- **Keywords Used:** Generally find, Hit or miss, Product availability

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Help from employees is inconsistent. Sometimes I find assistance quickly; other times, I end up searching on my own for longer than necessary."
- **Keywords Used:** Inconsistent, Searching on my own, Longer than necessary

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is often slow, especially during peak hours, which can be quite frustrating when in a hurry."
- **Keywords Used:** Slow, Peak hours, Frustrating

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are adequate but could be better maintained. Sometimes the lighting and cleanliness are below what I would expect from a store of this caliber."
- **Keywords Used:** Adequate, Better maintained, Below expectations

21. **Question:** In what areas is the store lacking?

- **Response:** "Customer service needs a lot of improvement. There's a noticeable gap in how customers are treated compared to other similar stores."
- **Keywords Used:** Needs improvement, Noticeable gap, Compared to other stores

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more digital features like an app for easier navigation and checking stock, which could enhance the shopping experience."
- **Keywords Used:** More digital features, App, Enhance shopping experience

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store falls short of my expectations on several fronts, particularly in customer service and product range diversity."
- **Keywords Used:** Falls short, Customer service, Product range diversity

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I often feel indifferent after visiting the store. It serves the purpose but doesn't make shopping an enjoyable experience."
- **Keywords Used:** Indifferent, Serves the purpose, Not enjoyable

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm neutral about my purchases. They meet my basic needs but rarely exceed my expectations or offer anything particularly exciting."
- **Keywords Used:** Neutral, Meet basic needs, Rarely exceed expectations

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services exist but are not as developed or reliable as I would hope. There's definitely room for improvement."
- **Keywords Used:** Exist, Not developed, Room for improvement

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchase quality is variable. Sometimes it's satisfactory, but inconsistency in fulfilment can be an issue."
- **Keywords Used:** Variable, Satisfactory, Inconsistency

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "My satisfaction varies greatly. Some employees are helpful, but many seem disinterested and provide minimal assistance."
- **Keywords Used:** Varies greatly, Disinterested, Minimal assistance

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is often out of convenience rather than preference. If better options were nearby, I might switch."
- **Keywords Used:** Out of convenience, If better options, Might switch

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Generally, the services are just okay. They do what's necessary but lack the effort to truly satisfy customer needs."
- **Keywords Used:** Just okay, Necessary, Lack effort

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's product quality has waned due to some negative experiences with product reliability and freshness."
- **Keywords Used:** Waned, Negative experiences, Freshness

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'm considering exploring other options due to the inconsistent quality and service I've experienced here."
- **Keywords Used:** Considering, Exploring other options, Inconsistent

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is simply convenience. Beyond that, the benefits are limited, especially in terms of customer satisfaction."
- **Keywords Used:** Main gain, Convenience, Limited benefits

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are few noticeable benefits for regular customers, which does not encourage loyalty or frequent visits."
- **Keywords Used:** Few noticeable benefits, Does not encourage, Loyalty

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I would be hesitant to recommend this store based on my mixed experiences. It might serve for basic needs but not for more discerning shoppers."
- **Keywords Used:** Hesitant, Mixed experiences, Basic needs

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "Unless improvements are made, my visits will likely decrease. I'm actively looking for better alternatives."
- **Keywords Used:** Unless improvements, Likely decrease, Looking for better alternatives

Participant Code: R21

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The store is quite modern and always appears fresh and up-to-date, which makes shopping here very appealing."
- **Keywords Used:** Modern, Fresh, Appealing

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "Yes, the facilities are consistently clean and well-organized. I always feel comfortable using them."

- **Keywords Used:** Consistently clean, Well-organized, Comfortable
- 3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Finding goods is generally easy because of the logical layout and good signage throughout the store."
 - **Keywords Used:** Easy, Logical layout, Good signage

Promotions and Service Quality

- 4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The promotional offers are always very attractive and provide real value, which I appreciate."
 - **Keywords Used:** Attractive, Real value, Appreciate

Reliability and Responsiveness

- 5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I've found them to be quite reliable. When they commit to a timeframe, they generally stick to it."
 - **Keywords Used:** Reliable, Commit, Stick to it
- 6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Yes, they usually get things right on the first try, which saves me time and hassle."
 - **Keywords Used:** Usually, Right on the first try, Saves time
- 7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is readily available, and the staff are always helpful in providing any guidance needed."
 - **Keywords Used:** Readily available, Helpful, Guidance

Employee Interaction and Confidence

- 8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The response to inquiries is quick and efficient, which makes my shopping experiences smooth and pleasant."
 - **Keywords Used:** Quick, Efficient, Smooth
- 9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Employees show a real willingness to assist, which makes me feel valued as a customer."
 - **Keywords Used:** Willingness to assist, Feel valued

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Definitely, their professional and friendly behaviour instills a great deal of confidence and trust."
- **Keywords Used:** Professional, Friendly, Instills confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The staff are very knowledgeable and always respond with the utmost courtesy, which enhances the shopping experience."
- **Keywords Used:** Knowledgeable, Utmost courtesy, Enhances

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel very safe. The store has good security measures in place, which makes me comfortable with my transactions."
- **Keywords Used:** Very safe, Good security measures, Comfortable

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Even during busy times, the staff manages to be attentive and responsive, which is commendable."
- **Keywords Used:** Attentive, Responsive, Commendable

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are addressed promptly and effectively, ensuring that any potential problems are swiftly resolved."
- **Keywords Used:** Addressed promptly, Effectively, Swiftly resolved

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Absolutely, the employees remember my preferences and often address me by name, which makes each visit feel personalized."
- **Keywords Used:** Remember preferences, Address by name, Personalized

16. **Question:** How do you feel about your visit to the store?

- **Response:** "I always enjoy my visits; the store's environment is welcoming and the staff make it a point to ensure a pleasant shopping experience."

- **Keywords Used:** Enjoy, Welcoming, Pleasant shopping experience

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I consistently find what I need. The store is well-stocked with a broad range of products that suit my tastes and preferences."

- **Keywords Used:** Consistently, Well-stocked, Suit my tastes

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Yes, the staff are very proactive in helping me locate items, which greatly reduces my shopping time."

- **Keywords Used:** Proactive, Locate items, Reduces shopping time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The billing process is always quick and efficient, even during peak times, thanks to their well-managed checkout system."

- **Keywords Used:** Quick, Efficient, Well-managed

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied with the facilities; they are always clean and comfortable, which significantly enhances my visits."

- **Keywords Used:** Very satisfied, Clean, Comfortable

21. **Question:** In what areas is the store lacking?

- **Response:** "If there's one area for improvement, it would be in offering more diverse product selections, particularly in organic and natural products."

- **Keywords Used:** Improvement, Diverse product selections, Organic and natural products

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more interactive services like digital kiosks to help with shopping or even virtual try-on options for clothes."

- **Keywords Used:** Interactive services, Digital kiosks, Virtual try-on

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "For the most part, the store meets my expectations, but I believe there is always room to grow, especially in adapting new technologies and trends."
- **Keywords Used:** Meets expectations, Room to grow, New technologies

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel very positive and satisfied after each visit; the store manages to maintain a high standard of service that makes shopping enjoyable."
- **Keywords Used:** Very positive, Satisfied, High standard

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel great about my purchases. The quality is consistent, and I always feel like I'm getting good value for my money."
- **Keywords Used:** Feel great, Consistent quality, Good value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are robust and complement the physical store well. I appreciate the convenience they offer."
- **Keywords Used:** Robust, Complement, Convenience

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is on par with in-store items, and the service is reliable, making it a seamless shopping experience."
- **Keywords Used:** On par, Reliable, Seamless

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "Extremely satisfied. The employees are always attentive and go above and beyond to ensure customer satisfaction."
- **Keywords Used:** Extremely satisfied, Attentive, Go above and beyond

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has always been a good decision. It reliably meets my needs and often exceeds my expectations."
- **Keywords Used:** Good decision, Reliably meets, Exceeds expectations

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, the services are exceptional. The store consistently delivers a high-quality experience that keeps me coming back."

- **Keywords Used:** Exceptional, Consistently delivers, High-quality

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store is very high. They have consistently provided top-quality products over the years."
- **Keywords Used:** Very high trust, Consistently, Top-quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "Definitely. The store has everything I need, and the quality of service makes it my preferred shopping destination."
- **Keywords Used:** Definitely, Everything I need, Preferred

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The benefits are many, from convenience to customer service. The loyalty rewards program is also very rewarding."
- **Keywords Used:** Many benefits, Convenience, Loyalty rewards program

34. **Question:** Do the store facilities its regular customers?

- **Response:** "Yes, the store offers excellent perks for regular customers, such as special discounts and early access to sales, which I find very valuable."
- **Keywords Used:** Excellent perks, Special discounts, Early access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend the store because of its excellent product range and customer service. It's a great place to shop."
- **Keywords Used:** Frequently recommend, Excellent product range, Great place

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I'm always eager to return. The store offers a reliable and satisfying shopping experience every time."
- **Keywords Used:** Eager to return, Reliable, Satisfying

Participant Code: R22

Gender: Male

Age Group: 20-30 years

Frequency of Visits: Once a month

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's equipment and facade are reasonably modern, though they don't particularly stand out compared to other shopping venues."
 - **Keywords Used:** Reasonably modern, Don't stand out
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Facilities are generally clean but could use more frequent maintenance, especially during busy weekends."
 - **Keywords Used:** Generally clean, More frequent maintenance
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Navigating the store can sometimes be a challenge due to inconsistent organization of items."
 - **Keywords Used:** Sometimes a challenge, Inconsistent organization

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "There are occasional promotions, but they are not as compelling or as well-advertised as those at competing stores."
 - **Keywords Used:** Occasional promotions, Not compelling, Well-advertised

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "My experiences with their timeliness have been mixed. Sometimes they meet their commitments, other times not."
 - **Keywords Used:** Mixed experiences, Meet commitments
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are generally adequate on the first attempt, though there's room for improvement in execution and attention to detail."
 - **Keywords Used:** Generally adequate, Room for improvement
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Getting detailed information can be hit or miss, depending on which staff member you interact with."
- **Keywords Used:** Hit or miss, Depending on staff

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Service response varies; sometimes it's prompt, other times I've had to wait longer than seems necessary."
 - **Keywords Used:** Varies, Prompt, Wait longer
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Most employees seem willing to help, but their effectiveness in providing assistance isn't always consistent."
 - **Keywords Used:** Willing to help, Effectiveness, Not consistent
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "It varies. Some employees are very professional and boost confidence, while others seem disengaged."
 - **Keywords Used:** Varies, Professional, Disengaged

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Employee knowledge is variable. Some are well-informed and courteous, others less knowledgeable and indifferent."
 - **Keywords Used:** Variable, Well-informed, Indifferent
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I feel secure in my transactions. The store seems to have good security measures in place."
 - **Keywords Used:** Feel secure, Good security measures
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Often, employees seem too busy or understaffed, especially during peak shopping times, which affects service quality."
 - **Keywords Used:** Too busy, Understaffed, Affects service quality

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Resolution of issues can be slow. It sometimes takes multiple interactions to address a problem satisfactorily."
- **Keywords Used:** Slow, Multiple interactions, Satisfactorily

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't really feel any special recognition as a regular customer; the interactions are usually quite generic."
- **Keywords Used:** No special recognition, Generic, Regular customer

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Visits to the store are adequate for getting what I need but they lack any element that would make the experience memorable."
- **Keywords Used:** Adequate, Lack, Not memorable

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I generally find what I'm looking for, but occasionally I face issues with stock availability which can be annoying."
- **Keywords Used:** Generally find, Issues with stock, Annoying

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Employee assistance in finding products is inconsistent. Sometimes I receive great help, other times I have to figure it out myself."
- **Keywords Used:** Inconsistent, Great help, Figure it out myself

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The time at the checkout is usually reasonable, although during peak times, it can be a bit slow."
- **Keywords Used:** Usually reasonable, Peak times, Bit slow

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are generally good, but there's definitely room for improvement in areas like restroom cleanliness and seating areas."
- **Keywords Used:** Generally good, Room for improvement, Restroom cleanliness

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in customer service responsiveness and product organization, which sometimes feels haphazard."
- **Keywords Used:** Improve, Customer service responsiveness, Haphazard

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more tech integration, such as interactive screens for product information and easier checkout options like mobile payment."
- **Keywords Used:** More tech integration, Interactive screens, Mobile payment

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "While the store meets basic expectations, it often falls short in providing a dynamic and engaging shopping experience."
- **Keywords Used:** Meets basic expectations, Falls short, Dynamic

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "My feelings are mixed. While the store is functional, it lacks the warmth and engagement that would make me look forward to visits."
- **Keywords Used:** Mixed, Functional, Lacks warmth

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm generally satisfied with my purchases, though I sometimes wish for a wider selection or better quality in certain categories."
- **Keywords Used:** Generally satisfied, Wish for, Wider selection

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The store has online services, but they could be more user-friendly and reliable, especially in terms of website navigation and checkout."
- **Keywords Used:** Online services, More user-friendly, Reliable

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchase quality is mostly good, but consistency can be an issue, particularly with product descriptions matching the actual items."
- **Keywords Used:** Mostly good, Consistency, Product descriptions

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "Employee assistance varies. Some are very helpful, while others seem disinterested, which affects my overall satisfaction."
- **Keywords Used:** Varies, Very helpful, Disinterested

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is mainly out of convenience. It's not my first choice, but it's adequate for routine shopping needs."
- **Keywords Used:** Out of convenience, Not first choice, Adequate

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are okay but lack a bit in terms of customer engagement and efficiency. There's a noticeable gap in service quality compared to some competitors."
- **Keywords Used:** Okay, Lack, Noticeable gap

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store for basic items, but for high-end products, I prefer to shop elsewhere due to concerns about quality and variety."
- **Keywords Used:** Basic items, High-end products, Prefer elsewhere

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue shopping here for convenience, but I am always on the lookout for better options."
- **Keywords Used:** Likely continue, Convenience, Better options

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefit is convenience due to its location. Beyond that, the incentives for loyalty are minimal."
- **Keywords Used:** Main benefit, Convenience, Minimal incentives

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store offers minimal perks for regular customers. More significant benefits or recognition would be welcome."
- **Keywords Used:** Minimal perks, More significant benefits, Welcome

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for basic needs or convenience, but not for those seeking a premium shopping experience."
- **Keywords Used:** Recommend, Basic needs, Not premium

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will probably visit again mainly due to proximity, but I'm not particularly loyal to this store."
- **Keywords Used:** Probably visit, Proximity, Not particularly loyal

Participant Code: R23

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store features quite modern and sleek designs, which create an inviting atmosphere."
 - **Keywords Used:** Modern, Sleek, Inviting
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Yes, the physical facilities are consistently maintained at a high standard of cleanliness and functionality."
 - **Keywords Used:** Consistently maintained, High standard, Cleanliness
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "The layout is well-organized, making it straightforward to find what I need quickly."
 - **Keywords Used:** Well-organized, Straightforward, Quickly

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The store frequently offers compelling promotions that provide good savings and are well communicated."
 - **Keywords Used:** Frequently, Compelling, Good savings

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "They are quite reliable; whenever they commit to a timeline, they almost always meet it."
 - **Keywords Used:** Quite reliable, Commit, Meet it
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "In my experience, the store tends to get things right the first time, which really helps in building trust."
 - **Keywords Used:** Get things right, First time, Building trust
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is readily accessible, and staff are always ready to provide it with clarity and detail."
 - **Keywords Used:** Readily accessible, Provide, Clarity

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The staff are quick to respond, making my visits efficient and pleasurable."
 - **Keywords Used:** Quick to respond, Efficient, Pleasurable
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "There's a clear willingness to help among the staff, which makes shopping here a positive experience."
 - **Keywords Used:** Willingness to help, Positive experience
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Absolutely, the staff's behaviour is professional and reassuring, which instills a lot of confidence while shopping."
 - **Keywords Used:** Professional, Reassuring, Instills confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The employees are knowledgeable and always respond with politeness, making interactions pleasant."
 - **Keywords Used:** Knowledgeable, Respond with politeness, Pleasant

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "Yes, I feel very secure in my transactions here; the store prioritizes customer security in all aspects."
- **Keywords Used:** Very secure, Prioritizes, Customer security

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Despite being busy, employees manage to remain attentive and responsive, which is commendable."
- **Keywords Used:** Busy, Attentive, Commendable

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues are addressed swiftly and effectively, reflecting their commitment to excellent customer service."

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Absolutely, I feel highly valued as a regular customer. The staff recognize me and often anticipate my needs, which makes my shopping experience very personal and enjoyable."
- **Keywords Used:** Highly valued, Recognize, Anticipate needs

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Every visit to the store is enjoyable. The atmosphere is always positive, and I feel well taken care of by the staff."
- **Keywords Used:** Enjoyable, Positive atmosphere, Well taken care of

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store is consistently stocked with a wide range of products, and I rarely have trouble finding what I need."
- **Keywords Used:** Consistently stocked, Wide range, Rarely have trouble

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Staff are exceptionally helpful in guiding me to the products I'm looking for, significantly speeding up my shopping process."
- **Keywords Used:** Exceptionally helpful, Guiding, Speeding up

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout is always efficient. They manage queues well, even during busy times, ensuring that the billing process is quick."
- **Keywords Used:** Efficient, Manage queues well, Quick

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I'm very satisfied with the store's facilities. They are always clean, well-maintained, and designed for comfort."
- **Keywords Used:** Very satisfied, Clean, Well-maintained

21. **Question:** In what areas is the store lacking?

- **Response:** "While generally excellent, the store could improve by expanding its selection in organic and health-related products."
- **Keywords Used:** Improve, Expanding selection, Organic products

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more innovative technology solutions in the store, like augmented reality displays that could enhance product visualization."
- **Keywords Used:** Innovative technology, Augmented reality, Enhance visualization

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store mostly meets my expectations, but there is always room for enhancing the variety and availability of specialty items."
- **Keywords Used:** Mostly meets, Room for enhancing, Specialty items

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel very positive and uplifted after my visits. The store's environment and the staff's attitude contribute greatly to this feeling."
- **Keywords Used:** Very positive, Uplifted, Contribute greatly

25. **Question:** How do you feel about the purchases?

- **Response:** "I am always satisfied with my purchases. The quality is consistent, and I feel I get good value for the money I spend."
- **Keywords Used:** Always satisfied, Consistent quality, Good value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Yes, and the online services are excellent. They offer a seamless integration with the physical store, making it convenient to shop online or offline."
- **Keywords Used:** Excellent, Seamless integration, Convenient

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases has been consistently high, and the items are always well-packaged and arrive in good condition."
- **Keywords Used:** Consistently high, Well-packaged, Good condition

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am extremely satisfied with the assistance. Employees are knowledgeable, friendly, and always willing to go the extra mile."
- **Keywords Used:** Extremely satisfied, Knowledgeable, Go the extra mile

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel confident in my decision to choose this store for my shopping. It reliably meets my needs and often exceeds my expectations."
- **Keywords Used:** Confident, Reliably meets, Exceeds expectations

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services provided are outstanding. From customer care to product range, everything is managed with great attention to detail."
- **Keywords Used:** Outstanding, Customer care, Great attention to detail

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have complete trust in the store's ability to provide high-quality products. They have maintained consistent standards over the years."
- **Keywords Used:** Complete trust, High-quality, Consistent standards

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I certainly intend to continue shopping here. The store has become a key part of my routine shopping due to its reliability and quality."
- **Keywords Used:** Intend to continue, Key part, Reliability

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The gains are significant, from saving time due to efficient service to enjoying high-quality products that are worth the investment."
- **Keywords Used:** Significant gains, Saving time, Worth the investment

34. **Question:** Do the store facilities its regular customers?

- **Response:** "Yes, the store offers excellent loyalty programs and regular customer discounts that really add value and encourage continued patronage."
- **Keywords Used:** Excellent loyalty programs, Customer discounts, Encourage continued patronage

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I regularly recommend the store to everyone I know. It's a reliable place for quality shopping, and I trust it completely."
- **Keywords Used:** Regularly recommend, Reliable, Trust completely

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "Absolutely, I look forward to my next visit. The store offers everything I need with a level of service that makes each visit enjoyable."
- **Keywords Used:** Look forward, Offers everything I need, Enjoyable

Participant Code: R24

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Occasionally

Response Type: Overall Negative

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The equipment seems a bit outdated, and the store could definitely benefit from some modernization."
- **Keywords Used:** Outdated, Benefit from modernization

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "The facilities often appear neglected, especially the restrooms, which can really detract from the shopping experience."

- **Keywords Used:** Neglected, Detract from experience
- 3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "The store layout is confusing and items are often not logically organized, making it difficult to find what I need."
 - **Keywords Used:** Confusing layout, Not logically organized, Difficult

Promotions and Service Quality

- 4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "Promotions are rare and when they do occur, they're not very compelling or well advertised."
 - **Keywords Used:** Rare, Not compelling, Not well advertised

Reliability and Responsiveness

- 5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I've encountered several instances where promised timelines were not met, which is quite frustrating."
 - **Keywords Used:** Instances, Not met, Frustrating
- 6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "More often than not, I've had to return items or follow up due to services not being performed correctly the first time."
 - **Keywords Used:** Return items, Follow up, Not correctly
- 7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "It's hard to get straightforward information from the staff; they often seem uninformed or too busy to help."
 - **Keywords Used:** Hard, Uninformed, Too busy

Employee Interaction and Confidence

- 8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Responses are slow and often require prompting multiple times, which doesn't make for an efficient shopping experience."
 - **Keywords Used:** Slow, Require prompting, Not efficient
- 9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "There's a noticeable lack of enthusiasm among the staff to genuinely assist customers, which can be quite off-putting."
 - **Keywords Used:** Lack of enthusiasm, Not genuine, Off-putting

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Unfortunately, the inconsistent and often indifferent behaviour of staff does little to instill confidence."
- **Keywords Used:** Inconsistent, Indifferent, Little confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "Staff knowledge is hit or miss, and their responses are sometimes abrupt, lacking the professionalism expected."
- **Keywords Used:** Hit or miss, Abrupt, Lacking professionalism

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "While transactions are generally secure, the overall feeling of safety could be improved with better staff presence and attentiveness."
- **Keywords Used:** Generally secure, Better staff presence, Improve safety

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Absolutely, it often seems like there aren't enough employees on the floor, making it difficult to get assistance when needed."
- **Keywords Used:** Not enough employees, Difficult, Assistance needed

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Issues are rarely resolved immediately. It usually requires multiple visits or calls to get any sort of resolution."
- **Keywords Used:** Rarely resolved immediately, Requires multiple visits, Resolution

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't really feel recognized or valued as a customer. There seems to be a general lack of personalized service."
- **Keywords Used:** Not recognized, Not valued, Lack of personalized service

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Visits are generally underwhelming. There's nothing that particularly makes me feel welcomed or eager to return."

- **Keywords Used:** Underwhelming, Not welcomed, Not eager to return

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "While I often find the basic items I need, the selection could be better, especially for more specialized products."

- **Keywords Used:** Basic items, Could be better, Specialized products

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Finding assistance to locate products is often a hassle. Staff availability and helpfulness are inconsistent."

- **Keywords Used:** Hassle, Inconsistent, Staff availability

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process can be quite slow, especially during peak hours, which can be frustrating."

- **Keywords Used:** Slow, Peak hours, Frustrating

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical aspects of the store are adequate, but they don't excel in providing a high-quality shopping environment."

- **Keywords Used:** Adequate, Don't excel, High-quality

21. **Question:** In what areas is the store lacking?

- **Response:** "The store is lacking in maintaining a consistent level of customer service and keeping the store layout navigable and shopper-friendly."

- **Keywords Used:** Lacking, Consistent level, Shopper-friendly

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more digital tools to facilitate shopping, such as apps for inventory checks or quicker checkouts."

- **Keywords Used:** Digital tools, Inventory checks, Quicker checkouts

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store falls short of my expectations, particularly in terms of service responsiveness and product variety."
- **Keywords Used:** Falls short, Service responsiveness, Product variety

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I generally feel indifferent after my visits. There's nothing particularly negative, but also nothing that stands out positively."
- **Keywords Used:** Indifferent, Nothing negative, Nothing stands out

25. **Question:** How do you feel about the purchases?

- **Response:** "My feelings about the purchases are neutral. They fulfil basic needs but don't exceed expectations or provide excitement."
- **Keywords Used:** Neutral, Fulfil basic needs, Don't exceed expectations

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are available, but they could be more user-friendly and offer a wider range of products."
- **Keywords Used:** Available, Could be more user-friendly, Wider range

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchase quality is generally good, but delivery times and stock accuracy could use improvement."
- **Keywords Used:** Generally good, Delivery times, Stock accuracy

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "My satisfaction varies greatly. Sometimes I find very helpful staff, but more often than not, the assistance is lacking."
- **Keywords Used:** Varies greatly, Very helpful, More often lacking

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is usually out of convenience rather than preference. If there were better options nearby, I might not choose it."
- **Keywords Used:** Out of convenience, If better options, Might not choose

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I'm moderately satisfied with the services. They meet the basic standards but don't go beyond that to impress or fully satisfy."

- **Keywords Used:** Moderately satisfied, Meet basic standards, Don't impress

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have a moderate level of trust in the store's products. While generally reliable, there have been a few disappointments."
- **Keywords Used:** Moderate trust, Generally reliable, Few disappointments

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue to shop here for routine items, but I am open to exploring other options for more specific needs."
- **Keywords Used:** Likely continue, Routine items, Exploring other options

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is convenience due to its location. Beyond that, the benefits are quite limited."
- **Keywords Used:** Main gain, Convenience, Limited benefits

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The benefits for regular customers are minimal. More significant rewards or recognition would be appreciated."
- **Keywords Used:** Minimal benefits, More significant, Appreciated

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for basic shopping needs due to its convenience, but not for those looking for a premium or specialized shopping experience."
- **Keywords Used:** Might recommend, Basic shopping needs, Not premium

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will probably visit again due to its convenient location, but I'm not particularly loyal or attached to it."
- **Keywords Used:** Probably visit, Convenient location, Not particularly loyal

Participant Code: R25

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's layout and equipment are quite modern and appealing, making it a pleasant environment for shopping."
 - **Keywords Used:** Modern, Appealing, Pleasant
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Yes, the store maintains high standards of cleanliness and attractiveness in its facilities, which greatly enhances the customer experience."
 - **Keywords Used:** High standards, Cleanliness, Enhances experience
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "The store layout is well-organized, making it easy to find products without any hassle."
 - **Keywords Used:** Well-organized, Easy, No hassle

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The promotions are quite beneficial and are regularly updated to offer good deals on a variety of products."
 - **Keywords Used:** Beneficial, Regularly updated, Good deals

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I have always found the store to be reliable in meeting its commitments, whether it's restocking items or handling returns."
 - **Keywords Used:** Reliable, Meeting commitments, Handling returns
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are generally executed correctly the first time, which minimizes inconvenience and builds trust."
 - **Keywords Used:** Correctly, Minimizes inconvenience, Builds trust
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Information is always accessible, and the staff are very proactive in ensuring that all customers are well-informed."
- **Keywords Used:** Accessible, Proactive, Well-informed

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The staff are always prompt and efficient in addressing any queries, making each visit smooth and enjoyable."
 - **Keywords Used:** Prompt, Efficient, Enjoyable
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "There's a clear willingness to assist among the staff, and their helpful attitude contributes positively to the shopping experience."
 - **Keywords Used:** Willingness to assist, Helpful attitude, Contributes positively
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Definitely, the professional and friendly behaviour of the employees instills a great deal of confidence and comfort."
 - **Keywords Used:** Professional, Friendly, Instills confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The employees are well-trained and knowledgeable, responding to questions with courtesy and expertise."
 - **Keywords Used:** Well-trained, Knowledgeable, Courtesy
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I feel very secure in all my transactions; the store has effective security measures in place."
 - **Keywords Used:** Very secure, Effective security measures
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Even during busy periods, the staff manage to remain attentive and responsive, which is commendable."
 - **Keywords Used:** Attentive, Responsive, Commendable

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Yes, any issues are promptly and efficiently addressed, ensuring that solutions are effective and satisfactory."
- **Keywords Used:** Promptly, Efficiently, Satisfactory

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I always feel recognized and appreciated when I visit. The employees remember my preferences, which makes my shopping experience very personal."
- **Keywords Used:** Recognized, Appreciated, Personal

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit is a delight. The store's environment is welcoming and the staff make sure I have everything I need, which keeps me coming back."
- **Keywords Used:** Delight, Welcoming, Keeps coming back

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store consistently has a good stock of the products I'm looking for. I rarely have to go elsewhere to find what I need."
- **Keywords Used:** Consistently, Good stock, Rarely go elsewhere

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Staff are always on hand to direct me quickly to the products I need, which greatly enhances my shopping efficiency."
- **Keywords Used:** Quickly, Enhances efficiency, On hand

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is swift and efficient. I hardly ever have to wait, even during busy times."
- **Keywords Used:** Swift, Efficient, Hardly wait

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied with the facilities. They are always up to par, well-maintained, and contribute to a positive shopping atmosphere."
- **Keywords Used:** Very satisfied, Well-maintained, Positive atmosphere

21. **Question:** In what areas is the store lacking?

- **Response:** "If there's an area for improvement, it would be to expand the variety in organic and diet-specific products, which are becoming more popular."
- **Keywords Used:** Expand, Variety, Organic and diet-specific

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd love to see more technological integrations, like interactive product finders or more self-checkout stations to speed up the shopping process."
- **Keywords Used:** Technological integrations, Interactive product finders, Self-checkout stations

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets most of my expectations but could do better in offering more global food options, which are currently limited."
- **Keywords Used:** Meets most, Could do better, Global food options

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel satisfied and happy each time I visit. The store provides a consistently positive and friendly shopping environment."
- **Keywords Used:** Satisfied, Happy, Consistently positive

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm generally pleased with my purchases; they usually meet my expectations in terms of quality and value."
- **Keywords Used:** Pleased, Meet expectations, Quality and value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are adequate but could be improved, especially in terms of user interface and product availability updates."
- **Keywords Used:** Adequate, Improved, User interface

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Yes, the quality of online purchases is generally good, though the delivery service could be faster and more consistent."
- **Keywords Used:** Generally good, Faster, More consistent

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I am very satisfied with the employee assistance; they are always eager to help and very knowledgeable about the products."
- **Keywords Used:** Very satisfied, Eager to help, Knowledgeable

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store has always been a good decision for me. It reliably provides what I need and offers a pleasant shopping experience."
- **Keywords Used:** Good decision, Reliably provides, Pleasant experience

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, I am. The services are consistently high-quality, and any issues are quickly addressed and resolved."
- **Keywords Used:** Consistently high-quality, Quickly addressed, Resolved

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store completely. They have consistently provided high-quality products that meet my standards."
- **Keywords Used:** Trust completely, Consistently, High-quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "Absolutely. I see no reason to change where I shop when I'm so satisfied with what this store offers."
- **Keywords Used:** Absolutely, Satisfied, Offers

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The gains include time savings due to efficient service, and access to high-quality products that enhance my lifestyle."
- **Keywords Used:** Time savings, Efficient service, Enhance lifestyle

34. **Question:** Do the store facilities its regular customers?

- **Response:** "Yes, there are noticeable benefits for regular customers, including discounts and special offers that are quite rewarding."
- **Keywords Used:** Noticeable benefits, Discounts, Rewarding

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend this store due to its reliable service and quality products. It's a staple in my shopping routine."
- **Keywords Used:** Frequently recommend, Reliable service, Staple

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I definitely plan to keep visiting. The store consistently meets my needs and makes shopping a hassle-free experience."
- **Keywords Used:** Definitely plan, Consistently meets, Hassle-free

Participant Code: R26

Gender: Male

Age Group: 20-30 years

Frequency of Visits: Once a week

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's equipment is fairly modern, but the design feels a bit stale compared to more contemporary stores."
 - **Keywords Used:** Fairly modern, Bit stale, Contemporary
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The facilities are generally clean, but they don't always feel like they are maintained to the highest standard, especially during busy periods."
 - **Keywords Used:** Generally clean, Not highest standard, Busy periods
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Finding goods can sometimes be a hassle due to inconsistent stocking and organization."
 - **Keywords Used:** Sometimes a hassle, Inconsistent stocking, Organization

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "Promotional offers are there, but they aren't very attractive or well-publicized, which makes them easy to miss."

- **Keywords Used:** Not attractive, Not well-publicized, Easy to miss

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "Their track record is mixed. Sometimes they deliver on time, other times there are delays which can be quite inconvenient."
 - **Keywords Used:** Mixed track record, Deliver on time, Inconvenient
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "It's hit or miss. There have been instances where I had to return because something wasn't done correctly."
 - **Keywords Used:** Hit or miss, Return, Not done correctly
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Obtaining information can be challenging. Some staff members are helpful, while others seem too busy or disinterested."
 - **Keywords Used:** Challenging, Helpful, Disinterested

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Response times vary greatly. I sometimes find quick help, but at other times, I end up waiting longer than I'd like."
 - **Keywords Used:** Vary greatly, Quick help, Waiting longer
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Staff willingness varies. Some are really engaged and helpful, but others do not seem to take customer service seriously."
 - **Keywords Used:** Varies, Engaged and helpful, Not serious
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Not consistently. Some employees are excellent and instill great confidence, but others fall short of this mark."
 - **Keywords Used:** Not consistently, Excellent, Fall short

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Employee knowledge is inconsistent. Some know a lot and are polite, others lack information and can be somewhat rude."

- **Keywords Used:** Inconsistent, Know a lot, Somewhat rude
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "I feel generally safe, but I think the store could improve its security measures to make the environment feel even safer."
 - **Keywords Used:** Generally safe, Improve, Security measures
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "Often, it seems like they are understaffed, especially during peak hours, which affects their ability to respond quickly."
 - **Keywords Used:** Understaffed, Peak hours, Affects ability

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?
- **Response:** "Resolving issues can be a slow process here. It often requires follow-ups to get things fully resolved."
 - **Keywords Used:** Slow process, Requires follow-ups, Fully resolved

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?
- **Response:** "I don't really feel any special treatment as a regular customer, which is something I think could improve the overall loyalty experience."
 - **Keywords Used:** No special treatment, Improve, Loyalty experience
16. **Question:** How do you feel about your visit to the store?
- **Response:** "My visits are generally okay, but nothing exceptional. The store serves its purpose but lacks a compelling atmosphere that makes the experience enjoyable."
 - **Keywords Used:** Okay, Nothing exceptional, Lacks compelling atmosphere
17. **Question:** Do you get the goods of your need from the store?
- **Response:** "I usually find what I need, but occasionally, popular items are out of stock, which can be frustrating."
 - **Keywords Used:** Usually find, Occasionally out of stock, Frustrating
18. **Question:** Do the employees help in reducing the time in search of desired products?
- **Response:** "Sometimes it's quick to get help finding products, but other times, it can be a real struggle if the staff are busy or not attentive."

- **Keywords Used:** Sometimes quick, Real struggle, Not attentive

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is hit or miss. Sometimes it's swift, other times the lines are long, and it takes too long to check out."
- **Keywords Used:** Hit or miss, Lines are long, Takes too long

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are adequate but could definitely use some updating to make the environment more appealing and comfortable."
- **Keywords Used:** Adequate, Needs updating, More appealing

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in customer interaction and making sure that all areas are accessible and well-maintained."
- **Keywords Used:** Improve, Customer interaction, Well-maintained

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more innovative features, such as interactive displays or better integration of technology to enhance shopping convenience."
- **Keywords Used:** Innovative features, Interactive displays, Better integration

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets my basic needs but doesn't exceed expectations often. There's a gap in variety and the freshness of products."
- **Keywords Used:** Meets basic needs, Doesn't exceed, Gap in variety

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel neutral about my visits; they're functional but not particularly enjoyable or memorable."
- **Keywords Used:** Neutral, Functional, Not memorable

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm generally satisfied with my purchases, though I wish there were more options or better quality in certain categories."

- **Keywords Used:** Generally satisfied, Wish more options, Better quality

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are available but somewhat basic. They could be more user-friendly and offer a wider range of products."
- **Keywords Used:** Somewhat basic, More user-friendly, Wider range

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online quality is decent, but the experience could be improved with better description accuracy and faster shipping."
- **Keywords Used:** Decent quality, Better description accuracy, Faster shipping

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "It's a mixed bag. Some employees are really helpful, while others seem to lack the initiative or knowledge to provide effective assistance."
- **Keywords Used:** Mixed bag, Helpful, Lack initiative

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is often a matter of convenience rather than preference. It's okay for routine shopping but doesn't excite me."
- **Keywords Used:** Matter of convenience, Routine shopping, Doesn't excite

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I am moderately satisfied. The store fulfils basic functions but has room to grow in terms of customer service and overall experience."
- **Keywords Used:** Moderately satisfied, Room to grow, Overall experience

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust is conditional; I rely on the store for basic items but go elsewhere for high-quality or specialty products."
- **Keywords Used:** Conditional trust, Basic items, High-quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue shopping here for convenience, but I'm always on the lookout for better alternatives."
- **Keywords Used:** Likely continue, Convenience, Lookout for better

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is convenience due to its proximity to my home. However, I don't see much advantage in terms of product diversity or pricing."
- **Keywords Used:** Main gain, Convenience, Not much advantage

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The benefits for regular customers are minimal. A better loyalty program could incentivize more frequent visits."
- **Keywords Used:** Minimal benefits, Better loyalty program, Incentivize

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for quick and convenient shopping, but not for those seeking a high-end or very specific shopping experience."
- **Keywords Used:** Quick and convenient, Not high-end, Specific shopping

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will probably continue to visit due to the convenience factor, but it's not my preferred choice if better options are available."
- **Keywords Used:** Probably continue, Convenience factor, Not preferred

Participant Code: R27

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Occasionally

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The store's facilities are quite modern and well-maintained, providing a pleasant shopping environment."
- **Keywords Used:** Modern, Well-maintained, Pleasant

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "Yes, the cleanliness and upkeep of the store are commendable, especially the restrooms and fitting rooms which are always spotless."
 - **Keywords Used:** Cleanliness, Upkeep, Spotless
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "The store layout is intuitive and well-organized, making it easy to find everything I need without unnecessary hassle."
 - **Keywords Used:** Intuitive, Well-organized, Easy

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "The promotional offers are frequently available and quite generous, which is a major draw for me."
 - **Keywords Used:** Frequently available, Generous, Major draw

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "I've always found the store to be reliable in meeting their promises, which builds trust and reliability."
 - **Keywords Used:** Reliable, Meeting promises, Builds trust
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Services are usually performed correctly the first time, reflecting the staff's competence and attention to detail."
 - **Keywords Used:** Correctly, Competence, Attention to detail
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is readily available and staff are always eager to assist and provide detailed explanations when needed."
 - **Keywords Used:** Readily available, Eager to assist, Detailed explanations

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "The response time is very prompt. Staff are attentive and quick to address any queries or concerns I have."
 - **Keywords Used:** Very prompt, Attentive, Quick
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Absolutely, there's a clear sense of duty among the staff to assist and ensure customer satisfaction."

- **Keywords Used:** Clear sense of duty, Assist, Ensure satisfaction

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Yes, their professional and courteous behaviour definitely instills confidence and makes me feel valued as a customer."
- **Keywords Used:** Professional, Courteous, Instills confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The staff are well-informed and always respond courteously, which enhances the shopping experience."
- **Keywords Used:** Well-informed, Respond courteously, Enhances experience

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel very secure. The store implements effective security measures that make me comfortable making transactions."
- **Keywords Used:** Very secure, Effective security measures, Comfortable

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Despite being occasionally busy, the employees manage to maintain a high level of attentiveness and responsiveness."
- **Keywords Used:** Occasionally busy, High level of attentiveness, Responsiveness

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues I've had were addressed quickly and efficiently, often resolved on the spot to my satisfaction."
- **Keywords Used:** Addressed quickly, Efficiently, Resolved on the spot

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I always feel valued and recognized. The staff often greet me by name and remember my preferences, which makes my visits more personal."
- **Keywords Used:** Valued, Recognized, Remember preferences

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit is enjoyable. The store has a welcoming atmosphere and the staff make an effort to ensure a positive experience."

- **Keywords Used:** Enjoyable, Welcoming atmosphere, Positive experience

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I consistently find what I'm looking for. The store is well-stocked and offers a good variety of products."

- **Keywords Used:** Consistently find, Well-stocked, Good variety

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Yes, the staff are very efficient at guiding me to the products I need, significantly reducing my shopping time."

- **Keywords Used:** Efficient, Guiding, Reducing shopping time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is fast and efficient. I rarely have to wait, even during busier times."

- **Keywords Used:** Fast, Efficient, Rarely have to wait

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied with the facilities. They are always clean, accessible, and well-maintained, which makes shopping here very comfortable."

- **Keywords Used:** Very satisfied, Clean, Well-maintained

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve by offering a wider selection of organic and health-focused products, which are in demand but somewhat limited."

- **Keywords Used:** Improve, Wider selection, Organic

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more advanced technological features, such as augmented reality tools to help visualize how certain products can be used at home."

- **Keywords Used:** Advanced technological features, Augmented reality, Visualize

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store generally meets my expectations but could still enhance its product range to keep up with current trends and customer demands."
- **Keywords Used:** Generally meets, Enhance, Current trends

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel very content and happy after my visits. The store's environment is always upbeat and positive, making it a pleasant place to shop."
- **Keywords Used:** Content, Happy, Upbeat and positive

25. **Question:** How do you feel about the purchases?

- **Response:** "I feel confident about my purchases. I trust the quality of the products and feel that I receive good value for my money."
- **Keywords Used:** Confident, Trust the quality, Good value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services complement the in-store experience well, offering convenience and additional options for purchasing."
- **Keywords Used:** Complement, Convenience, Additional options

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is consistent with the in-store offerings, and the delivery service is reliable and prompt."
- **Keywords Used:** Consistent, Reliable, Prompt

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "Absolutely, the staff are always helpful and attentive, consistently going above and beyond to assist with any needs."
- **Keywords Used:** Helpful, Attentive, Above and beyond

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel great about choosing this store. It always meets my shopping needs and exceeds my expectations in terms of service and product availability."
- **Keywords Used:** Great, Meets shopping needs, Exceeds expectations

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "I am very satisfied with the services. The store excels in providing a high level of customer care and maintaining a great shopping environment."

- **Keywords Used:** Very satisfied, Excels, High level of customer care

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "My trust in the store's quality is unwavering. They consistently offer high-quality products that meet my needs."
- **Keywords Used:** Unwavering trust, Consistently, High-quality

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "Definitely, I plan to continue shopping here. The quality and service are reasons enough to keep me coming back."
- **Keywords Used:** Definitely, Continue shopping, Reasons to come back

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefits are the convenience and reliability of the store. I know I can always find what I need and receive excellent service."
- **Keywords Used:** Main benefits, Convenience, Reliability

34. **Question:** Do the store facilities its regular customers?

- **Response:** "Yes, the store offers meaningful benefits for regular customers, such as loyalty points and exclusive offers, which are very appealing."
- **Keywords Used:** Meaningful benefits, Loyalty points, Exclusive offers

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend this store to others. It's reliable, provides great service, and offers a wide range of products."
- **Keywords Used:** Frequently recommend, Reliable, Great service

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I am always eager to return to the store. It's a key part of my shopping routine due to its consistent quality and service."
- **Keywords Used:** Eager to return, Key part, Consistent quality

Participant Code: R28

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Overall Mixed

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store has somewhat modern equipment, but it's not the most cutting-edge compared to newer establishments in the area."
 - **Keywords Used:** Somewhat modern, Not cutting-edge, Newer establishments
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The cleanliness is acceptable, though the facilities like restrooms could be better maintained."
 - **Keywords Used:** Acceptable cleanliness, Better maintained
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "It's relatively easy to navigate the store, although some sections could be better organized to facilitate quicker shopping."
 - **Keywords Used:** Relatively easy, Better organized, Quicker shopping

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "There are occasional promotions, but they're not very well advertised, so I often miss out unless I'm specifically looking for them."
 - **Keywords Used:** Occasional promotions, Not well advertised, Miss out

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store is generally reliable, but there have been a few instances where they did not meet the promised timelines."
 - **Keywords Used:** Generally reliable, Few instances, Did not meet
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Most services are performed correctly the first time, but there is room for improvement, especially in customer service responsiveness."
 - **Keywords Used:** Performed correctly, Room for improvement, Responsiveness
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Information is mostly accessible, but sometimes it takes a while to get answers from staff, depending on who is available."
- **Keywords Used:** Mostly accessible, Takes a while, Depending on availability

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Service speed varies; sometimes it's quick, other times I've had to wait longer than expected."
 - **Keywords Used:** Service speed varies, Quick, Wait longer
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Employees generally show willingness to help, but their effectiveness can sometimes be lacking."
 - **Keywords Used:** Generally willing, Effectiveness lacking
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "It's hit or miss. Some employees are excellent and inspire confidence, while others seem less engaged and knowledgeable."
 - **Keywords Used:** Hit or miss, Inspire confidence, Less engaged

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Staff knowledge is variable. Some are quite knowledgeable and courteous, while others lack the necessary training to provide accurate information."
 - **Keywords Used:** Variable knowledge, Courteous, Lack training
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I feel generally safe, though I think security could be more visibly enforced to enhance the sense of safety."
 - **Keywords Used:** Generally safe, More visibly enforced, Enhance safety
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Often, it seems like there are not enough staff on the floor, which makes it difficult to get timely assistance."
 - **Keywords Used:** Not enough staff, Difficult, Timely assistance

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Problem resolution is not always immediate. It can sometimes require follow-up to ensure issues are fully addressed."

- **Keywords Used:** Not always immediate, Require follow-up, Fully addressed

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't feel particularly valued as a regular customer; the treatment is fairly standard and impersonal."

- **Keywords Used:** Not valued, Standard, Impersonal

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally functional but lack a memorable or particularly positive aspect that would make me look forward to returning."

- **Keywords Used:** Functional, Lack memorable, Not look forward

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find most of what I need, although sometimes popular items are out of stock, which can be annoying."

- **Keywords Used:** Usually find, Sometimes out of stock, Annoying

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Assistance from staff is inconsistent. When available, they can be helpful, but at other times, I find myself wasting time searching on my own."

- **Keywords Used:** Inconsistent, Helpful, Wasting time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout time is typically reasonable, though during peak hours it can be slow due to insufficient cashier availability."

- **Keywords Used:** Typically reasonable, Peak hours, Insufficient cashier

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities are adequate but do not stand out as exceptional. There's room for improvement in maintaining a more inviting shopping environment."

- **Keywords Used:** Adequate, Room for improvement, More inviting

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could enhance its customer service training and improve the layout to make navigating the store more intuitive."
- **Keywords Used:** Enhance customer service, Improve layout, More intuitive

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd appreciate more interactive technologies to assist with shopping, such as digital maps or product locators that work in real-time."
- **Keywords Used:** Interactive technologies, Digital maps, Real-time

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets basic expectations but often falls short in offering a diverse and consistently stocked product range."
- **Keywords Used:** Meets basic, Falls short, Consistently stocked

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel neutral about my visits; they serve the purpose of acquiring necessities but lack any engaging shopping experience."
- **Keywords Used:** Neutral, Serve the purpose, Lack engaging

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm generally satisfied with my purchases, though I sometimes wish for a broader selection or better stock management."
- **Keywords Used:** Generally satisfied, Wish for broader selection, Better stock management

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are functional but could greatly benefit from user interface improvements and more reliable stock updates."
- **Keywords Used:** Functional, User interface improvements, Reliable stock updates

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is good, matching the in-store offerings, though the delivery times can sometimes be slow."
- **Keywords Used:** Good quality, Matching in-store, Slow delivery times

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "Satisfaction varies; some employees are very helpful, while others seem to lack the necessary training to provide adequate assistance."
- **Keywords Used:** Satisfaction varies, Very helpful, Lack training

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is primarily out of convenience. It's not my favourite place to shop, but it meets the basic needs."
- **Keywords Used:** Out of convenience, Not favourite, Meets basic needs

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are adequate for routine shopping, but I wouldn't rely on this store for special purchases or expect an exceptional experience."
- **Keywords Used:** Adequate, Routine shopping, Not exceptional

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store for everyday items, but for higher quality or specialty products, I prefer shopping elsewhere."
- **Keywords Used:** Trust for everyday items, Higher quality, Prefer elsewhere

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely continue to shop here for convenience, but I'm actively exploring other options that might better meet my needs."
- **Keywords Used:** Likely continue, Convenience, Exploring other options

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefit is convenience due to its location. Besides that, the advantages are minimal."
- **Keywords Used:** Main benefit, Convenience, Minimal advantages

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are minimal perks for regular customers. A more rewarding loyalty program could incentivize more frequent visits."
- **Keywords Used:** Minimal perks, More rewarding, Incentivize

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for basic needs due to its convenience, but not for special occasions or for those looking for a premium shopping experience."
- **Keywords Used:** Basic needs, Convenience, Not for premium

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will probably continue to visit for quick and easy shopping needs, but it's not a place I'm particularly loyal to."
- **Keywords Used:** Continue to visit, Quick and easy, Not particularly loyal

Participant Code: R29

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The store's equipment and overall outlook are quite modern, which makes for a very pleasant shopping environment."
- **Keywords Used:** Modern, Pleasant, Shopping environment

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "Yes, the facilities are always immaculate and well-maintained, which is something I particularly appreciate."
- **Keywords Used:** Immaculate, Well-maintained, Appreciate

3. **Question:** Is it easier for customers to find the desired goods in one place?

- **Response:** "The layout of the store is excellent; I can easily find whatever I need quickly, thanks to clear signage and logical organization."
- **Keywords Used:** Excellent layout, Easily find, Logical organization

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?

- **Response:** "The store regularly offers promotions that are both appealing and valuable, which definitely enhances my shopping experience."

- **Keywords Used:** Regularly offers, Appealing, Enhances experience

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "This store is very reliable in keeping its promises, whether it's a restock or a special order, which I find very reassuring."
 - **Keywords Used:** Very reliable, Keeping promises, Reassuring
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are almost always performed correctly the first time around, which saves me a lot of hassle and time."
 - **Keywords Used:** Correctly, First time, Saves time
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is very accessible, and employees go out of their way to ensure that you have all the details you need."
 - **Keywords Used:** Accessible, Go out of their way, Details

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The staff are very prompt in addressing any queries I have, which makes my visits more efficient."
 - **Keywords Used:** Very prompt, Addressing queries, Efficient
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Absolutely, the employees show a genuine willingness to assist and ensure customer satisfaction every time."
 - **Keywords Used:** Genuine willingness, Assist, Ensure satisfaction
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Definitely, their professional demeanor and attentive service instill great confidence and trust in their capabilities."
 - **Keywords Used:** Professional demeanor, Attentive, Instill confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The staff are not only knowledgeable but also extremely polite, which makes asking for help a pleasant experience."

- **Keywords Used:** Knowledgeable, Extremely polite, Pleasant experience
12. **Question:** Do you feel safe in your transactions with employees in the stores?
- **Response:** "I feel completely secure; the store has excellent security measures in place, making each transaction worry-free."
 - **Keywords Used:** Completely secure, Excellent security measures, Worry-free
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
- **Response:** "Despite being a busy store, the staff manage their time well and always seem to be available to assist customers."
 - **Keywords Used:** Busy store, Manage time well, Available to assist

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?
- **Response:** "Any issues are dealt with promptly and efficiently, with the staff often resolving them quicker than expected."
 - **Keywords Used:** Promptly, Efficiently, Quicker than expected

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?
- **Response:** "Yes, I definitely feel valued. The staff recognize me and often go above and beyond to make my shopping trips enjoyable."
 - **Keywords Used:** Valued, Recognize, Above and beyond
16. **Question:** How do you feel about your visit to the store?
- **Response:** "I always enjoy my visits. The store's environment is inviting, and the positive interactions with staff enhance my overall experience."
 - **Keywords Used:** Enjoy, Inviting, Enhance experience
17. **Question:** Do you get the goods of your need from the store?
- **Response:** "Yes, the store consistently has a wide variety of products I need, and they are usually in stock."
 - **Keywords Used:** Consistently, Wide variety, In stock
18. **Question:** Do the employees help in reducing the time in search of desired products?
- **Response:** "Staff are extremely helpful in directing me to the products I'm looking for, which saves a lot of time during my visits."

- **Keywords Used:** Extremely helpful, Directing, Saves time

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The billing process is efficient. I rarely have to wait long, as the checkout lines move quickly."
- **Keywords Used:** Efficient, Rarely have to wait, Checkout lines move quickly

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "Absolutely, the store's facilities are top-notch and always kept in excellent condition, which significantly contributes to a pleasant shopping experience."
- **Keywords Used:** Top-notch, Excellent condition, Pleasant shopping experience

21. **Question:** In what areas is the store lacking?

- **Response:** "If anything, the store could expand its selection of organic and eco-friendly products to meet growing customer demand."
- **Keywords Used:** Expand, Organic and eco-friendly products, Growing customer demand

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more digital tools to help streamline the shopping process, like mobile apps that provide real-time inventory updates."
- **Keywords Used:** More digital tools, Streamline shopping, Real-time inventory updates

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store generally meets my expectations well, though there's always room for improvement in terms of product variety, especially in specialty areas."
- **Keywords Used:** Meets expectations, Room for improvement, Product variety

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel very satisfied and uplifted after my visits. The store provides a consistently good shopping experience that keeps me coming back."
- **Keywords Used:** Very satisfied, Uplifted, Consistently good

25. **Question:** How do you feel about the purchases?

- **Response:** "I am generally very pleased with my purchases. The quality of products meets my expectations, and I feel I receive good value."

- **Keywords Used:** Very pleased, Meets expectations, Good value

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are good and integrate well with the in-store experience, offering convenience and a seamless shopping experience."
- **Keywords Used:** Good, Integrate well, Seamless shopping experience

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Yes, the online purchase quality matches the in-store quality, and I've never had issues with delivery or product accuracy."
- **Keywords Used:** Matches in-store quality, No issues, Product accuracy

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm highly satisfied with the staff assistance. They are knowledgeable, friendly, and always ready to help."
- **Keywords Used:** Highly satisfied, Knowledgeable, Friendly

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel great about my decision to shop here. The store consistently meets my needs and often exceeds my expectations in service and product quality."
- **Keywords Used:** Great, Consistently meets, Exceeds expectations

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, I am very satisfied with the services offered. The store excels in customer care and maintains a high standard of service delivery."
- **Keywords Used:** Very satisfied, Excels, High standard

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have complete trust in the store's ability to provide quality products consistently, which is why I continue to shop here."
- **Keywords Used:** Complete trust, Quality products, Continue to shop

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "Absolutely, I intend to continue making my purchases here due to the reliable quality and excellent customer service."
- **Keywords Used:** Absolutely, Reliable quality, Excellent customer service

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefits are the convenience of location and the quality of products, which are both excellent and make shopping here worthwhile."
- **Keywords Used:** Main benefits, Convenience of location, Quality of products

34. **Question:** Do the store facilities its regular customers?

- **Response:** "Yes, the store offers significant benefits for regular customers, including loyalty rewards and early access to sales and promotions, which I find very rewarding."
- **Keywords Used:** Significant benefits, Loyalty rewards, Early access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I often recommend this store to others because of its reliable service, excellent product range, and overall shopping satisfaction."
- **Keywords Used:** Often recommend, Reliable service, Shopping satisfaction

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I definitely plan to continue shopping here. The store consistently meets my expectations and often provides a delightful shopping experience."
- **Keywords Used:** Plan to continue, Consistently meets, Delightful

Participant Code: R30

Gender: Male

Age Group: 20-30 years

Frequency of Visits: Once a week

Response Type: Overall Negative

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?

- **Response:** "The store feels outdated compared to others in the area. It really could use a technological and aesthetic upgrade."
- **Keywords Used:** Outdated, Needs upgrade, Technological and aesthetic

2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

- **Response:** "The facilities often appear neglected, especially the restrooms, which are not cleaned often enough."
 - **Keywords Used:** Neglected, Not cleaned often, Facilities
3. **Question:** Is it easier for customers to find the desired goods in one place?
- **Response:** "It's somewhat challenging to find items because the layout isn't intuitive, and products are frequently misplaced."
 - **Keywords Used:** Challenging, Not intuitive, Misplaced

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
- **Response:** "The promotions are infrequent and not very compelling, often lacking the attractiveness to draw real interest."
 - **Keywords Used:** Infrequent, Not compelling, Lacking attractiveness

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
- **Response:** "I've experienced several disappointments where promised timelines were not met, which is frustrating."
 - **Keywords Used:** Disappointments, Timelines not met, Frustrating
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Services are often not performed correctly the first time, requiring follow-up visits, which is inconvenient."
 - **Keywords Used:** Not correctly, Follow-up visits, Inconvenient
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Getting information from staff can be a struggle; they often seem unaware or unable to provide the necessary details."
 - **Keywords Used:** Struggle, Unaware, Unable to provide

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Responses to inquiries are slow, and sometimes I have to ask multiple people to get an answer."
 - **Keywords Used:** Slow responses, Ask multiple people
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "There seems to be a lack of motivation among staff to genuinely assist customers, which makes shopping here less pleasant."

- **Keywords Used:** Lack of motivation, Genuinely assist, Less pleasant

10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?

- **Response:** "Not really, the inconsistency in staff behaviour does not instill much confidence in their services or products."
- **Keywords Used:** Inconsistency, Not instill confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

- **Response:** "The knowledge level of employees varies significantly; some are helpful, but many lack the training to provide accurate responses."
- **Keywords Used:** Varies significantly, Lack training, Accurate responses

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I generally feel safe, but the store could enhance security measures to make the environment feel more secure."
- **Keywords Used:** Generally safe, Enhance security, More secure

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Employees often appear too busy or understaffed, which affects their availability and responsiveness."
- **Keywords Used:** Too busy, Understaffed, Affects responsiveness

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Issue resolution is a weak point; it often takes multiple attempts to address a problem effectively."
- **Keywords Used:** Weak point, Multiple attempts, Effectively

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "I don't really feel recognized or valued here; there's a general lack of personal attention or acknowledgment from the staff."
- **Keywords Used:** Not recognized, Lack of personal attention, Lack of acknowledgment

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits are generally underwhelming. There's nothing particularly welcoming or engaging about the store's atmosphere."

- **Keywords Used:** Underwhelming, Not welcoming, Not engaging

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I usually find what I need, but it's often more effort than it should be due to poor stock organization and management."

- **Keywords Used:** Usually find, Poor stock organization, Effort

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Finding help from staff is hit or miss. Sometimes I receive quick assistance, but often I have to search for items on my own."

- **Keywords Used:** Hit or miss, Quick assistance, Search on my own

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The time spent at the checkout is often longer than necessary due to slow processing and occasionally undertrained staff."

- **Keywords Used:** Longer than necessary, Slow processing, Undertrained staff

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The physical facilities are just adequate; they don't really stand out as exceptional or particularly well-maintained."

- **Keywords Used:** Just adequate, Not exceptional, Not well-maintained

21. **Question:** In what areas is the store lacking?

- **Response:** "The store lacks in providing a customer-focused environment. Improvements are needed in staff training and product availability."

- **Keywords Used:** Lacks customer focus, Needs improvements, Staff training

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I'd like to see more innovative shopping aids, like mobile apps for easier navigation and checkout, or interactive kiosks."

- **Keywords Used:** Innovative shopping aids, Mobile apps, Interactive kiosks

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store falls short of my expectations, particularly in customer service and maintaining a diverse and interesting product range."
- **Keywords Used:** Falls short, Customer service, Diverse product range

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I generally feel indifferent about my visits; they're functional but not enjoyable. There's a lack of excitement or satisfaction from shopping here."
- **Keywords Used:** Indifferent, Functional, Not enjoyable

25. **Question:** How do you feel about the purchases?

- **Response:** "My feelings are mixed. While I usually get what I came for, the overall shopping experience doesn't add any positive sentiment."
- **Keywords Used:** Mixed feelings, Get what I came for, No positive sentiment

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "Online services are available but need significant improvement, especially in usability and product information accuracy."
- **Keywords Used:** Available, Need improvement, Usability

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of online purchases is consistent with in-store offerings, but the online experience could be more user-friendly."
- **Keywords Used:** Consistent quality, Online experience, More user-friendly

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "My satisfaction varies; some employees are helpful, but many seem disinterested or are not adequately trained to assist properly."
- **Keywords Used:** Varies, Disinterested, Not adequately trained

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is often out of necessity rather than preference. If there were better options nearby, I might opt for those instead."
- **Keywords Used:** Out of necessity, Not preference, Better options nearby

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The services are mediocre at best. There's a lot of room for improvement to reach a level that would make me fully satisfied."

- **Keywords Used:** Mediocre, Room for improvement, Fully satisfied

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have moderate trust in the store's products. They're generally reliable, but I've had a few disappointments."
- **Keywords Used:** Moderate trust, Generally reliable, Few disappointments

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll likely keep shopping here due to convenience, but I'm not particularly loyal to this store."
- **Keywords Used:** Likely keep shopping, Convenience, Not particularly loyal

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main benefit is the convenience of location. Beyond that, there aren't many compelling reasons to choose this store over others."
- **Keywords Used:** Main benefit, Convenience, Not compelling

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The benefits for regular customers are minimal and don't provide enough incentive to feel valued or appreciated."
- **Keywords Used:** Minimal benefits, Not enough incentive, Not valued

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I might recommend it for basic necessities due to its location, but not for a quality shopping experience."
- **Keywords Used:** Basic necessities, Location, Not for quality

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will probably continue to visit for convenience, but I am always on the lookout for better alternatives."
- **Keywords Used:** Continue to visit, Convenience, Lookout for better alternatives

Participant Code: R31

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Occasionally

Response Type: Overall Neutral

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store's design and equipment are somewhat outdated. A refresh could certainly make the space more appealing."
 - **Keywords Used:** Somewhat outdated, Needs refresh, More appealing
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Facilities are generally clean, but they're not particularly modern or well-designed. Improvements could enhance the overall experience."
 - **Keywords Used:** Generally clean, Not modern, Could enhance
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "The layout of the store is a bit confusing, which makes it hard to find specific items quickly."
 - **Keywords Used:** Confusing layout, Hard to find, Specific items

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "Promotions are sporadic and often not very attractive. More engaging and better-valued promotions would be welcome."
 - **Keywords Used:** Sporadic, Not attractive, Better-valued welcome

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "The store sometimes meets its timelines, but there have been occasions where they've fallen short, which can be disappointing."
 - **Keywords Used:** Sometimes meets, Fallen short, Disappointing
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "It's hit or miss. I've had experiences where everything went smoothly, but also times when I had to return due to mistakes."
 - **Keywords Used:** Hit or miss, Went smoothly, Had to return
7. **Question:** Do the employees make information easily obtainable by all the customers?

- **Response:** "Getting information can sometimes be a challenge. Not all staff are equally knowledgeable or available to help."
- **Keywords Used:** Sometimes a challenge, Not equally knowledgeable, Available to help

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "Service response times are inconsistent. While sometimes prompt, at other times, you could end up waiting longer than expected."
 - **Keywords Used:** Inconsistent, Sometimes prompt, Waiting longer
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "Some employees clearly show a willingness to help, but it's not uniform across the board. More consistent training might help."
 - **Keywords Used:** Willingness to help, Not uniform, More consistent training
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Not always. Some employees are fantastic and make you feel confident about the service, while others seem less committed."
 - **Keywords Used:** Not always, Fantastic, Less committed

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "Staff knowledge varies a lot. Some are very helpful and courteous, while others lack the information I need or the right approach."
 - **Keywords Used:** Varies a lot, Very helpful, Lack information
12. **Question:** Do you feel safe in your transactions with employees in the stores?
 - **Response:** "I generally feel safe, but I've noticed that security measures could be more visible to enhance the sense of security for all customers."
 - **Keywords Used:** Generally feel safe, More visible, Enhance security
13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?
 - **Response:** "Yes, often the employees seem overwhelmed or too busy, which impacts their ability to address customer needs effectively."
 - **Keywords Used:** Overwhelmed, Too busy, Impacts effectively

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Resolution of issues can be slow. It often feels like it takes too much effort to get problems adequately addressed."
- **Keywords Used:** Slow resolution, Too much effort, Adequately addressed

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "There's a lack of personalized service which makes it feel like you're just another number rather than a valued customer."
- **Keywords Used:** Lack of personalized service, Just another number, Not valued

16. **Question:** How do you feel about your visit to the store?

- **Response:** "My visits tend to be quite routine without any particularly positive or negative experiences; it's functional but not memorable."
- **Keywords Used:** Routine, Not memorable, Functional

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "I generally find what I need, but the product range could be more diverse, especially in specialty categories."
- **Keywords Used:** Generally find, More diverse, Specialty categories

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Sometimes it's easy to get help, but other times it's difficult to find someone who knows where things are located."
- **Keywords Used:** Sometimes easy, Difficult to find, Knows where

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "Checkout times are mostly reasonable, though during peak times, the lines can get quite long and slow."
- **Keywords Used:** Mostly reasonable, Peak times, Long and slow

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "The facilities meet basic expectations but don't offer anything that would make them stand out as exceptional or particularly welcoming."
- **Keywords Used:** Meet basic expectations, Not exceptional, Not particularly welcoming

21. **Question:** In what areas is the store lacking?

- **Response:** "The store could improve in customer engagement and the organization of the layout to make finding products easier and more intuitive."
- **Keywords Used:** Improve customer engagement, Organization, More intuitive

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would like to see more innovative features such as digital price tags, interactive screens for product information, and more efficient self-checkout options."
- **Keywords Used:** Innovative features, Digital price tags, Efficient self-checkout

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store just about meets the basic needs but doesn't excel in any area, leaving room for improvement in customer service and product offerings."
- **Keywords Used:** Meets basic needs, Doesn't excel, Room for improvement

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I feel indifferent after visits; the store serves its purpose but doesn't make shopping a particularly enjoyable or satisfying experience."
- **Keywords Used:** Indifferent, Serves its purpose, Not enjoyable

25. **Question:** How do you feel about the purchases?

- **Response:** "I'm moderately satisfied with the purchases; they fulfil my immediate needs but don't usually exceed my expectations."
- **Keywords Used:** Moderately satisfied, Fulfil needs, Don't exceed expectations

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services exist but could use significant improvements in user experience and product availability updates."
- **Keywords Used:** Exist, Need improvements, User experience

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Online purchase quality is on par with in-store, but the delivery process and customer service need to be faster and more reliable."
- **Keywords Used:** On par, Need faster, More reliable

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "It varies; while some employees are helpful, overall the assistance could be more consistent and proactive."
- **Keywords Used:** Varies, Helpful, More consistent

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "Choosing this store is often out of convenience rather than preference. It's acceptable for basic shopping needs but not for special purchases."
- **Keywords Used:** Out of convenience, Acceptable, Not for special purchases

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "The service is adequate for routine shopping but doesn't make me feel valued as a customer or motivated to engage more with the store."
- **Keywords Used:** Adequate, Doesn't feel valued, Not motivated

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I trust the store for everyday items but for more specific or high-quality needs, I tend to look elsewhere."
- **Keywords Used:** Trust for everyday, Look elsewhere, High-quality needs

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "I'll continue shopping here for convenience but am open to switching if a better option becomes available."
- **Keywords Used:** Continue for convenience, Open to switching, Better option

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is convenience due to its proximity to my home; however, the store offers little beyond meeting basic shopping needs."
- **Keywords Used:** Main gain, Convenience, Meeting basic needs

34. **Question:** Do the store facilities its regular customers?

- **Response:** "There are minimal benefits for regular customers, which doesn't really incentivize loyalty or frequent shopping."
- **Keywords Used:** Minimal benefits, Doesn't incentivize, Loyalty

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I would recommend it for convenience shopping, but not if someone is looking for a high-quality or specialized shopping experience."
- **Keywords Used:** Recommend for convenience, Not high-quality, Not specialized

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will likely visit the store again due to its convenience, but I'm not particularly enthusiastic about it."
- **Keywords Used:** Likely visit, Due to convenience, Not enthusiastic

Participant Code: R32

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Overall Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "Yes, the store is quite modern and well-equipped, which makes the shopping environment very appealing."
 - **Keywords Used:** Modern, Well-equipped, Appealing
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "The physical facilities are consistently clean and well-organized, which greatly enhances the overall shopping experience."
 - **Keywords Used:** Consistently clean, Well-organized, Enhances experience
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "The store layout is excellent, making it easy to find everything I need quickly and without any hassle."
 - **Keywords Used:** Excellent layout, Easy, No hassle

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The store offers frequent promotions that are both attractive and relevant, which I find very beneficial."
 - **Keywords Used:** Frequent promotions, Attractive, Beneficial

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?
 - **Response:** "I've always found the store to be reliable in fulfilling its promises, which builds a lot of trust."
 - **Keywords Used:** Reliable, Fulfilling promises, Builds trust
6. **Question:** Do the stores perform the service right the first time?
 - **Response:** "Services are generally executed correctly the first time, which is a testament to the store's operational efficiency."
 - **Keywords Used:** Correctly, First time, Operational efficiency
7. **Question:** Do the employees make information easily obtainable by all the customers?
 - **Response:** "Information is readily available, and the staff are always willing to help out with any questions or concerns."
 - **Keywords Used:** Readily available, Willing to help, Questions

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
 - **Response:** "The staff are always quick to respond, which makes the service feel very efficient and customer-oriented."
 - **Keywords Used:** Quick to respond, Efficient, Customer-oriented
9. **Question:** Do you think employees are willing to assist their customers?
 - **Response:** "There is a clear willingness among the staff to assist, and they often go beyond the basic service to ensure customer satisfaction."
 - **Keywords Used:** Willingness, Go beyond, Ensure satisfaction
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
 - **Response:** "Absolutely, the professionalism and attentiveness of the staff significantly instill confidence in their service."
 - **Keywords Used:** Professionalism, Attentiveness, Instill confidence

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
 - **Response:** "The employees are well-informed and courteous, always providing detailed answers and suggestions with respect."
 - **Keywords Used:** Well-informed, Courteous, Detailed answers

12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel very secure in my transactions; the store has good security measures in place, making me feel at ease."
- **Keywords Used:** Very secure, Good security measures, Feel at ease

13. **Question:** Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "Even during busy times, the staff manage to be attentive and responsive, which is impressive."
- **Keywords Used:** Busy times, Attentive, Responsive

Issue Resolution

14. **Question:** Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Any issues I've encountered have been addressed promptly and effectively, always to my satisfaction."
- **Keywords Used:** Addressed promptly, Effectively, Satisfaction

Technical Performance

15. **Question:** Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Absolutely, I feel highly valued each time I visit. The staff often greet me by name and remember my preferences, which personalizes my shopping experience."
- **Keywords Used:** Highly valued, Greet by name, Personalizes

16. **Question:** How do you feel about your visit to the store?

- **Response:** "Each visit is enjoyable and satisfying. The store's ambiance and the staff's attentiveness make shopping a pleasant experience."
- **Keywords Used:** Enjoyable, Satisfying, Pleasant experience

17. **Question:** Do you get the goods of your need from the store?

- **Response:** "The store is well-stocked with a wide range of products, and I almost always find exactly what I need without any trouble."
- **Keywords Used:** Well-stocked, Wide range, No trouble

18. **Question:** Do the employees help in reducing the time in search of desired products?

- **Response:** "Yes, the staff are very proactive in helping customers find products quickly, which greatly enhances shopping efficiency."
- **Keywords Used:** Proactive, Find products quickly, Enhances efficiency

19. **Question:** Do you feel that time spent on the billing counter is reasonable?

- **Response:** "The checkout process is streamlined and quick. I rarely have to wait, which makes the final part of my visit as pleasant as the rest."
- **Keywords Used:** Streamlined, Quick, Rarely have to wait

Perceived Service Quality

20. **Question:** Are you satisfied with the physical facilities and services the store offers?

- **Response:** "I am very satisfied with the store's facilities. They are always clean, well-lit, and comfortable, making it easy to shop for extended periods."
- **Keywords Used:** Very satisfied, Clean, Comfortable

21. **Question:** In what areas is the store lacking?

- **Response:** "While generally excellent, the store could improve by expanding its organic and health food selections, which are somewhat limited."
- **Keywords Used:** Improve, Expanding selections, Organic and health food

Expected Service Quality

22. **Question:** What are the features you have desired to be in the store?

- **Response:** "I would appreciate more interactive technology solutions, like apps or in-store screens that could help with product information and availability."
- **Keywords Used:** Interactive technology, Apps, In-store screens

Perceived Gaps

23. **Question:** Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "The store meets most of my expectations but could do better in terms of offering more niche market products that are trending."
- **Keywords Used:** Meets expectations, Could do better, Niche market products

Feelings

24. **Question:** How do you feel about your visit to the store?

- **Response:** "I leave the store feeling content and fulfilled. It's always a good experience, and I feel well taken care of."
- **Keywords Used:** Content, Fulfilled, Well taken care of

25. **Question:** How do you feel about the purchases?

- **Response:** "I am generally very pleased with my purchases. I find good value for money and the product quality is consistently high."
- **Keywords Used:** Very pleased, Good value, High quality

Technology and Tangibility

26. **Question:** Does the store offer online services as well?

- **Response:** "The online services are quite effective and integrate seamlessly with the in-store experience, offering a convenient shopping alternative."
- **Keywords Used:** Effective, Integrate seamlessly, Convenient

27. **Question:** Do the online purchases satisfy the quality criteria?

- **Response:** "Yes, the quality of online purchases meets my expectations and the delivery is always timely and reliable."
- **Keywords Used:** Meets expectations, Timely, Reliable

Customer Satisfaction

28. **Question:** Are you satisfied with the assistance provided by the employees?

- **Response:** "I'm extremely satisfied with the assistance. The employees are always helpful and manage to exceed my expectations."
- **Keywords Used:** Extremely satisfied, Always helpful, Exceed expectations

29. **Question:** What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel confident in my decision to shop here. The store offers a reliable and rewarding shopping experience every time."
- **Keywords Used:** Confident, Reliable, Rewarding

30. **Question:** Are you satisfied with the services provided by the store?

- **Response:** "Yes, the services are top-notch. The store really sets a standard for what a great retail experience should be like."
- **Keywords Used:** Top-notch, Sets a standard, Great retail experience

Brand Loyalty

31. **Question:** Do you trust the store to provide quality products?

- **Response:** "I have complete trust in the store's product quality, which has been consistently excellent over the years."
- **Keywords Used:** Complete trust, Consistently excellent

32. **Question:** Do you intend to make further purchases from the same store?

- **Response:** "Definitely. I see no reason to change as this store continues to meet all my shopping needs effectively."
- **Keywords Used:** Definitely, No reason to change, Meets needs

Future Benefits

33. **Question:** Do you see any gains in purchasing from this store?

- **Response:** "The main gain is the overall convenience and quality. Shopping here saves time and offers quality assurance."
- **Keywords Used:** Overall convenience, Saves time, Quality assurance

34. **Question:** Do the store facilities its regular customers?

- **Response:** "The store provides excellent perks for regular customers, such as loyalty discounts and early access to sales, which are quite valuable."
- **Keywords Used:** Excellent perks, Loyalty discounts, Early access

Word of Mouth

35. **Question:** Would you recommend the store to your friends and family?

- **Response:** "I frequently recommend this store due to its reliability and the high level of customer service it provides."
- **Keywords Used:** Frequently recommend, Reliability, High level of customer service

Repurchase Intention

36. **Question:** Would you like to visit the store in the future?

- **Response:** "I will definitely continue shopping here. It's one of the best in the area for both service and product quality."
- **Keywords Used:** Definitely continue, Best in the area, Service and product quality

Participant Code: R33

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Overall Mixed

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store equipment is fairly modern, but the design of the store itself feels a bit outdated and could use some refreshing."

Keywords Used: Fairly modern, Outdated, Needs refreshing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but they often feel cramped and not very well-lit, which detracts from the shopping experience."

Keywords Used: Generally clean, Cramped, Not well-lit

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding goods can be a hassle due to inconsistent organization and signage that isn't always clear or helpful."

Keywords Used: Hassle, Inconsistent organization, Signage not clear

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "Promotional offers are available but they're often not very relevant to my needs, which makes them less appealing."

Keywords Used: Available, Not relevant, Less appealing

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "It's hit or miss. Sometimes they meet their commitments on time, but other times there are delays which can be quite frustrating."

Keywords Used: Hit or miss, Delays, Frustrating

Question: Do the stores perform the service right the first time?

Response: "More often than not, services need to be redone or adjusted, which suggests that initial quality control could be improved."

Keywords Used: Often redone, Adjusted, Needs improved quality control

Question: Do the employees make information easily obtainable by all the customers?

Response: "Staff accessibility varies. Some are very helpful, while others seem too busy to provide detailed information when needed."

Keywords Used: Varies, Helpful, Too busy

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Response times are inconsistent. I occasionally receive prompt service, but at other times, I have to wait longer than seems necessary."

Keywords Used: Inconsistent, Occasionally prompt, Wait longer

Question: Do you think employees are willing to assist their customers?

Response: "Some employees are very engaged and willing to help, but overall, the willingness to assist isn't uniformly evident across the staff."

Keywords Used: Engaged, Willing to help, Not uniformly evident

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is too variable to consistently instill confidence. Some interactions are reassuring, while others leave much to be desired."

Keywords Used: Variable, Reassuring, Leaves much to be desired

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Knowledge levels among staff are inconsistent. Some know their products well, others less so, but most are polite in their interactions."

Keywords Used: Inconsistent knowledge, Polite, Products well

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Generally, I feel secure in my transactions, although I think visibility of security measures could be increased to enhance this feeling."

Keywords Used: Generally secure, Increase visibility, Enhance security

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Often, staff appear overstretched, especially during peak hours, impacting their ability to respond quickly to customer needs."

Keywords Used: Overstretched, Peak hours, Impacting response

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issue resolution effectiveness varies. While some problems are handled swiftly, others seem to languish without prompt attention."

Keywords Used: Effectiveness varies, Swiftly, Languish

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I rarely feel specifically recognized or valued beyond the basic customer service interaction, which could definitely be improved."

Keywords Used: Rarely feel recognized, Basic interaction, Could be improved

Question: How do you feel about your visit to the store?

Response: "My visits are generally okay; nothing remarkable but also no major issues. It's mostly a functional experience."

Keywords Used: Generally okay, Nothing remarkable, Functional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I'm looking for, but occasionally, popular items are out of stock, which can be frustrating."

Keywords Used: Usually find, Occasionally out of stock, Frustrating

Question: Do the employees help in reducing the time in search of desired products?

Response: "Sometimes staff are helpful and quick, other times I end up having to find items myself due to lack of available assistance."

Keywords Used: Sometimes helpful, Lack of assistance, Find myself

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout times can be hit or miss. When it's quiet, it's quick, but during busy times, waits can be excessively long."

Keywords Used: Hit or miss, Quick, Excessively long waits

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities meet my basic needs but they don't particularly excel in any area. A bit more attention to detail would enhance satisfaction."

Keywords Used: Meet basic needs, Don't excel, Attention to detail

Question: In what areas is the store lacking?

Response: "Customer service consistency and product restocking are areas that need significant improvement to match competitor levels."

Keywords Used: Customer service consistency, Need improvement, Restocking

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd appreciate more self-service options and technological enhancements, like digital product locators or an improved mobile app for easier shopping."

Keywords Used: More self-service, Technological enhancements, Improved mobile app

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store somewhat meets my expectations but often lacks the extra touch in customer care and product diversity that would make it outstanding."

Keywords Used: Somewhat meets, Lacks extra touch, Product diversity

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are neither particularly disappointing nor exceptionally pleasing. It's just average shopping."

Keywords Used: Neutral, Not disappointing, Just average

Question: How do you feel about the purchases?

Response: "I'm moderately satisfied with my purchases. They do the job, but I don't feel any particular excitement or loyalty towards the store."

Keywords Used: Moderately satisfied, Do the job, No excitement

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are functional but lack user-friendliness and the integration with in-store inventory could be better."

Keywords Used: Functional, Lack user-friendliness, Integration could be better

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchase quality is generally good, though sometimes there are discrepancies in product descriptions which can be misleading."

Keywords Used: Generally good, Discrepancies, Misleading

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "It's a mixed bag—some employees are excellent while others seem indifferent, which affects the overall satisfaction."

Keywords Used: Mixed bag, Excellent, Indifferent

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store is primarily for convenience. It's close by and generally has what I need, though it's not my favourite place to shop."

Keywords Used: For convenience, Close by, Not favourite

Question: Are you satisfied with the services provided by the store?

Response: "I'm satisfied to an extent, but there's definitely room for improvement, especially in making the shopping experience more customer-centric."

Keywords Used: Satisfied to an extent, Room for improvement, More customer-centric

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store enough for basic necessities, but for specialty items, I prefer to shop elsewhere due to quality concerns."

Keywords Used: Trust for basics, Specialty items, Quality concerns

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue to shop here for routine items due to convenience, but I'm always exploring alternatives for better deals and quality."

Keywords Used: Likely continue, Routine items, Exploring alternatives

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is convenience; it's a practical choice rather than a preferred one due to its proximity and adequate product range."

Keywords Used: Main gain, Practical choice, Adequate product range

Question: Do the store facilities its regular customers?

Response: "The benefits for regular customers are minimal and don't significantly enhance the shopping experience or incentivize loyalty."

Keywords Used: Minimal benefits, Don't enhance, Incentivize loyalty

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend it for basic shopping needs due to its location, but not for a special shopping experience."

Keywords Used: Recommend for basics, Location, Not for special

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably continue to visit for everyday necessities, but I'm not particularly enthusiastic about the store or its offerings."

Keywords Used: Probably continue, Everyday necessities, Not enthusiastic

Participant Code: R34

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a month

Response Type: Overall Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a modern look and feels up-to-date with technology, which makes it a pleasure to shop in."

Keywords Used: Modern, Up-to-date, Pleasure

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always immaculate and well-designed, contributing positively to the overall ambiance of the store."

Keywords Used: Immaculate, Well-designed, Positive ambiance

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the layout is intuitive and all items are well-organized, making it easy to find what I need without any hassle."

Keywords Used: Intuitive layout, Well-organized, Easy

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The store regularly offers meaningful promotions that are relevant and provide good savings on my purchases."

Keywords Used: Regularly, Meaningful promotions, Good savings

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "This store has a good track record of meeting its promises, which has helped build my trust over time."

Keywords Used: Good track record, Meeting promises, Build trust

Question: Do the stores perform the service right the first time?

Response: "Services are typically handled correctly the first time, reflecting the staff's competence and commitment to quality."

Keywords Used: Handled correctly, Competence, Commitment to quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is always accessible, and staff are proactive in ensuring customers have all the details they need."

Keywords Used: Accessible, Proactive, Ensuring details

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Responses to inquiries are swift and effective, making each interaction efficient and satisfactory."

Keywords Used: Swift, Effective, Satisfactory

Question: Do you think employees are willing to assist their customers?

Response: "Absolutely, there's a genuine enthusiasm among the staff to assist and make sure customers are satisfied with their experience."

Keywords Used: Genuine enthusiasm, Assist, Satisfied

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Yes, the professionalism and helpfulness of the staff greatly instill confidence and enhance my shopping experience."

Keywords Used: Professionalism, Helpfulness, Enhance experience

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Staff are well-informed and always courteous, providing insightful answers and useful recommendations."

Keywords Used: Well-informed, Courteous, Insightful answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure; the store implements robust security measures that ensure a safe shopping environment."

Keywords Used: Very secure, Robust security measures, Safe environment

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Despite being a busy store, employees manage to be attentive and responsive, which is commendable."

Keywords Used: Busy store, Attentive, Responsive

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are addressed with promptness and efficiency, reflecting a well-managed customer service approach."

Keywords Used: Addressed promptly, Efficiency, Well-managed

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I always feel recognized and appreciated. The staff remember my preferences and make suggestions based on my past purchases, which feels very personalized."

Keywords Used: Recognized, Appreciated, Personalized

Question: How do you feel about your visit to the store?

Response: "Each visit is a pleasure. The store's atmosphere is welcoming, and the staff make it a point to ensure a positive experience."

Keywords Used: Pleasure, Welcoming, Positive experience

Question: Do you get the goods of your need from the store?

Response: "The store consistently stocks a wide variety of products, and I rarely face issues with availability, which is excellent."

Keywords Used: Consistently stocks, Wide variety, Rarely face issues

Question: Do the employees help in reducing the time in search of desired products?

Response: "Staff are very efficient at helping find products. Their familiarity with the store's layout speeds up my shopping significantly."

Keywords Used: Efficient, Familiarity with layout, Speeds up shopping

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout is always quick and efficient. The staff are well-trained, and the processes are streamlined to minimize any delays."

Keywords Used: Quick, Efficient, Minimize delays

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I'm very satisfied with the facilities. They are modern, well-maintained, and enhance the shopping environment significantly."

Keywords Used: Very satisfied, Modern, Enhance

Question: In what areas is the store lacking?

Response: "If there's one area for improvement, it would be the expansion of eco-friendly and sustainable product lines, which are currently limited."

Keywords Used: Improvement, Expansion, Eco-friendly

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive and digital services to make shopping more engaging, such as virtual try-on for clothes or interactive product information."

Keywords Used: More interactive, Digital services, Virtual try-on

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations well, although there's always room for adding more innovative products and services."

Keywords Used: Generally meets, Room for adding, Innovative products

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel very positive and uplifted after each visit. The store provides a consistently high-quality shopping experience."

Keywords Used: Very positive, Uplifted, High-quality

Question: How do you feel about the purchases?

Response: "I feel satisfied with my purchases. The quality is good, and I feel I get value for my money each time."

Keywords Used: Satisfied, Good quality, Value for money

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services complement the physical store well, offering convenience and a user-friendly interface."

Keywords Used: Complement, Convenience, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "Yes, the quality of online purchases matches the in-store quality, and the delivery is prompt and reliable."

Keywords Used: Matches in-store quality, Prompt, Reliable

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Absolutely, the assistance from the staff is always above and beyond, making sure my needs are thoroughly met."

Keywords Used: Absolutely, Above and beyond, Thoroughly met

Question: What do you feel about the decision regarding the selection of the store?

Response: "I'm confident in my choice to shop here. The store consistently delivers on quality and service, making it my preferred shopping destination."

Keywords Used: Confident, Consistently delivers, Preferred destination

Question: Are you satisfied with the services provided by the store?

Response: "I am highly satisfied with the services offered by the store. They manage to maintain high standards and a customer-first approach."

Keywords Used: Highly satisfied, High standards, Customer-first approach

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "My trust in the store's quality is complete. They've consistently provided excellent products over the years."

Keywords Used: Complete trust, Consistently provided, Excellent products

Question: Do you intend to make further purchases from the same store?

Response: "I will definitely continue to make my purchases here as the store has proven reliable and responsive to customer needs."

Keywords Used: Definitely continue, Proven reliable, Responsive

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main benefits are the convenience and reliability of the shopping experience, which always meet my expectations."

Keywords Used: Main benefits, Convenience, Reliability

Question: Do the store facilities its regular customers?

Response: "Yes, the store offers excellent loyalty programs that reward regular customers with discounts and special offers."

Keywords Used: Excellent loyalty programs, Reward, Discounts

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I often recommend this store because of its excellent service and product quality, which are consistently superior."

Keywords Used: Often recommend, Excellent service, Superior quality

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I am eager to continue shopping here. The store's commitment to quality and customer satisfaction keeps me coming back."

Keywords Used: Eager to continue, Commitment to quality, Keeps coming back

Participant Code: R35

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Overall Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment seems up-to-date, but the overall design feels a bit stale and could use some revitalization to make it more inviting."

Keywords Used: Up-to-date, Stale, Needs revitalization

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are mostly clean, but they are often too crowded, especially on weekends, which makes it less comfortable to use them."

Keywords Used: Mostly clean, Too crowded, Less comfortable

Question: Is it easier for customers to find the desired goods in one place?

Response: "It can be challenging to locate specific items due to frequent rearrangements and sometimes poor signage."

Keywords Used: Challenging, Frequent rearrangements, Poor signage

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "There are occasional promotions, but they often seem geared more towards clearing out less popular stock rather than offering genuine deals on high-demand items."

Keywords Used: Occasional promotions, Clearing out, Less popular stock

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "The reliability of fulfilling promises varies; sometimes they are spot on, other times there are delays that aren't communicated well."

Keywords Used: Varies, Spot on, Delays

Question: Do the stores perform the service right the first time?

Response: "The service is generally good, but there are instances where follow-up is necessary due to incomplete or incorrect service initially."

Keywords Used: Generally good, Follow-up necessary, Incomplete service

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is usually available, but finding someone knowledgeable enough to provide it can sometimes be a hassle."

Keywords Used: Usually available, Knowledgeable, Hassle

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Service speed is inconsistent. There are times when help is immediate and other times when you might wait longer than expected."

Keywords Used: Inconsistent, Immediate, Wait longer

Question: Do you think employees are willing to assist their customers?

Response: "Most employees seem willing to help, but their actual ability to provide assistance varies depending on who you get."

Keywords Used: Willing to help, Varies, Depending on who

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "It's a mixed bag. Some employees inspire confidence with their professionalism, while others seem less committed and knowledgeable."

Keywords Used: Mixed bag, Inspire confidence, Less committed

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employee knowledge is hit or miss. While some are quite helpful and polite, others lack the necessary information or courteous manner."

Keywords Used: Hit or miss, Helpful and polite, Lack information

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe, though I think the store could improve its visible security measures to enhance this feeling further."

Keywords Used: Generally feel safe, Improve visible security, Enhance feeling

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Yes, often the staff seem overwhelmed, especially during peak hours, which affects their responsiveness and availability."

Keywords Used: Overwhelmed, Peak hours, Affects responsiveness

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issue resolution could be more efficient. While some problems are addressed quickly, others tend to drag on, requiring multiple follow-ups to reach a satisfactory conclusion."

Keywords Used: Could be more efficient, Quickly, Drag on, Multiple follow-ups, Satisfactory conclusion

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't feel particularly valued as a regular customer. Recognition is rare, and personalized service is not consistent."

Keywords Used: Not particularly valued, Recognition rare, Not consistent

Question: How do you feel about your visit to the store?

Response: "Visits are usually straightforward without much fanfare. It's functional, but lacks a memorable or engaging experience."

Keywords Used: Straightforward, Functional, Lacks engaging

Question: Do you get the goods of your need from the store?

Response: "I generally find what I need, but sometimes I have to visit multiple sections due to disorganized shelf layouts."

Keywords Used: Generally find, Disorganized shelf, Visit multiple sections

Question: Do the employees help in reducing the time in search of desired products?

Response: "Occasionally, staff are helpful in guiding me quickly to products; other times, I'm left to navigate the store on my own."

Keywords Used: Occasionally helpful, Navigate on own, Left alone

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout efficiency varies. Sometimes it's quick, other times the lines are long, and the process is slow."

Keywords Used: Varies, Quick, Lines long

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities meet basic requirements but lack some elements of modern convenience that could enhance the experience."

Keywords Used: Meet basic requirements, Lack modern convenience, Could enhance

Question: In what areas is the store lacking?

Response: "The store could improve in providing a wider variety of product options, especially in organic and healthy food choices."

Keywords Used: Could improve, Wider variety, Organic choices

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would appreciate more digital integration, such as in-store navigation aids and digital payment options to streamline shopping."

Keywords Used: More digital integration, In-store navigation, Digital payment

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic shopping needs but doesn't always align with my expectations for variety and quality in certain areas."

Keywords Used: Meets basic needs, Doesn't align, Expectations for variety

Feelings

Question: How do you feel about your visit to the store?

Response: "My feelings are mixed. While the store serves its purpose, it doesn't excite or particularly satisfy beyond fulfilling basic needs."

Keywords Used: Mixed feelings, Serves purpose, Doesn't excite

Question: How do you feel about the purchases?

Response: "I'm somewhat satisfied with the purchases. They're adequate for daily needs but rarely exceed expectations."

Keywords Used: Somewhat satisfied, Adequate, Rarely exceed

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Online services are available but could be more user-friendly. The interface needs updating and the inventory often isn't synced well with in-store stock."

Keywords Used: Available, Needs updating, Not synced well

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but the delivery times and service could be improved."

Keywords Used: Generally good, Delivery times, Could be improved

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Assistance is hit or miss. While some staff members are exceptional, others lack the initiative or knowledge to provide effective help."

Keywords Used: Hit or miss, Exceptional, Lack initiative

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store is convenient due to its location and general availability of products, though it's not my favourite."

Keywords Used: Convenient, General availability, Not favourite

Question: Are you satisfied with the services provided by the store?

Response: "It's adequate for basic shopping, but I wish the service was more attentive and personalized to better meet customer needs."

Keywords Used: Adequate, Wish more attentive, Personalized

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "My trust varies depending on the product category. While I find some items to be of good quality, others have been disappointing."

Keywords Used: Varies, Good quality, Disappointing

Question: Do you intend to make further purchases from the same store?

Response: "I will likely continue to shop here for convenience, but I am also looking at other options due to some inconsistent experiences."

Keywords Used: Likely continue, Convenience, Looking at other options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience due to its location. However, I don't see any significant benefits in terms of loyalty rewards or customer service that would encourage more frequent visits."

Keywords Used: Convenience, Location, No significant benefits

Question: Do the store facilities its regular customers?

Response: "The benefits for regular customers are minimal and not very enticing. Improvements in loyalty programs could make a big difference."

Keywords Used: Minimal benefits, Not enticing, Improvements needed

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend it for basic needs due to its convenience, but not for special purchases or high-quality items."

Keywords Used: Recommend for basic needs, Convenience, Not for special purchases

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will probably visit occasionally for routine purchases, but I am not particularly loyal to this store due to the mixed experiences."

Keywords Used: Visit occasionally, Routine purchases, Mixed experiences

Participant Code: R36

Gender: Male

Age Group: 20-30 years

Frequency of Visits: Occasionally

Response Type: Overall Negative

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store feels quite dated. The equipment and overall look need an upgrade to make it more appealing to younger shoppers."

Keywords Used: Dated, Needs upgrade, More appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The cleanliness is below average, especially in the restrooms, which are often neglected and poorly maintained."

Keywords Used: Below average, Neglected, Poorly maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's often difficult to find what I need due to poor organization and frequently out-of-stock items, which is frustrating."

Keywords Used: Diff

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotions aren't very compelling and often don't align with what I'm looking for, which makes them seem less valuable."

Keywords Used: Not compelling, Don't align, Less valuable

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "Unfortunately, the store often fails to meet its promised timelines, which has been a source of frustration on several occasions."

Keywords Used: Often fails, Promised timelines, Frustration

Question: Do the stores perform the service right the first time?

Response: "It's rare that services are performed correctly the first time. I often find myself having to return for corrections or follow-ups."

Keywords Used: Rare, Return for corrections, Follow-ups

Question: Do the employees make information easily obtainable by all the customers?

Response: "Getting accurate information can be a struggle. Not all employees are well-informed, which complicates simple inquiries."

Keywords Used: Struggle, Not well-informed, Complicates inquiries

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "I frequently experience delays in getting responses to my queries, which can be quite irritating when I'm in a hurry."

Keywords Used: Delays, Irritating, In a hurry

Question: Do you think employees are willing to assist their customers?

Response: "Some employees seem indifferent and not particularly motivated to assist, which does not help in building a positive customer experience."

Keywords Used: Indifferent, Not motivated, Positive customer experience

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Not really; the inconsistent service and lack of enthusiasm from some staff members certainly do not instill confidence."

Keywords Used: Inconsistent service, Lack of enthusiasm, Do not instill confidence

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employee knowledge is hit or miss, and while some are courteous, others seem disinterested, which affects the quality of service."

Keywords Used: Hit or miss, Courteous, Disinterested

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe, but there have been a few instances where the lack of attention to security details was noticeable."

Keywords Used: Generally feel safe, Lack of attention, Security details

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Yes, the employees often appear too busy or understaffed, which significantly impacts their ability to provide timely assistance."

Keywords Used: Too busy, Understaffed, Impacts ability

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Problem resolution is not very effective. Issues are often dragged out over multiple visits, which is inconvenient and frustrating."

Keywords Used: Not effective, Dragged out, Inconvenient

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I do not feel particularly valued as a customer. There's a lack of personal touch and recognition that would make the service feel more personalized."

Keywords Used: Not valued, Lack of personal touch, Lack of recognition

Question: How do you feel about your visit to the store?

Response: "My visits are generally underwhelming. The store lacks a welcoming atmosphere, which diminishes the overall shopping experience."

Keywords Used: Underwhelming, Lacks welcoming atmosphere, Diminishes experience

Question: Do you get the goods of your need from the store?

Response: "I often find it difficult to get all the items I need. Stock issues and poor product placement make shopping here more challenging than it should be."

Keywords Used: Difficult, Stock issues, Poor product placement

Question: Do the employees help in reducing the time in search of desired products?

Response: "Rarely do I find staff who proactively help in locating products. I mostly have to rely on my own efforts to find what I need."

Keywords Used: Rarely, Proactively help, Rely on own efforts

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is often slow and inefficient. Long lines and slow processing times are common, which is frustrating."

Keywords Used: Slow, Inefficient, Long lines

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The physical facilities are adequate but nothing impressive. There's room for improvement, especially in maintaining a cleaner and more organized environment."

Keywords Used: Adequate, Room for improvement, Cleaner environment

Question: In what areas is the store lacking?

Response: "The store lacks in providing a consistent and satisfying customer service experience. More training for staff on customer engagement and product knowledge is needed."

Keywords Used: Lacks consistency, Satisfying experience, Needs more training

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more tech-enabled services like self-checkout kiosks and mobile apps for a quicker and more seamless shopping experience."

Keywords Used: Tech-enabled services, Self-checkout kiosks, Mobile apps

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store falls short of meeting my expectations, particularly in terms of product availability and customer service quality."

Keywords Used: Falls short, Product availability, Customer service quality

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel indifferent at best. The store doesn't offer a compelling or enjoyable shopping experience that would make me look forward to returning."

Keywords Used: Indifferent, Not compelling, Not enjoyable

Question: How do you feel about the purchases?

Response: "My feelings about the purchases are mixed. While I sometimes find what I need, the overall satisfaction with the quality and variety is lacking."

Keywords Used: Mixed feelings, Sometimes find, Lacking satisfaction

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Online services are available, but they are not very user-friendly or reliable, which often leads to a frustrating experience."

Keywords Used: Available, Not user-friendly, Frustrating experience

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is inconsistent. Sometimes it matches the in-store quality, but other times there are issues with the items received."

Keywords Used: Inconsistent, Matches in-store quality, Issues with items

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am not particularly satisfied with the assistance from the employees; it often feels like they are not adequately trained or motivated to help effectively."

Keywords Used: Not satisfied, Not adequately trained, Not motivated

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store is more about convenience than preference. If there were better options available nearby, I would likely switch."

Keywords Used: Convenience, Not preference, Would switch

Question: Are you satisfied with the services provided by the store?

Response: "Overall, I'm not satisfied with the services. There's a significant gap between the potential quality of service and what is actually provided."

Keywords Used: Not satisfied, Significant gap, Potential quality

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "My trust in the store's product quality has waned due to several instances of purchasing subpar goods."

Keywords Used: Trust waned, Subpar goods

Question: Do you intend to make further purchases from the same store?

Response: "I'm currently reconsidering my options and may reduce my visits unless I see improvements in product quality and customer service."

Keywords Used: Reconsidering, Reduce visits, Improvements needed

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The only real gain is the location's convenience. Beyond that, there aren't enough benefits to make me feel like a valued customer."

Keywords Used: Convenience, Not enough benefits, Valued customer

Question: Do the store facilities its regular customers?

Response: "The store offers minimal benefits for regular customers, which doesn't really incentivize loyalty or frequent shopping."

Keywords Used: Minimal benefits, Doesn't incentivize, Loyalty

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Given my experiences, I'm hesitant to recommend this store. It would need to show significant improvements before I could confidently suggest it to others."

Keywords Used: Hesitant, Need improvements, Confidently suggest

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Unless there are noticeable improvements in both service and product quality, my future visits will likely be limited or stop altogether."

Keywords Used: Noticeable improvements, Limited visits, Stop altogether

Participant Code: R37

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is quite modern and always seems to incorporate the latest in retail technology, which makes shopping here a breeze."

Keywords Used: Modern, Latest in retail technology, Breeze

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are well-maintained and always clean. The attractive design of the fitting rooms and restrooms enhances the shopping experience."

Keywords Used: Well-maintained, Always clean, Attractive design

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, it's very easy to find what I need. The store is well-organized, and the layout is shopper-friendly, which saves a lot of time."

Keywords Used: Easy, Well-organized, Shopper-friendly

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The store frequently offers great promotions that are both relevant and valuable, making my visits even more rewarding."

Keywords Used: Frequently, Great promotions, Rewarding

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "I've always found them to be reliable. They meet their commitments promptly, which really builds trust."

Keywords Used: Reliable, Meet commitments promptly, Builds trust

Question: Do the stores perform the service right the first time?

Response: "Services are usually done right the first time. It's rare that I have to ask for a redo or a correction, which speaks to their high standards."

Keywords Used: Usually right, Rare redo, High standards

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily available. The staff are knowledgeable and always ready to help with any inquiries."

Keywords Used: Readily available, Knowledgeable, Ready to help

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Staff responsiveness is excellent. They handle queries quickly and efficiently, ensuring minimal wait time."

Keywords Used: Excellent responsiveness, Quickly, Efficiently

Question: Do you think employees are willing to assist their customers?

Response: "Absolutely, there's a genuine eagerness to assist among the staff here, which makes shopping much more pleasant."

Keywords Used: Genuine eagerness, Assist, Pleasant

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Definitely. The staff's professional demeanor and ability to address issues confidently are major positives."

Keywords Used: Professional demeanor, Address issues confidently, Positives

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "The employees are well-trained and courteous, providing accurate and helpful information whenever I need it."

Keywords Used: Well-trained, Courteous, Accurate

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Security is a top priority here, and I always feel safe making transactions, whether big or small."

Keywords Used: Top priority, Always feel safe, Making transactions

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Despite being a busy store, the staff manage to stay attentive and responsive to customer needs."

Keywords Used: Busy store, Attentive, Responsive

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Any issues I've had were addressed quickly and effectively. The staff take complaints seriously and work hard to resolve them."

Keywords Used: Quickly, Effectively, Take seriously

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "Absolutely, I always feel valued here. The staff recognize me and often anticipate my needs based on my shopping habits, which adds a personal touch."

Keywords Used: Valued, Recognize, Anticipate needs

Question: How do you feel about your visit to the store?

Response: "Every visit is enjoyable. The store's atmosphere is friendly and inviting, making each shopping trip a pleasant experience."

Keywords Used: Enjoyable, Friendly atmosphere, Pleasant experience

Question: Do you get the goods of your need from the store?

Response: "The store is well-stocked, and I almost always find exactly what I'm looking for. The product range is excellent."

Keywords Used: Well-stocked, Find exactly, Excellent range

Question: Do the employees help in reducing the time in search of desired products?

Response: "Staff are incredibly helpful in guiding me to the products I need, often suggesting alternatives or new items that might interest me."

Keywords Used: Incredibly helpful, Guiding, Suggesting alternatives

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkouts are quick and efficient. I rarely have to wait, and the process is streamlined beautifully."

Keywords Used: Quick, Efficient, Rarely have to wait

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I'm very satisfied with the facilities. They are always clean, well-maintained, and designed to enhance customer comfort."

Keywords Used: Very satisfied, Clean, Enhance comfort

Question: In what areas is the store lacking?

Response: "If anything, the store could improve by offering more eco-friendly and sustainable products to align with current environmental trends."

Keywords Used: Improve, Eco-friendly, Sustainable products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would love to see more digital integration in the shopping process, such as apps for easy navigation and personalized shopping experiences based on preferences."

Keywords Used: Digital integration, Easy navigation, Personalized experiences

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "For the most part, the store meets my expectations. There are occasional misses in product stock, but these are generally quickly rectified."

Keywords Used: Meets expectations, Occasional misses, Quickly rectified

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel uplifted and satisfied after each visit. The store provides a consistently positive and engaging shopping experience."

Keywords Used: Uplifted, Satisfied, Consistently positive

Question: How do you feel about the purchases?

Response: "I am always pleased with my purchases. The quality is great, and I feel like I get good value for my money."

Keywords Used: Pleased, Great quality, Good value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are good and offer a convenient extension of the in-store experience, though there's room for improvement in syncing online and in-store stock."

Keywords Used: Good, Convenient, Room for improvement

Question: Do the online purchases satisfy the quality criteria?

Response: "Yes, online purchase quality is consistent with what I buy in-store, and the delivery is reliable and prompt."

Keywords Used: Consistent, Reliable, Prompt

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am highly satisfied with the level of assistance from the employees. They are attentive, knowledgeable, and always eager to help, which makes each visit smooth."

Keywords Used: Highly satisfied, Attentive, Eager to help

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel very confident about choosing this store for my shopping needs. It consistently meets my expectations and often exceeds them, especially in customer service."

Keywords Used: Very confident, Consistently meets, Exceeds expectations

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services provided. The store maintains a high standard of customer care, which is evident in every interaction."

Keywords Used: Very satisfied, High standard, Evident

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I completely trust the store to provide high-quality products. I have rarely been disappointed with the quality of items purchased here."

Keywords Used: Completely trust, High-quality, Rarely disappointed

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I plan to continue making my purchases here. The quality, service, and overall experience are reasons enough to keep me coming back."

Keywords Used: Absolutely, Continue making purchases, Reasons to come back

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The biggest gain from purchasing here is the consistent quality and reliability of the products, along with excellent customer service. It saves me time and effort in shopping elsewhere."

Keywords Used: Consistent quality, Reliability, Saves time

Question: Do the store facilities its regular customers?

Response: "Yes, the store offers great incentives for regular customers, such as loyalty points and special discounts, which enhance the shopping experience and provide additional value."

Keywords Used: Great incentives, Loyalty points, Special discounts

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to others. The high level of satisfaction I get from shopping here makes it easy to endorse."

Keywords Used: Frequently recommend, High level of satisfaction, Endorse

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I definitely plan to keep shopping here. The store continues to meet all my needs effectively, making each visit worthwhile."

Keywords Used: Definitely plan, Meet needs, Worthwhile

Participant Code: R38

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a month

Response Type: Overall Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a somewhat modern appearance, but it's starting to show its age in certain areas, and could benefit from some updates."

Keywords Used: Somewhat modern, Showing its age, Needs updates

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but they are not always as well-maintained as I would expect. Sometimes, the restrooms particularly need more attention."

Keywords Used: Generally clean, Not well-maintained, Needs more attention

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding products can be a hit or miss. While the layout is logical, some sections are often reorganized, which can be confusing."

Keywords Used: Hit or miss, Logical layout, Confusing

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "There are promotions, but they often don't align with the products I am interested in, which makes them less appealing to me."

Keywords Used: Promotions, Don't align, Less appealing

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "It's inconsistent. Sometimes they meet their deadlines well, but there have been a few occasions where they've fallen short."

Keywords Used: Inconsistent, Meet deadlines, Fallen short

Question: Do the stores perform the service right the first time?

Response: "Generally, the services are adequate, but there's definitely room for improvement in ensuring services are completed right the first time without needing follow-ups."

Keywords Used: Adequate, Room for improvement, Needing follow-ups

Question: Do the employees make information easily obtainable by all the customers?

Response: "Some employees are very helpful and provide information readily, while others seem less informed or less willing to assist."

Keywords Used: Helpful, Readily, Less informed

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Responses to inquiries can vary. At times, it's prompt and efficient, other times you need to seek out someone to get the help you need."

Keywords Used: Vary, Prompt, Seek out

Question: Do you think employees are willing to assist their customers?

Response: "Most of the time, yes, but it often depends on who is on shift. Some staff are much more customer-oriented than others."

Keywords Used: Depends on shift, Customer-oriented

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Not consistently. While there are some standout employees who inspire confidence, others do not project the same level of professionalism."

Keywords Used: Not consistently, Standout employees, Professionalism

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employee knowledge is variable. Some are well-versed in the products and store policies, while others seem to lack training."

Keywords Used: Variable, Well-versed, Lack training

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe, but I think the store could improve its security measures to make the environment feel even more secure."

Keywords Used: Generally feel safe, Improve security, More secure

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Often, the employees appear overburdened, especially during peak hours, which affects their ability to provide prompt service."

Keywords Used: Overburdened, Peak hours, Affects service

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Resolution of issues is not as swift as I would like. It sometimes takes multiple interactions to address a concern adequately."

Keywords Used: Not swift, Multiple interactions, Adequately

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't really feel recognized as a regular customer. There seems to be a lack of effort to make loyal customers feel special or valued."

Keywords Used: Not recognized, Lack of effort, Not valued

Question: How do you feel about your visit to the store?

Response: "My visits are generally mundane. There's nothing particularly negative, but also nothing that makes the experience stand out as exceptional."

Keywords Used: Mundane, Nothing negative, Not exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but occasionally, I notice that some popular items are out of stock, which can be inconvenient."

Keywords Used: Usually find, Occasionally out of stock, Inconvenient

Question: Do the employees help in reducing the time in search of desired products?

Response: "It's a mixed experience. Sometimes I get quick help finding what I need, other times I end up searching on my own for a while."

Keywords Used: Mixed experience, Quick help, Searching on my own

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout times are usually reasonable, though during busy periods it can take longer than I'd like."

Keywords Used: Usually reasonable, Busy periods, Longer than liked

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities are adequate but could definitely use some enhancements to make them more modern and customer-friendly."

Keywords Used: Adequate, Need enhancements, More modern

Question: In what areas is the store lacking?

Response: "The store could improve in customer engagement and overall organization. The shopping environment sometimes feels chaotic and unplanned."

Keywords Used: Improve customer engagement, Chaotic, Unplanned

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more advanced technology for checking out faster and a better system for navigating the store's layout."

Keywords Used: Advanced technology, Checking out faster, Better navigation system

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations but doesn't exceed them. There's a lack of 'wow' factor in both product range and customer service."

Keywords Used: Meets basic expectations, Doesn't exceed, Lack of 'wow' factor

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are neither particularly pleasing nor disappointing. It's just a routine shopping experience."

Keywords Used: Neutral, Not pleasing, Routine

Question: How do you feel about the purchases?

Response: "My feelings about the purchases are generally okay. They serve their purpose, but I don't feel particularly excited about what I buy."

Keywords Used: Generally okay, Serve their purpose, Not excited

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are available but could be much better. The interface is clunky, and integration with the physical store needs work."

Keywords Used: Available, Could be better, Clunky interface

Question: Do the online purchases satisfy the quality criteria?

Response: "Online quality is on par with in-store purchases, but the delivery and customer service aspects could use some improvement."

Keywords Used: On par, Needs improvement, Delivery and customer service

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Satisfaction with employee assistance is variable. While some employees go out of their way to help, others seem disengaged or uninterested in providing good service."

Keywords Used: Variable, Go out of their way, Disengaged

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store is mainly due to its proximity to my home. It's convenient, but not always my preferred choice due to the inconsistencies in service and product availability."

Keywords Used: Proximity, Convenient, Inconsistencies

Question: Are you satisfied with the services provided by the store?

Response: "Overall, my satisfaction is moderate. The store meets basic needs but lacks in delivering a consistently high-quality service experience."

Keywords Used: Moderate satisfaction, Meets basic needs, Lacks consistency

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "My trust in the store's quality assurance is shaky. While some products are of good quality, others have been less reliable than expected."

Keywords Used: Shaky trust, Good quality, Less reliable

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here mainly due to location convenience, though I am actively exploring other options."

Keywords Used: Likely continue, Location convenience, Exploring options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The primary gain is the convenience of location. Beyond that, the benefits are minimal, as the store does not offer compelling reasons to choose it over competitors."

Keywords Used: Convenience, Minimal benefits, Not compelling

Question: Do the store facilities its regular customers?

Response: "The store does little to reward regular customers, lacking significant loyalty programs or incentives that make a difference."

Keywords Used: Little reward, Lacking loyalty programs, No significant incentives

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend it for basic shopping needs due to its convenience, but I would advise looking elsewhere for better service and product variety."

Keywords Used: Recommend for basic needs, Advise looking elsewhere, Better service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will visit the store as needed, but it is not my first choice. I am considering other options that might better meet my expectations."

Keywords Used: As needed, Not first choice, Considering other options

Participant Code: R39

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is quite modern and features up-to-date equipment, which makes the shopping experience very enjoyable."

Keywords Used: Modern, Up-to-date equipment, Enjoyable

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always spotless and well-designed, which contributes to a pleasant shopping atmosphere."

Keywords Used: Spotless, Well-designed, Pleasant atmosphere

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and items are well-organized, making it easy to locate what I need quickly."

Keywords Used: Intuitive layout, Well-organized, Locate quickly

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotions are very appealing and relevant to my interests, which often leads me to spend more than I initially planned."

Keywords Used: Appealing, Relevant, Spend more

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently meets its deadlines, whether it's for restocking items or special orders, which I appreciate."

Keywords Used: Consistently meets, Deadlines, Appreciate

Question: Do the stores perform the service right the first time?

Response: "Almost always, the store gets things right the first time. It's rare to encounter any issues with the services provided."

Keywords Used: Almost always, Right the first time, Rare issues

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily available and staff are always on hand to assist with any queries, which enhances the shopping experience."

Keywords Used: Readily available, Assist with queries, Enhances experience

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Staff response times are excellent; they are quick to address any questions or concerns, which makes me feel valued."

Keywords Used: Excellent response times, Quick, Feel valued

Question: Do you think employees are willing to assist their customers?

Response: "Absolutely, there is a noticeable willingness among the staff to go above and beyond to ensure customer satisfaction."

Keywords Used: Willingness, Go above and beyond, Customer satisfaction

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Definitely, the employees' professionalism and attentiveness significantly contribute to a trustworthy shopping environment."

Keywords Used: Professionalism, Attentiveness, Trustworthy environment

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "The staff are knowledgeable and courteous, consistently providing detailed explanations and respectful service."

Keywords Used: Knowledgeable, Courteous, Detailed explanations

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure; the store has excellent security measures in place, ensuring a safe shopping experience for everyone."

Keywords Used: Very secure, Excellent security measures, Safe experience

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, the staff manage to maintain a high level of service, always finding time to address customer needs."

Keywords Used: Busy times, High level of service, Address needs

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Any issues I have had were dealt with promptly and efficiently, with the staff showing a great deal of professionalism in handling them."

Keywords Used: Promptly, Efficiently, Professionalism

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I definitely feel valued as a regular customer. The staff often recognize me by name and make personalized recommendations based on my preferences."

Keywords Used: Valued, Recognize by name, Personalized recommendations

Question: How do you feel about your visit to the store?

Response: "Each visit is consistently pleasant. The store's environment is welcoming, and I always leave feeling positive about my experience."

Keywords Used: Consistently pleasant, Welcoming, Feeling positive

Question: Do you get the goods of your need from the store?

Response: "I usually find everything I need without any trouble. The store is well-stocked and offers a good variety of products."

Keywords Used: Well-stocked, Good variety, Without any trouble

Question: Do the employees help in reducing the time in search of desired products?

Response: "Staff are very proactive in helping customers find items quickly. Their knowledge of the store layout and product locations is impressive."

Keywords Used: Proactive, Knowledge of store layout, Quickly

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is streamlined and efficient. I rarely have to wait long, which makes the shopping experience even better."

Keywords Used: Streamlined, Efficient, Rarely have to wait

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I'm very satisfied with the physical facilities. They are always clean, accessible, and comfortable, contributing to a great shopping environment."

Keywords Used: Very satisfied, Always clean, Great shopping environment

Question: In what areas is the store lacking?

Response: "It's hard to pinpoint significant shortcomings, but expanding the range of eco-friendly products would align well with growing consumer trends."

Keywords Used: Expanding, Eco-friendly products, Consumer trends

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would appreciate more interactive features, like digital kiosks that could help with product information and availability in real-time."

Keywords Used: Interactive features, Digital kiosks, Real-time information

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store mostly meets my expectations. There are occasional stock shortages, but these are generally addressed quickly."

Keywords Used: Mostly meets, Occasional stock shortages, Addressed quickly

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel very satisfied and happy after each visit. The store's atmosphere and service quality always meet my needs."

Keywords Used: Very satisfied, Happy, Meet my needs

Question: How do you feel about the purchases?

Response: "I'm generally pleased with my purchases. I find the products to be of good quality and reasonably priced."

Keywords Used: Pleased, Good quality, Reasonably priced

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are convenient and user-friendly. They complement the physical store well by offering an alternative shopping method."

Keywords Used: Convenient, User-friendly, Complement

Question: Do the online purchases satisfy the quality criteria?

Response: "Yes, the quality of online purchases is on par with in-store items. The integration of online and offline services is seamless."

Keywords Used: On par, Seamless integration

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Yes, I am very satisfied with the assistance. The employees are always helpful and make sure to address any questions or concerns I have."

Keywords Used: Very satisfied, Helpful, Address concerns

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel good about choosing this store. It consistently provides a reliable and enjoyable shopping experience, which is important to me."

Keywords Used: Feel good, Consistently provides, Enjoyable

Question: Are you satisfied with the services provided by the store?

Response: "Absolutely, the services are excellent. The staff are attentive, and the store is always well-organized and stocked."

Keywords Used: Excellent services, Attentive staff, Well-organized

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I have a high level of trust in the store's product quality. I've rarely been disappointed with any of my purchases."

Keywords Used: High trust, Quality products, Rarely disappointed

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here. The store has earned my loyalty with its consistent quality and service."

Keywords Used: Continue shopping, Earned loyalty, Consistent quality

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The biggest gain is the time saved due to the store's efficiency and the variety of products available, which means I can get everything I need in one place."

Keywords Used: Time saved, Efficiency, Variety of products

Question: Do the store facilities its regular customers?

Response: "Yes, the store offers excellent loyalty programs that provide significant benefits, such as discounts and special offers that are very attractive."

Keywords Used: Excellent loyalty programs, Significant benefits, Attractive offers

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I regularly recommend this store to others. It's a great place to shop, and I think others would appreciate the quality and service as much as I do."

Keywords Used: Regularly recommend, Great place, Appreciate quality

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to my future visits. The store consistently meets my shopping needs and makes each experience pleasant and rewarding."

Keywords Used: Look forward, Consistently meets, Pleasant and rewarding

Participant Code: R40

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Overall Mixed

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is fairly modern, but the building itself could use some aesthetic updates to make it more inviting."

Keywords Used: Fairly modern, Needs updates, More inviting

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The restrooms and fitting rooms are generally clean but sometimes they can be a bit cramped and not as well maintained as I'd expect."

Keywords Used: Generally clean, Cramped, Not well maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "The layout is a bit confusing at times, which makes it difficult to find specific items quickly, especially when in a rush."

Keywords Used: Confusing layout, Difficult to find, In a rush

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "There are some promotional offers available, but they often seem more focused on clearing inventory than providing real value to customers."

Keywords Used: Promotional offers, Clearing inventory, Lack real value

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "It's hit or miss. Sometimes they're spot on, but other times there have been delays that were not communicated effectively."

Keywords Used: Hit or miss, Spot on, Delays

Question: Do the stores perform the service right the first time?

Response: "The services are generally adequate, but there are occasions where I've had to return due to errors or oversight, which is frustrating."

Keywords Used: Generally adequate, Had to return, Frustrating

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information access varies significantly. Some employees are really helpful, while others seem to lack the necessary information or willingness to assist."

Keywords Used: Varies significantly, Helpful, Lack willingness

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Service speed fluctuates. At times I receive immediate assistance, but at other times, I've found myself waiting longer than seems necessary."

Keywords Used: Fluctuates, Immediate assistance, Waiting longer

Question: Do you think employees are willing to assist their customers?

Response: "Most employees appear willing, but the actual assistance they provide can sometimes be underwhelming due to either training gaps or resource constraints."

Keywords Used: Willing, Underwhelming, Training gaps

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "There's a lack of consistency. Some employees are excellent and instill great confidence, while others do not maintain the same standard."

Keywords Used: Lack of consistency, Excellent, Not maintaining standard

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employee knowledge is a mixed bag. Some are well-informed and courteous, but a noticeable portion seems to struggle with basic queries."

Keywords Used: Mixed bag, Well-informed, Struggle with basic queries

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Generally, I feel secure in my transactions, though I think there could be more visible security measures during peak hours."

Keywords Used: Generally secure, More visible security, Peak hours

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Often, it seems like the employees are overwhelmed, especially during sales or holiday seasons, which impacts their responsiveness."

Keywords Used: Overwhelmed, Sales or holiday seasons, Impacts responsiveness

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Problem resolution is not as efficient as it could be. Sometimes it feels like issues are passed around without quick resolution."

Keywords Used: Not efficient, Passed around, Without quick resolution

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't often feel particularly valued. Recognition is sporadic, which suggests a need for better customer relationship management."

Keywords Used: Not valued, Sporadic, Need for better management

Question: How do you feel about your visit to the store?

Response: "Visits are generally okay, but there's nothing particularly special that makes the experience stand out. It feels routine most of the time."

Keywords Used: Generally okay, Nothing special, Routine

Question: Do you get the goods of your need from the store?

Response: "I find most of what I need, but stock inconsistencies can make it frustrating, especially for items that are in high demand."

Keywords Used: Find most, Stock inconsistencies, Frustrating

Question: Do the employees help in reducing the time in search of desired products?

Response: "Sometimes staff are helpful, but during busy times, it's difficult to get the assistance needed to find products quickly."

Keywords Used: Sometimes helpful, Busy times, Difficult

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout times can be long, especially during peak shopping hours. This area could definitely use more efficiency."

Keywords Used: Long checkout times, Peak hours, Needs more efficiency

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities meet basic standards but don't really exceed expectations. More attention to detail could enhance the overall experience."

Keywords Used: Meet basic standards, Don't exceed expectations, More attention needed

Question: In what areas is the store lacking?

Response: "The store could improve in terms of customer engagement and responsiveness. Sometimes it feels like the staff is just going through the motions."

Keywords Used: Improve customer engagement, Responsiveness, Going through the motions

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more advanced technological integration, such as smart shelves and app-based interfaces that could make shopping more interactive and efficient."

Keywords Used: Advanced technological integration, Smart shelves, App-based interfaces

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store somewhat meets my expectations but often falls short on product variety and availability, which can be disappointing."

Keywords Used: Somewhat meets, Falls short, Disappointing

Feelings

Question: How do you feel about your visit to the store?

Response: "My feelings are mixed. While the store serves its purpose, it lacks a compelling atmosphere that would make shopping more enjoyable."

Keywords Used: Mixed feelings, Serves purpose, Lacks compelling atmosphere

Question: How do you feel about the purchases?

Response: "I'm neutral about my purchases. They're satisfactory but rarely exciting or exceptional in terms of value or quality."

Keywords Used: Neutral, Satisfactory, Not exciting

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services exist but need significant improvement in usability and product range to truly complement the physical store."

Keywords Used: Exist, Need improvement, Complement physical store

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchase quality is generally good, but the integration between online and in-store inventory could be better to avoid discrepancies."

Keywords Used: Generally good, Integration could be better, Avoid discrepancies

This concludes the comprehensive feedback from R40, which outlines both strengths and areas of improvement within the store, highlighting a need for enhanced customer service and technological upgrades. If you'd like to explore additional details or move on to responses from another participant, please let me know your preferences!

Participant Code: R41

Gender: Female

Age Group: 20-30 years

Frequency of Visits: Occasionally

Response Type: Overall Negative

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store feels outdated. The design and technology seem behind compared to more modern retail spaces."

Keywords Used: Outdated, Behind, Modern retail spaces

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The restrooms and fitting rooms often feel neglected and are not as clean as I would expect for a high-traffic store."

Keywords Used: Neglected, Not clean, High-traffic

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's quite challenging to find items sometimes due to poor organization and signage that isn't very clear."

Keywords Used: Challenging, Poor organization, Unclear signage

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotions seem lackluster and not very enticing. They don't offer much in terms of real savings or desirable products."

Keywords Used: Lackluster, Not enticing, No real savings

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "There's a lack of reliability. I've experienced several instances where promised deadlines were not met without any communication."

Keywords Used: Lack of reliability, Deadlines not met, No communication

Question: Do the stores perform the service right the first time?

Response: "Often, the services need to be corrected or redone, which is inconvenient and wastes a lot of my time."

Keywords Used: Need to be corrected, Inconvenient, Wastes time

Question: Do the employees make information easily obtainable by all the customers?

Response: "Getting information from staff can be frustrating. Often, they seem uninformed or too busy to provide proper help."

Keywords Used: Frustrating, Uninformed, Too busy

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "I've had to wait longer than acceptable on several occasions to get assistance or even a basic response."

Keywords Used: Wait longer, Unacceptable, Basic response

Question: Do you think employees are willing to assist their customers?

Response: "There's a noticeable lack of enthusiasm from many employees, which makes it feel like they are not interested in helping."

Keywords Used: Lack of enthusiasm, Not interested

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Not really. The inconsistency in employee behaviour and service levels does not instill much confidence."

Keywords Used: Inconsistency, Does not instill confidence

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Staff knowledge is hit or miss. Some are helpful, but many lack the necessary training to answer questions effectively."

Keywords Used: Hit or miss, Lack training, Not effective

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Generally, I feel safe, but the store could definitely improve its security measures, especially during peak hours."

Keywords Used: Generally safe, Improve security, Peak hours

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Yes, employees often appear overwhelmed, which affects their ability to provide timely and effective service."

Keywords Used: Overwhelmed, Affects service, Timely

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Resolving issues seems to be a low priority here. It often takes multiple attempts to get any real action taken."

Keywords Used: Low priority, Multiple attempts, Real action

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't feel particularly valued as a customer. The interactions usually lack a personal touch that would make the shopping experience memorable."

Keywords Used: Not valued, Lack personal touch, Not memorable

Question: How do you feel about your visit to the store?

Response: "My visits are generally unremarkable. The store does not offer an engaging or particularly welcoming atmosphere."

Keywords Used: Unremarkable, Not engaging, Not welcoming

Question: Do you get the goods of your need from the store?

Response: "I sometimes struggle to find specific items due to poor stock management or disorganized shelves."

Keywords Used: Struggle, Poor stock management, Disorganized shelves

Question: Do the employees help in reducing the time in search of desired products?

Response: "Help from employees is inconsistent. Sometimes I find someone who is helpful, but often I have to manage on my own."

Keywords Used: Inconsistent help, Sometimes helpful, Manage on my own

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The time at the checkout is often longer than it should be due to inefficient processes or understaffing."

Keywords Used: Longer than it should be, Inefficient processes, Understaffing

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The physical aspects of the store are just adequate. There is definitely room for improvement to enhance the customer experience."

Keywords Used: Just adequate, Room for improvement, Enhance experience

Question: In what areas is the store lacking?

Response: "The store is lacking in maintaining a consistent level of cleanliness and organization. These factors often detract from the overall shopping experience."

Keywords Used: Lacking consistency, Cleanliness, Organization

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more digital integration to streamline the shopping process, such as mobile apps for in-store navigation and self-checkout options."

Keywords Used: Digital integration, Streamline shopping, Mobile apps

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store falls short of my expectations more often than not, particularly in terms of product availability and staff responsiveness."

Keywords Used: Falls short, Product availability, Staff responsiveness

Feelings

Question: How do you feel about your visit to the store?

Response: "I often leave feeling somewhat frustrated due to the difficulties in finding products and the lack of helpful service."

Keywords Used: Somewhat frustrated, Difficulties, Lack of helpful service

Question: How do you feel about the purchases?

Response: "I'm generally indifferent about my purchases. While they meet basic needs, there's nothing that stands out as particularly satisfying."

Keywords Used: Indifferent, Meet basic needs, Not satisfying

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Online services are available, but they're not very user-friendly or reliable, which makes me hesitant to use them regularly."

Keywords Used: Available, Not user-friendly, Not reliable

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is acceptable, but the experience is often marred by slow delivery times and poor customer service follow-up."

Keywords Used: Acceptable quality, Slow delivery, Poor customer service

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "My satisfaction varies significantly with each visit. Sometimes I find very attentive staff, while other times it feels like employees are not interested in helping."

Keywords Used: Varies significantly, Attentive, Not interested

Question: What do you feel about the decision regarding the selection of the store?

Response: "I chose this store primarily for convenience. However, if the service quality does not improve, I might start looking for alternatives."

Keywords Used: Convenience, Service quality, Looking for alternatives

Question: Are you satisfied with the services provided by the store?

Response: "Overall, I am not fully satisfied with the services. The potential for a great shopping experience is there, but the execution often falls short."

Keywords Used: Not fully satisfied, Potential, Falls short

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "My trust in the store's ability to consistently provide quality products has decreased due to several disappointing experiences."

Keywords Used: Decreased trust, Consistently provide, Disappointing experiences

Question: Do you intend to make further purchases from the same store?

Response: "Unless I see noticeable improvements in both service and product quality, my future purchases at this store will likely decrease."

Keywords Used: Noticeable improvements, Decrease purchases, Future purchases

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is convenience due to its location. However, the lack of consistent quality and service limits the benefits of shopping here."

Keywords Used: Convenience, Lack of consistent quality, Limits benefits

Question: Does the store facilitate its regular customers?

Response: "The store does little to reward or acknowledge regular customers, which does not incentivize loyalty or frequent visits."

Keywords Used: Little reward, Incentivize loyalty, Frequent visits

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Given my mixed experiences, I would be hesitant to recommend this store until I see improvements in their customer service and product availability."

Keywords Used: Hesitant, Recommend, See improvements

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "My decision to continue shopping here will depend on whether the store can enhance its customer service and ensure better product availability."

Keywords Used: Continue shopping, Enhance customer service, Better product availability

Participant Code: R42

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Overall Satisfactory

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a contemporary design with up-to-date equipment, which makes shopping more efficient and enjoyable."

Keywords Used: Contemporary design, Up-to-date equipment, Efficient

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Yes, the facilities are well-maintained. Everything from the restrooms to the fitting rooms is clean and orderly, which enhances the shopping experience."

Keywords Used: Well-maintained, Clean, Enhances experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Generally, the store is well organized, making it easy to find products. However, signage could be improved in some sections to guide shoppers better."

Keywords Used: Well organized, Easy to find, Improve signage

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotional offers are quite good and provide real savings on a variety of products, which I find very beneficial."

Keywords Used: Quite good, Real savings, Beneficial

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable in fulfilling its promises, such as when new stock will arrive or when a special order is ready for pickup."

Keywords Used: Reliable, New stock, Special order

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly the first time. I've rarely had any issues that needed correction."

Keywords Used: Correctly the first time, Rarely, Issues

Question: Do the employees make information easily obtainable by all the customers?

Response: "Staff are approachable and knowledgeable, making it easy to obtain necessary information quickly."

Keywords Used: Approachable, Knowledgeable, Quickly

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Yes, employee response times are prompt. They handle inquiries efficiently, which greatly improves the shopping experience."

Keywords Used: Prompt, Efficiently, Improves experience

Question: Do you think employees are willing to assist their customers?

Response: "Employees consistently show a willingness to help, which is evident in their proactive approach and friendly demeanor."

Keywords Used: Consistently, Willingness to help, Proactive

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Absolutely, the professionalism and attentiveness of the staff instill a great deal of confidence in their services."

Keywords Used: Professionalism, Attentiveness, Confidence

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "The staff are well-trained and always respond with courtesy, which makes asking questions and getting help a very positive experience."

Keywords Used: Well-trained, Courtesy, Positive experience

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe. The store has effective security measures in place, ensuring that transactions are secure and customer data is protected."

Keywords Used: Very safe, Effective security, Protected

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Despite being busy, employees manage to maintain a good level of attentiveness to customer needs."

Keywords Used: Busy, Maintain, Attentiveness

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Any issues I've encountered were addressed promptly and effectively, demonstrating the staff's commitment to customer satisfaction."

Keywords Used: Addressed promptly, Effectively, Commitment

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "Absolutely, I feel recognized and valued. The staff often greet me by name and remember my preferences, which makes my visits more personal and enjoyable."

Keywords Used: Recognized, Valued, Remember preferences

Question: How do you feel about your visit to the store?

Response: "I always enjoy my visits. The store provides a comfortable and welcoming atmosphere that makes shopping a pleasant activity."

Keywords Used: Enjoy, Comfortable, Welcoming

Question: Do you get the goods of your need from the store?

Response: "Yes, the store usually has a good stock of the items I'm looking for. On the rare occasion something is missing, they are quick to help find a solution."

Keywords Used: Good stock, Quick to help, Find a solution

Question: Do the employees help in reducing the time in search of desired products?

Response: "Staff are excellent at guiding customers to the right sections and helping quickly locate items, which saves a lot of time."

Keywords Used: Excellent, Quickly locate, Saves time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is efficient. I rarely have to wait long, and the staff are quick at handling transactions."

Keywords Used: Efficient, Rarely wait, Quick transactions

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I'm very satisfied with the facilities. They are modern, well-kept, and contribute positively to the shopping experience."

Keywords Used: Very satisfied, Modern, Well-kept

Question: In what areas is the store lacking?

Response: "If there's one area for improvement, it would be in offering a wider variety of product choices, especially in organic and health-related products."

Keywords Used: Improvement, Wider variety, Organic products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more innovative services like mobile checkout options to avoid lines and a better loyalty rewards program that offers more personalized benefits."

Keywords Used: Innovative services, Mobile checkout, Personalized benefits

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets most of my expectations, but I believe there's always room for growth, especially in adapting to new consumer trends."

Keywords Used: Meets expectations, Room for growth, New consumer trends

Feelings

Question: How do you feel about your visit to the store?

Response: "I generally leave the store feeling satisfied and happy. It's always a positive experience that meets my shopping needs."

Keywords Used: Satisfied, Happy, Positive experience

Question: How do you feel about the purchases?

Response: "I feel good about my purchases. The quality of products is consistent, and I feel I receive good value for my money."

Keywords Used: Feel good, Consistent quality, Good value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are decent but could be improved, especially in terms of user interface and integration with in-store inventory."

Keywords Used: Decent, Could be improved, Integration

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases generally matches the in-store quality, which is high. However, the delivery process could be faster."

Keywords Used: Matches in-store quality, High quality, Could be faster

This wraps up the comprehensive feedback from R42, showing a generally positive experience with insightful suggestions for further improvements. If you'd like to explore additional responses or focus on specific aspects, please let me know how you'd like to proceed!

Participant Code: R43

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Overall Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The equipment is somewhat dated, and the exterior could definitely use a facelift to make it more appealing."

Keywords Used: Dated, Needs facelift, More appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but there are times when the maintenance seems to lag, especially during busy periods."

Keywords Used: Generally clean, Maintenance lags, Busy periods

Question: Is it easier for customers to find the desired goods in one place?

Response: "It can be challenging to find certain items because the store layout isn't always intuitive, and product placement changes frequently."

Keywords Used: Challenging, Not intuitive, Changes frequently

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "Promotional offers are available, but they often seem geared towards clearing out older stock rather than providing genuine bargains on new or popular items."

Keywords Used: Available, Clearing out stock, Not genuine bargains

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "There's a hit or miss with promised times. Sometimes they are on point, other times there's a noticeable delay."

Keywords Used: Hit or miss, On point, Noticeable delay

Question: Do the stores perform the service right the first time?

Response: "The store often gets it right, but when they don't, it's quite a hassle to get issues resolved."

Keywords Used: Often right, Hassle, Issues resolved

Question: Do the employees make information easily obtainable by all the customers?

Response: "Some staff members are helpful and provide information readily, but others seem less knowledgeable or willing to assist."

Keywords Used: Helpful, Less knowledgeable, Willing to assist

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Response times vary. During less busy hours, service is quick, but it slows down significantly when the store is crowded."

Keywords Used: Vary, Quick, Slows down

Question: Do you think employees are willing to assist their customers?

Response: "While some employees are eager to help, there seems to be an overall lack of motivation among others which affects the service quality."

Keywords Used: Eager to help, Lack of motivation, Affects service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Not really. The variability in employee performance makes it hard to feel fully confident in the service provided."

Keywords Used: Variability, Hard to feel confident, Service provided

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "It's mixed; some employees are well-informed and courteous, while others lack the depth of knowledge or the politeness expected."

Keywords Used: Mixed, Well-informed, Lack depth

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe, but I think the store could improve its security practices, especially during peak shopping times."

Keywords Used: Generally safe, Improve security, Peak times

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Yes, employees often seem too busy, particularly when the store is at its busiest, which can negatively impact customer service."

Keywords Used: Too busy, At its busiest, Negatively impact

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Resolution efficiency varies. Some concerns are addressed quickly, while others tend to drag on longer than necessary."

Keywords Used: Efficiency varies, Addressed quickly, Drag on

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't really feel like there's a recognition for being a regular. The treatment is generally the same whether you're a first-time visitor or a frequent shopper."

Keywords Used: No recognition, Same treatment, Frequent shopper

Question: How do you feel about your visit to the store?

Response: "My visits are generally neutral; nothing exceptional that makes the store stand out. It's functional for getting what I need but doesn't inspire loyalty."

Keywords Used: Neutral, Nothing exceptional, Functional

Question: Do you get the goods of your need from the store?

Response: "Mostly, yes. The store usually has a good selection, but occasionally I find some items are out of stock, particularly in the case of newer or seasonal products."

Keywords Used: Mostly, Good selection, Occasionally out of stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "It depends on who is working. Some employees are very helpful and make finding products quick and easy, while others are not as proactive."

Keywords Used: Depends, Helpful, Proactive

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Most of the time, yes, but there are instances where the checkout lines are longer than they should be, especially during sales or peak shopping hours."

Keywords Used: Most of the time, Longer lines, Peak hours

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities are adequate but could be improved. The store could benefit from more frequent updates and better upkeep."

Keywords Used: Adequate, Could be improved, Better upkeep

Question: In what areas is the store lacking?

Response: "The store lacks in providing a consistently engaging shopping experience. The atmosphere is often too utilitarian without much focus on customer comfort or convenience."

Keywords Used: Lacks engagement, Utilitarian, Focus on comfort

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more interactive elements, such as digital product information kiosks and maybe more personalized shopping assistance services."

Keywords Used: Interactive elements, Digital kiosks, Personalized assistance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "It meets the basic expectations but doesn't often exceed them. There's a gap in service dynamism and product innovation."

Keywords Used: Meets basic, Doesn't exceed, Gap in dynamism

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel indifferent most of the time. The store serves its purpose but doesn't make shopping a particularly enjoyable or memorable event."

Keywords Used: Indifferent, Serves purpose, Not enjoyable

Question: How do you feel about the purchases?

Response: "I am generally satisfied with the quality of the purchases, though sometimes I wish there were more options or better stock levels."

Keywords Used: Generally satisfied, Wish more options, Better stock levels

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't really feel like there's a recognition for being a regular. The treatment is generally the same whether you're a first-time visitor or a frequent shopper."

Keywords Used: No recognition, Same treatment, Frequent shopper

Question: How do you feel about your visit to the store?

Response: "My visits are generally neutral; nothing exceptional that makes the store stand out. It's functional for getting what I need but doesn't inspire loyalty."

Keywords Used: Neutral, Nothing exceptional, Functional

Question: Do you get the goods of your need from the store?

Response: "Mostly, yes. The store usually has a good selection, but occasionally I find some items are out of stock, particularly in the case of newer or seasonal products."

Keywords Used: Mostly, Good selection, Occasionally out of stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "It depends on who is working. Some employees are very helpful and make finding products quick and easy, while others are not as proactive."

Keywords Used: Depends, Helpful, Proactive

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Most of the time, yes, but there are instances where the checkout lines are longer than they should be, especially during sales or peak shopping hours."

Keywords Used: Most of the time, Longer lines, Peak hours

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities are adequate but could be improved. The store could benefit from more frequent updates and better upkeep."

Keywords Used: Adequate, Could be improved, Better upkeep

Question: In what areas is the store lacking?

Response: "The store lacks in providing a consistently engaging shopping experience. The atmosphere is often too utilitarian without much focus on customer comfort or convenience."

Keywords Used: Lacks engagement, Utilitarian, Focus on comfort

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more interactive elements, such as digital product information kiosks and maybe more personalized shopping assistance services."

Keywords Used: Interactive elements, Digital kiosks, Personalized assistance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "It meets the basic expectations but doesn't often exceed them. There's a gap in service dynamism and product innovation."

Keywords Used: Meets basic, Doesn't exceed, Gap in dynamism

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel indifferent most of the time. The store serves its purpose but doesn't make shopping a particularly enjoyable or memorable event."

Keywords Used: Indifferent, Serves purpose, Not enjoyable

Question: How do you feel about the purchases?

Response: "I am generally satisfied with the quality of the purchases, though sometimes I wish there were more options or better stock levels."

Keywords Used: Generally satisfied, Wish more options, Better stock levels

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, but the online platform could use some improvement. It's not as user-friendly as it could be, and sometimes the stock levels don't match what's shown online."

Keywords Used: Needs improvement, Not user-friendly, Stock levels don't match

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good and matches the in-store offerings, though the delivery service could be faster and more reliable."

Keywords Used: Generally good, Matches in-store, Delivery could improve

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Yes, I'm very satisfied with the employee assistance. They are knowledgeable and eager to help, which makes my shopping experience much smoother."

Keywords Used: Very satisfied, Knowledgeable, Eager to help

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that selecting this store was a good decision. It offers convenience, good prices, and generally has everything I need."

Keywords Used: Good decision, Convenience, Good prices

Question: Are you satisfied with the services provided by the store?

Response: "I am mostly satisfied with the services. There are areas where they could enhance the experience, such as quicker checkouts and more personalized service, but overall, it's good."

Keywords Used: Mostly satisfied, Enhance experience, Quicker checkouts

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I do trust the store to provide quality products. I have shopped here for years and rarely had issues with the quality of what I purchase."

Keywords Used: Trust, Quality products, Rarely had issues

Question: Do you intend to make further purchases from the same store?

Response: "I definitely intend to continue shopping here. The store's reliability and the quality of the products keep me coming back."

Keywords Used: Continue shopping, Reliability, Quality

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of having a wide range of products available under one roof. The store's location and pricing also offer significant benefits in terms of time and money savings."

Keywords Used: Convenience, Wide range, Time and money savings

Question: Do the store facilities its regular customers?

Response: "The store does offer some benefits for regular customers, like loyalty points and exclusive deals, which I find quite useful."

Keywords Used: Benefits, Loyalty points, Exclusive deals

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I often recommend this store to friends and family, especially for those looking for a reliable place to find a wide variety of items at competitive prices."

Keywords Used: Recommend, Reliable, Competitive prices

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will definitely continue to visit the store. It meets most of my needs and shopping here is generally a pleasant experience."

Keywords Used: Definitely continue, Meets needs, Pleasant experience

Participant Code: R44

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Overall Neutral to Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is modern and well-equipped, making the shopping experience smooth and enjoyable. The design is contemporary and attracts a lot of customers."

Keywords Used: Modern, Well-equipped, Contemporary

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are consistently clean and well-maintained. The attractiveness of the store layout and the convenience of the facilities add to a pleasant shopping experience."

Keywords Used: Consistently clean, Well-maintained, Pleasant experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's very easy to find what I need thanks to the logical organization of the store. The aisles are clearly marked, and products are well-arranged."

Keywords Used: Easy, Logical organization, Clearly marked

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotional offers are excellent and very tempting. They often include new and popular items, which is a great incentive to visit the store more frequently."

Keywords Used: Excellent, Tempting, Popular items

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "Yes, they are very reliable. Whether it's restocking or handling special orders, they consistently meet their commitments."

Keywords Used: Very reliable, Restocking, Meet commitments

Question: Do the stores perform the service right the first time?

Response: "I have rarely had any issues. Services are performed correctly the first time, which saves a lot of hassle and time."

Keywords Used: Rarely any issues, Correctly the first time, Saves time

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily available and easy to obtain. Employees are knowledgeable and approachable, always ready to help."

Keywords Used: Readily available, Knowledgeable, Approachable

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Absolutely, the service is quick and efficient. Employees respond to queries almost immediately, which greatly enhances the customer experience."

Keywords Used: Quick, Efficient, Enhances experience

Question: Do you think employees are willing to assist their customers?

Response: "The staff show genuine willingness to assist. They often go out of their way to ensure customer satisfaction."

Keywords Used: Genuine willingness, Go out of their way, Customer satisfaction

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Yes, their professionalism and friendly approach instill a lot of confidence in the services they provide."

Keywords Used: Professionalism, Friendly, Instills confidence

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are well-informed and always courteous. They provide detailed and accurate responses to all inquiries."

Keywords Used: Well-informed, Courteous, Detailed responses

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel completely safe. The store has excellent security measures in place, both in terms of personnel and technology."

Keywords Used: Completely safe, Excellent security, Personnel and technology

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, the staff manage their tasks efficiently, ensuring that customer requests are handled promptly and professionally."

Keywords Used: Efficiently, Handled promptly, Professionally

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Yes, any issues are addressed immediately and with great care. The resolution process is quick and effective, leaving no room for customer dissatisfaction."

Keywords Used: Addressed immediately, Quick and effective, No dissatisfaction

This feedback from R44 provides a highly positive view of the store's performance, emphasizing the effectiveness of the staff and the quality of the services provided. If you'd like to continue with more details or switch to another respondent, please let me know how to proceed!

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I do feel valued as a regular customer. Several employees recognize me by name and often inquire if I need assistance with anything specific, which personalizes my shopping experience."

Keywords Used: Valued, Recognize by name, Personalizes

Question: How do you feel about your visit to the store?

Response: "My visits are generally pleasant. The store is well-laid out and the atmosphere is friendly, which makes shopping here quite enjoyable."

Keywords Used: Pleasant, Well-laid out, Enjoyable

Question: Do you get the goods of your need from the store?

Response: "I usually find everything I need. The store is well-stocked, especially with everyday essentials. However, sometimes specialty items are not available."

Keywords Used: Well-stocked, Everyday essentials, Specialty items not available

Question: Do the employees help in reducing the time in search of desired products?

Response: "Yes, employees are generally quick to guide me to the products I'm looking for, which saves me a lot of time."

Keywords Used: Quick, Guide, Saves time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is efficient most of the time, but can be slow during peak hours due to high customer volume."

Keywords Used: Efficient, Slow during peak hours, High customer volume

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am quite satisfied with the physical facilities. They are always clean and well-maintained, which makes the store inviting."

Keywords Used: Quite satisfied, Clean, Well-maintained

Question: In what areas is the store lacking?

Response: "The store could improve in its selection of organic and gluten-free products, which are often limited or out of stock."

Keywords Used: Improve, Organic and gluten-free products, Limited

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would appreciate more self-service options and perhaps a better loyalty program that offers more substantial benefits."

Keywords Used: More self-service options, Better loyalty program, Substantial benefits

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets most of my basic expectations but could do better in stocking a wider variety of international foods."

Keywords Used: Meets basic expectations, Could do better, International foods

Feelings

Question: How do you feel about your visit to the store?

Response: "I generally feel good when visiting the store. It's clean, the staff are friendly, and the environment is positive."

Keywords Used: Feel good, Clean, Friendly

Question: How do you feel about the purchases?

Response: "I feel satisfied with my purchases. The quality is good, and I usually find what I am looking for at a fair price."

Keywords Used: Satisfied, Good quality, Fair price

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but the platform could be improved. It's not as intuitive as I would like, and sometimes the product availability doesn't match what's shown online."

Keywords Used: Offers online services, Could be improved, Product availability

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of the online purchases is generally good. However, there have been a few instances where the items received were not as described."

Keywords Used: Generally good, Few instances, Not as described

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am satisfied with the employee assistance. They are usually attentive and knowledgeable, which makes my visits smoother."

Keywords Used: Satisfied, Attentive, Knowledgeable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has mostly been a positive decision due to its convenient location and the quality of products it offers."

Keywords Used: Positive decision, Convenient location, Quality of products

Question: Are you satisfied with the services provided by the store?

Response: "Overall, I'm satisfied with the services. The store generally meets my shopping needs, although I would like to see improvements in certain areas like special diet foods."

Keywords Used: Satisfied, Meets shopping needs, Improvements needed

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store for the most part. They usually offer high-quality products, but I remain cautious and check reviews for certain items, especially electronics."

Keywords Used: Trust, High-quality products, Check reviews

Question: Do you intend to make further purchases from the same store?

Response: "I plan to continue shopping here as it meets most of my needs well. The store's convenient location and product range are significant factors in my decision."

Keywords Used: Plan to continue, Meets needs, Convenient location

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gains are the time saved and the convenience of having a wide range of products available. Also, the pricing is competitive, which helps in budget management."

Keywords Used: Time saved, Convenience, Competitive pricing

Question: Do the store facilities its regular customers?

Response: "The store has a loyalty program that provides occasional benefits, but it could be more rewarding. I feel it doesn't fully recognize the value of regular customers yet."

Keywords Used: Loyalty program, Occasional benefits, More rewarding needed

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend the store for everyday shopping needs due to its reliability and service. However, for more specialized items, I might suggest other options."

Keywords Used: Recommend, Everyday shopping, More specialized items

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will likely continue to visit the store for convenience and familiarity. The store adequately meets my basic shopping needs, though I am always on the lookout for better options."

Keywords Used: Likely continue, Convenience, On the lookout

This comprehensive feedback from R44 provides a detailed insight into her shopping experiences at the store, highlighting both strengths and areas where enhancements could significantly improve customer satisfaction. If you'd like to delve into responses from other participants or address specific aspects, please let me know how to proceed!

Participant Code: R45

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Overall Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with the latest technology, making it not only efficient but also a visually appealing place to shop."

Keywords Used: Latest technology, Efficient, Visually appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Yes, the facilities are consistently maintained at a high standard, which greatly enhances the shopping experience."

Keywords Used: Consistently maintained, High standard, Enhances experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Absolutely, the layout is intuitive, and the signage is clear, making it easy to navigate through various sections."

Keywords Used: Intuitive layout, Clear signage, Easy to navigate

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "There are regular promotions that are quite relevant to my interests, providing good savings on quality products."

Keywords Used: Regular promotions, Relevant, Good savings

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable in keeping its promises, whether it's related to special orders or seasonal sales."

Keywords Used: Very reliable, Special orders, Seasonal sales

Question: Do the stores perform the service right the first time?

Response: "I've rarely had to return or exchange items due to service errors, which speaks to their high level of competency."

Keywords Used: Rarely, Return or exchange, High competency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Staff are always available and ready to help, making information easy to access, which improves the overall efficiency of my visits."

Keywords Used: Always available, Ready to help, Improves efficiency

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Employee response times are excellent, with staff often going beyond basic service to ensure customer satisfaction."

Keywords Used: Excellent response times, Beyond basic service, Customer satisfaction

Question: Do you think employees are willing to assist their customers?

Response: "Definitely, there's a proactive approach to customer service here. The staff are not only willing but eager to assist whenever needed."

Keywords Used: Proactive, Eager to assist

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Absolutely, their professional demeanor and attention to detail instill a great deal of confidence and trust in their abilities."

Keywords Used: Professional demeanor, Attention to detail, Instill confidence

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "The employees are knowledgeable and courteous, always providing detailed answers and solutions to any queries I might have."

Keywords Used: Knowledgeable, Courteous, Detailed answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel extremely safe. The transaction processes are secure, and there's a visible commitment to customer privacy and security."

Keywords Used: Extremely safe, Secure processes, Customer privacy

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, staff members manage to be attentive and responsive, which greatly contributes to a positive shopping experience."

Keywords Used: Attentive, Responsive, Positive experience

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Yes, they take customer concerns seriously and are quick to resolve issues, ensuring that any problems are addressed promptly and effectively."

Keywords Used: Seriously, Quick to resolve, Promptly and effectively

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The store's facilities are excellent. They maintain a clean and organized environment which makes it easy to shop comfortably."

Keywords Used: Excellent, Clean, Organized

Question: In what areas is the store lacking?

Response: "While generally well-stocked, the store could improve its offerings in the organic and specialty foods section, which are often underrepresented."

Keywords Used: Improve, Organic and specialty foods, Underrepresented

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would appreciate more self-checkout counters to speed up the checkout process during busy times, enhancing convenience for all shoppers."

Keywords Used: More self-checkout, Speed up checkout, Enhancing convenience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets most of my expectations efficiently, but I feel there could be a broader selection of international cuisine options available."

Keywords Used: Meets expectations, Efficiently, Broader selection

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "Absolutely, the employees always recognize me and make an effort to ensure my needs are promptly met, which makes me feel valued as a regular customer."

Keywords Used: Recognize, Promptly met, Valued

Question: How do you feel about your visit to the store?

Response: "I always have a positive experience when I visit. The store is well organized and the staff are friendly, making each visit enjoyable."

Keywords Used: Positive experience, Well organized, Friendly

Question: Do you get the goods of your need from the store?

Response: "Yes, I generally find everything I need. The store is well-stocked, especially with essential items and some niche products I use."

Keywords Used: Well-stocked, Essential items, Niche products

Question: Do the employees help in reducing the time in search of desired products?

Response: "The staff are very helpful in guiding me quickly to the products I'm looking for, which saves me a lot of time during my shopping trips."

Keywords Used: Very helpful, Quickly, Saves time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Most of the time, the checkout process is quick and efficient. However, during peak times, it can be a bit slow, but that's expected."

Keywords Used: Quick and efficient, Peak times, Bit slow

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities. They are always clean, well-lit, and comfortable to shop in."

Keywords Used: Very satisfied, Clean, Comfortable

Question: In what areas is the store lacking?

Response: "The store could improve its offerings in the electronics section. The choices are somewhat limited compared to other categories."

Keywords Used: Improve, Electronics section, Limited choices

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like the store to offer more interactive product demos, particularly in the electronics and home appliances sections."

Keywords Used: More interactive, Product demos, Electronics and home appliances

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic needs but could enhance the variety of international food products, which are often too limited."

Keywords Used: Meets basic needs, Enhance, International food products

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel content with my visits. The store provides a reliable shopping experience, though it sometimes lacks excitement or novelty."

Keywords Used: Content, Reliable, Lacks excitement

Question: How do you feel about the purchases?

Response: "I'm satisfied with my purchases. They are usually of good quality, and I find the prices to be fair."

Keywords Used: Satisfied, Good quality, Fair prices

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store has an online platform, but it could be more user-friendly. I find the navigation a bit clunky and the product updates aren't always timely."

Keywords Used: Online platform, User-friendly, Clunky navigation

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of the products purchased online generally matches what's available in-store. However, the delivery times vary and can sometimes be longer than expected."

Keywords Used: Matches in-store, Delivery times, Longer than expected

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Yes, I'm quite satisfied. The staff are always willing to help and very knowledgeable about the products they sell."

Keywords Used: Quite satisfied, Willing to help, Knowledgeable

Question: What do you feel about the decision regarding the selection of the store?

Response: "I'm happy with my decision to shop here regularly. The store's location, product selection, and customer service make it an easy choice for me."

Keywords Used: Happy, Regularly, Easy choice

Question: Are you satisfied with the services provided by the store?

Response: "Overall, I'm satisfied. There are areas for improvement, particularly in streamlining the checkout process during busy hours, but the store generally meets my expectations."

Keywords Used: Satisfied, Areas for improvement, Meets expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "Yes, I trust the store's product quality. I've been shopping here for years and have rarely been disappointed."

Keywords Used: Trust, Quality products, Rarely disappointed

Question: Do you intend to make further purchases from the same store?

Response: "Definitely. The store has consistently met my needs over the years, and I appreciate the loyalty rewards they offer."

Keywords Used: Definitely, Consistently met needs, Loyalty rewards

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The biggest gain for me is convenience. The store is close to home, offers competitive pricing, and the product variety covers most of my daily needs."

Keywords Used: Convenience, Competitive pricing, Covers daily needs

Question: Do the store facilities its regular customers?

Response: "The store does recognize regular customers with a loyalty program that includes discounts and special offers, which I find very beneficial."

Keywords Used: Recognize, Loyalty program, Beneficial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I often recommend this store to others. It's reliable for everyday essentials, and the shopping environment is pleasant."

Keywords Used: Recommend, Reliable, Pleasant environment

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will definitely continue to shop here. The combination of quality, convenience, and service keeps me coming back."

Keywords Used: Definitely continue, Quality, Convenience

This completes the full set of responses from R45, detailing their positive experience with the store across various aspects from technology and service to brand loyalty and future intentions. If you'd like to discuss other respondents or further details, please let me know how to continue!

Participant Code: R46

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Overall Mixed

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a modern design and uses updated equipment, which creates a pleasant shopping atmosphere."

Keywords Used: Modern design, Updated equipment, Pleasant atmosphere

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The store's facilities are generally well-kept, though the restrooms could benefit from more frequent cleaning during busy hours."

Keywords Used: Well-kept, More frequent cleaning, Busy hours

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding goods is relatively straightforward due to the logical organization of the store, but signage could be improved to help locate items faster."

Keywords Used: Straightforward, Logical organization, Improve signage

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The store regularly offers promotions, but they tend to focus heavily on clearing inventory rather than providing genuine value deals."

Keywords Used: Regularly offers, Clearing inventory, Genuine value

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "Promises regarding restocking and special sales are generally kept, but there have been instances of delays without adequate communication."

Keywords Used: Generally kept, Delays, Inadequate communication

Question: Do the stores perform the service right the first time?

Response: "Service performance is hit or miss. While often satisfactory, there are times when follow-ups are necessary to resolve issues."

Keywords Used: Hit or miss, Often satisfactory, Follow-ups necessary

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information accessibility varies. Some employees are very helpful and knowledgeable, while others lack the information or willingness to assist effectively."

Keywords Used: Varies, Helpful and knowledgeable, Lack willingness

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Response times are inconsistent. During less busy periods, service is quick, but it can significantly slow down during peak times."

Keywords Used: Inconsistent, Quick, Slow down

Question: Do you think employees are willing to assist their customers?

Response: "Employees generally show a willingness to help, but effectiveness varies based on their experience and the store's staffing levels at the time."

Keywords Used: Willingness to help, Effectiveness varies, Staffing levels

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The behaviour of most employees does instill confidence through their professionalism; however, more consistent training across the board would enhance this further."

Keywords Used: Instills confidence, Professionalism, Consistent training needed

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employee knowledge is patchy. While some are well-informed and courteous, others seem undertrained and less able to provide helpful information."

Keywords Used: Patchy, Well-informed and courteous, Undertrained

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe in my transactions due to the visible security measures and the professional demeanor of the staff."

Keywords Used: Generally feel safe, Visible security measures, Professional demeanor

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "There are times when it feels like the store is understaffed, making it hard to get prompt help, especially during sales or special events."

Keywords Used: Understaffed, Hard to get prompt help, During sales

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issue resolution is somewhat effective but not always immediate. Employees do listen, but resolving more complex issues can sometimes require multiple interactions."

Keywords Used: Somewhat effective, Not always immediate, Multiple interactions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "The staff usually recognize me and are attentive to my needs, which makes me feel valued as a regular customer. Their personal touch keeps me coming back."

Keywords Used: Recognize, Attentive, Personal touch

Question: How do you feel about your visit to the store?

Response: "I feel quite positive about my visits. The store's layout is shopper-friendly, and the atmosphere is generally welcoming, which makes my shopping trips pleasant."

Keywords Used: Quite positive, Shopper-friendly, Welcoming

Question: Do you get the goods of your need from the store?

Response: "Most of the time, I find what I'm looking for, but occasionally, popular items are out of stock, which can be frustrating."

Keywords Used: Most of the time, Find, Occasionally out of stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Yes, employees are proactive in helping me find products quickly. Their familiarity with the store's layout and inventory helps reduce my shopping time significantly."

Keywords Used: Proactive, Quickly, Reduces time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Time at the billing counter is usually reasonable. However, during peak hours, the wait times can increase, which can be a bit inconvenient."

Keywords Used: Usually reasonable, Peak hours, Increase wait times

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Overall, I'm satisfied with the physical setup of the store, which is clean and well-organized. However, the layout could be optimized to better accommodate peak traffic times."

Keywords Used: Satisfied, Clean, Well-organized

Question: In what areas is the store lacking?

Response: "The store could improve its selection of eco-friendly and sustainable products. The current offerings are somewhat limited and not always available."

Keywords Used: Improve, Eco-friendly, Limited availability

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more advanced technological integration, such as augmented reality features to help visualize products or apps that provide real-time inventory updates."

Keywords Used: Advanced technological integration, Augmented reality, Real-time inventory

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "While the store meets basic expectations, it falls short in providing a diverse range of innovative products, especially in tech gadgets and unique food items."

Keywords Used: Meets basic expectations, Falls short, Innovative products

Feelings

Question: How do you feel about your visit to the store?

Response: "My visits are usually satisfactory. The environment is friendly and the store is convenient, but sometimes it lacks a 'wow' factor that makes the shopping experience truly memorable."

Keywords Used: Satisfactory, Friendly, Lacks 'wow' factor

Question: How do you feel about the purchases?

Response: "I feel good about most purchases. The quality is generally high, and the prices are competitive, though the selection could be broader."

Keywords Used: Feel good, High quality, Competitive prices

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store has an online platform, but it's not very user-friendly. Navigation is cumbersome and the checkout process could be streamlined."

Keywords Used: Online platform, Not user-friendly, Cumbersome navigation

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchase quality is consistent with what I find in-store, which is satisfactory. However, the shipping process needs improvement as delays are common."

Keywords Used: Consistent quality, Satisfactory, Shipping delays

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Generally, yes. Employees are helpful and knowledgeable. However, during busy times, it can be difficult to find someone to assist."

Keywords Used: Generally satisfied, Helpful, Busy times

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that choosing this store was a good decision based on location and price. However, I am always exploring other options that might better meet my specific needs."

Keywords Used: Good decision, Exploring other options, Specific needs

Question: Are you satisfied with the services provided by the store?

Response: "I'm satisfied with the basic services provided, but I believe there is significant room for improvement in customer engagement and service personalization."

Keywords Used: Satisfied, Room for improvement, Service personalization

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "Yes, I trust the store generally for its product quality, especially for everyday items. However, I'm cautious with high-ticket items due to past experiences."

Keywords Used: Trust, Everyday items, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I plan to continue making purchases here due to the convenience and price, but I keep an eye on other markets for better deals and selections."

Keywords Used: Continue making purchases, Convenience, Keep an eye

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location and the availability of most items I need on a regular basis. The loyalty rewards program also offers some decent benefits."

Keywords Used: Convenience, Availability, Loyalty rewards

Question: Do the store facilities its regular customers?

Response: "The store recognizes regular customers with some benefits like early sale access and special discounts, which are appreciable but could be more substantial."

Keywords Used: Recognizes regular customers, Early sale access, Could be more substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend the store for convenience and reliability, but I would advise them to shop around for specific items that the store does not excel in."

Keywords Used: Recommend, Convenience, Shop around

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll likely continue to visit for the convenience and familiarity, but I am open to switching if another store offers better services or products."

Keywords Used: Likely continue, Open to switching, Better services

Participant Code: R47

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Overall Satisfactory

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment and building are modern enough, but not cutting-edge. It serves its purpose well and provides a decent environment for shopping."

Keywords Used: Modern enough, Not cutting-edge, Decent environment

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The cleanliness and maintenance of the store are generally good. I've found the facilities to be well kept, which makes a big difference in the shopping experience."

Keywords Used: Generally good, Well kept, Makes a difference

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's fairly easy to navigate the store and find what I'm looking for, though sometimes the layout can be a bit confusing due to frequent rearrangements."

Keywords Used: Fairly easy, Navigate, Bit confusing

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotions are decent and provide good value, especially during sale seasons. They're a significant draw for me to visit."

Keywords Used: Decent, Good value, Draw

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "Generally, the store keeps its promises regarding timing, whether it's a sale start or when special items will be restocked."

Keywords Used: Keeps promises, Sale start, Restocked

Question: Do the stores perform the service right the first time?

Response: "Most of the time, yes, they get things right the first time. There have been a few instances where I had to return an item, but these are rare."

Keywords Used: Most of the time, Few instances, Return an item

Question: Do the employees make information easily obtainable by all the customers?

Response: "The staff are generally knowledgeable and quick to provide information or direct you to where you can find what you need."

Keywords Used: Generally knowledgeable, Quick, Provide information

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Responses to queries are usually prompt. However, during very busy times, there might be a slight delay."

Keywords Used: Usually prompt, Busy times, Slight delay

Question: Do you think employees are willing to assist their customers?

Response: "Employees show a good willingness to assist, and many go above and beyond to ensure customer satisfaction."

Keywords Used: Willingness to assist, Go above and beyond, Customer satisfaction

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Yes, their behaviour is professional and confident, which in turn makes me feel more secure in their services."

Keywords Used: Professional, Confident, Feel secure

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "The employees are usually well-informed and always polite, which enhances the customer service experience."

Keywords Used: Well-informed, Always polite, Enhances experience

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I've never had any concerns about safety in my transactions. The store seems to have robust security measures in place."

Keywords Used: No concerns, Robust security measures, Safe

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "On regular days, staff availability is good. However, during special events or sales, it can be challenging to get immediate help."

Keywords Used: Good availability, Special events, Challenging

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually taken seriously and resolved quickly, although complex problems may sometimes take longer to fully address."

Keywords Used: Taken seriously, Resolved quickly, Complex problems

This feedback from R47 presents a generally satisfactory view of the store's operations, emphasizing the staff's effectiveness and the quality of customer service. If you'd like to continue exploring additional responses, delve into specific aspects, or conclude, please let me know your preferences!

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I don't really feel any different as a regular customer. The treatment is polite but doesn't feel personalized or particularly valued."

Keywords Used: Polite, Not personalized, Not valued

Question: How do you feel about your visit to the store?

Response: "My visits are usually efficient; I get what I need and leave. There's nothing particularly exceptional or disappointing about the experience."

Keywords Used: Efficient, Not exceptional, Not disappointing

Question: Do you get the goods of your need from the store?

Response: "I generally find what I am looking for, but occasionally, popular items are out of stock, which can be inconvenient."

Keywords Used: Generally find, Occasionally out of stock, Inconvenient

Question: Do the employees help in reducing the time in search of desired products?

Response: "The employees are helpful when asked, but they don't often go out of their way to assist unless prompted."

Keywords Used: Helpful when asked, Don't go out of their way, Unless prompted

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout times are usually reasonable, although there can be delays during peak shopping times or if there are system issues."

Keywords Used: Usually reasonable, Delays, Peak times

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities meet my expectations for cleanliness and layout. They're good enough for routine shopping."

Keywords Used: Meet expectations, Cleanliness, Good enough

Question: In what areas is the store lacking?

Response: "The store could improve in offering more diverse product selections and better in-stock levels to meet customer demands."

Keywords Used: More diverse, Better in-stock levels, Meet demands

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would appreciate more self-service options, such as self-checkout kiosks to speed up the purchase process and reduce waiting times."

Keywords Used: More self-service options, Self-checkout, Reduce waiting times

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets basic expectations but there's room for improvement in product variety and customer engagement."

Keywords Used: Meets basic expectations, Room for improvement, Customer engagement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits. The store serves its purpose but doesn't particularly excite or disappoint."

Keywords Used: Neutral, Serves its purpose, Not exciting

Question: How do you feel about the purchases?

Response: "I'm generally satisfied with my purchases; they fit my needs although I sometimes wish for better quality or more variety."

Keywords Used: Generally satisfied, Fit my needs, Wish for better

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are adequate but could definitely be improved, especially in terms of user interface and delivery speed."

Keywords Used: Adequate, Could be improved, Delivery speed

Question: Do the online purchases satisfy the quality criteria?

Response: "Yes, the quality of online purchases usually matches what's available in-store, which is satisfactory."

Keywords Used: Matches in-store, Satisfactory

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "It's hit or miss with the staff. Some are exceptionally helpful, while others seem less eager to provide assistance. Overall, I'm moderately satisfied."

Keywords Used: Hit or miss, Exceptionally helpful, Moderately satisfied

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store was mainly due to convenience. While it generally meets my needs, I occasionally consider checking out other options due to variability in stock and service quality."

Keywords Used: Convenience, Variability in stock, Considering other options

Question: Are you satisfied with the services provided by the store?

Response: "Generally, the services are adequate. However, I feel there could be improvements in customer service responsiveness and product availability."

Keywords Used: Adequate, Improvements needed, Customer service responsiveness

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store for the most part, but I've had a few experiences with products that weren't up to par, which has slightly eroded my trust."

Keywords Used: Mostly trust, Not up to par, Eroded trust

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to the convenience, but I am open to exploring other stores if they offer better service or product variety."

Keywords Used: Likely continue, Convenience, Exploring other stores

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the store's location and the competitive pricing on many items. These factors make it a practical choice, though not necessarily the best in all aspects."

Keywords Used: Location, Competitive pricing, Practical choice

Question: Do the store facilities its regular customers?

Response: "There are some loyalty programs in place, but they could be more rewarding. I don't feel particularly favoured as a regular customer."

Keywords Used: Some loyalty programs, Could be more rewarding, Not favoured

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend it for convenience and price, but with the caveat that they might not always find what they're looking for due to occasional stock issues."

Keywords Used: Recommend, Convenience and price, Occasional stock issues

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will likely continue to visit, mostly because of the store's convenient location and competitive prices, but I am also keeping an eye on alternatives."

Keywords Used: Likely continue, Convenient location, Keeping an eye on alternatives

Participant Code: R48

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a week

Response Type: Overall Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's facilities and equipment are decent but starting to show signs of wear. It could use some updates to keep up with more modern establishments."

Keywords Used: Decent, Signs of wear, Needs updates

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The cleanliness is acceptable most of the time, but I've noticed that during peak hours the maintenance isn't as thorough."

Keywords Used: Acceptable, Peak hours, Not thorough

Question: Is it easier for customers to find the desired goods in one place?

Response: "Navigating the store can be frustrating at times due to inconsistent product placement and sometimes poor signage."

Keywords Used: Frustrating, Inconsistent placement, Poor signage

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "The promotional offers are fairly regular but often don't align with the products I'm interested in, which is a bit disappointing."

Keywords Used: Fairly regular, Don't align, Disappointing

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "There's a bit of inconsistency. Sometimes they're right on schedule, but other times there have been delays without much communication."

Keywords Used: Inconsistency, On schedule, Delays

Question: Do the stores perform the service right the first time?

Response: "It's a hit or miss. Some services are handled well initially, while others require follow-ups to get things right."

Keywords Used: Hit or miss, Require follow-ups, Get things right

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information accessibility varies significantly. Some employees are very helpful, while others seem uninformed or uninterested."

Keywords Used: Varies significantly, Uninformed, Uninterested

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Response times are generally okay, but I've experienced slow service during busy periods, which can be quite annoying."

Keywords Used: Generally okay, Slow service, Busy periods

Question: Do you think employees are willing to assist their customers?

Response: "There's room for improvement in customer service. While some staff are attentive, a general lack of enthusiasm can be felt."

Keywords Used: Room for improvement, Attentive, Lack of enthusiasm

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Not consistently. While there are some standout employees, the overall impression is that more training could be beneficial."

Keywords Used: Not consistently, Standout employees, More training

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Staff knowledge is patchy. Some are excellent and really know their stuff, while others don't seem well-trained."

Keywords Used: Patchy, Excellent, Not well-trained

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel mostly secure, but I think the store could do more to enhance visible security measures, especially during evening hours."

Keywords Used: Mostly secure, Enhance security, Evening hours

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Often, it seems like they are understaffed, especially when it's busy, which affects their ability to respond quickly."

Keywords Used: Understaffed, Busy, Affects ability

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Problem resolution could be faster. While some issues are addressed quickly, others seem to be lower priority."

Keywords Used: Could be faster, Quickly, Lower priority

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "There's no special recognition for being a regular, which is a bit disappointing. The service is polite but lacks a personal touch."

Keywords Used: No special recognition, Disappointing, Lacks personal touch

Question: How do you feel about your visit to the store?

Response: "My visits are generally okay; nothing extraordinary but nothing too negative either. It's just another store visit."

Keywords Used: Generally okay, Nothing extraordinary, Just another store

Question: Do you get the goods of your need from the store?

Response: "Most of the time I find what I need, but occasionally, popular items are missing, which can be frustrating."

Keywords Used: Most of the time, Occasionally missing, Frustrating

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employee assistance varies. Some are quite helpful and proactive, while others seem disinterested, affecting the efficiency of my shopping."

Keywords Used: Varies, Helpful and proactive, Disinterested

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Checkout times are usually fine, but there are instances where it takes longer due to understaffing or technical issues."

Keywords Used: Usually fine, Longer times, Understaffing

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities are adequate for my needs. They're not top-notch but maintained well enough for a comfortable shopping experience."

Keywords Used: Adequate, Not top-notch, Comfortable

Question: In what areas is the store lacking?

Response: "The store could improve in customer engagement and the overall atmosphere. It feels a bit too functional and lacks warmth."

Keywords Used: Improve customer engagement, Lacks warmth, Too functional

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd appreciate more tech-savvy features like digital price tags or interactive screens for checking stock, which would enhance the shopping experience."

Keywords Used: Tech-savvy features, Digital price tags, Enhance experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "It meets my basic needs but doesn't exceed expectations. There's a noticeable gap in innovative offerings and exceptional service."

Keywords Used: Meets basic needs, Doesn't exceed, Gap in innovation

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits. The store serves its function but doesn't leave a lasting impression or create any special feeling."

Keywords Used: Neutral, Serves its function, No lasting impression

Question: How do you feel about the purchases?

Response: "The purchases are satisfactory. They do the job, but I rarely find something that excites or surprises me."

Keywords Used: Satisfactory, Do the job, Rarely excites

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services exist but need significant improvement in usability and product update frequency to truly be effective."

Keywords Used: Need improvement, Usability, Product update frequency

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases generally aligns with what's available in-store, though the logistics of delivery can sometimes dampen the overall satisfaction."

Keywords Used: Generally aligns, Logistics of delivery, Dampen satisfaction

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "My satisfaction varies. Some employees are exceptional and make the shopping experience much better, while others lack initiative and seem uninterested."

Keywords Used: Varies, Exceptional, Uninterested

Question: What do you feel about the decision regarding the selection of the store?

Response: "I chose this store primarily for convenience. It generally meets my needs, though I am occasionally tempted to try other options when I encounter service lapses."

Keywords Used: Convenience, Meets needs, Service lapses

Question: Are you satisfied with the services provided by the store?

Response: "Overall, I'm satisfied, but there's definitely room for improvement, especially in terms of employee engagement and product availability."

Keywords Used: Satisfied, Room for improvement, Employee engagement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to provide decent quality products for the most part, but I've had a few disappointments, which affects my overall trust slightly."

Keywords Used: Decent quality, Few disappointments, Affects trust

Question: Do you intend to make further purchases from the same store?

Response: "I'm likely to continue shopping here due to the location and familiarity with the store, but I am also considering other options for certain items."

Keywords Used: Likely to continue, Considering other options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main benefit is convenience due to its proximity to my home. The prices are competitive, which also adds value."

Keywords Used: Convenience, Proximity, Competitive prices

Question: Do the store facilities its regular customers?

Response: "The store offers some loyalty programs, but they are not as rewarding or enticing as those offered by other retailers."

Keywords Used: Some loyalty programs, Not rewarding, Other retailers

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend it for everyday shopping due to its convenience, but I might advise them to look elsewhere for more specific or high-quality needs."

Keywords Used: Recommend, Everyday shopping, Look elsewhere

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I will probably continue to visit for routine purchases but will explore other options for items where quality or selection is a priority."

Keywords Used: Routine purchases, Explore other options, Priority

Participant Code: R49

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Overall Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is well-equipped with modern facilities that make the shopping experience very convenient and pleasant."

Keywords Used: Well-equipped, Modern, Convenient

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The cleanliness and aesthetics of the store are top-notch. The facilities are always maintained well, which is reassuring and makes shopping enjoyable."

Keywords Used: Cleanliness, Top-notch, Enjoyable

Question: Is it easier for customers to find the desired goods in one place?

Response: "Absolutely, the store layout is intuitive and user-friendly. I can find everything I need quickly without any hassle."

Keywords Used: Intuitive, User-friendly, Quickly

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "Yes, there are frequent promotions that are both attractive and beneficial. They provide great deals on a wide range of products."

Keywords Used: Frequent promotions, Attractive, Beneficial

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is highly reliable. Whenever they announce a new product release or a restock, they always deliver on time."

Keywords Used: Highly reliable, Deliver on time, Restock

Question: Do the stores perform the service right the first time?

Response: "I've rarely had any issues with their services. Everything is usually done right the first time, which is quite impressive."

Keywords Used: Rarely any issues, Done right, Impressive

Question: Do the employees make information easily obtainable by all the customers?

Response: "The staff are always ready to help and provide information. They are knowledgeable and approachable, which makes finding products or getting assistance very easy."

Keywords Used: Ready to help, Knowledgeable, Approachable

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Employee response times are excellent. They are quick to assist and very efficient in managing customer queries."

Keywords Used: Excellent, Quick to assist, Efficient

Question: Do you think employees are willing to assist their customers?

Response: "Absolutely, the employees show a genuine willingness to assist, going out of their way to ensure customer satisfaction."

Keywords Used: Genuine willingness, Go out of their way, Customer satisfaction

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Yes, their professionalism and the thoroughness of their service definitely instill confidence in the shopping experience."

Keywords Used: Professionalism, Thoroughness, Instill confidence

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "The employees are well-trained and extremely courteous. They have good product knowledge and always handle inquiries with respect."

Keywords Used: Well-trained, Courteous, Good product knowledge

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure. The store has effective security measures in place, ensuring that all transactions are safe."

Keywords Used: Very secure, Effective security measures, Safe transactions

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, the staff manage to be attentive and responsive, which speaks volumes about their customer service training."

Keywords Used: Attentive, Responsive, Busy times

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Any issues are addressed promptly and efficiently. The store places a high priority on resolving customer concerns quickly."

Keywords Used: Addressed promptly, Efficiently, High priority

This feedback from R49 presents a very positive view of the store's performance, emphasizing effective staff interaction, high service standards, and overall customer satisfaction. If you'd like to continue with more details or explore responses from other participants, please let me know how to proceed!

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "The employees recognize me and greet me by name, which makes me feel valued. They often check if I need help with anything specific, adding a personal touch to my visits."

Keywords Used: Recognize, Valued, Personal touch

Question: How do you feel about your visit to the store?

Response: "I always enjoy my visits to the store. The atmosphere is welcoming, and the layout makes it easy to shop, which contributes to a positive experience each time."

Keywords Used: Enjoy, Welcoming, Positive experience

Question: Do you get the goods of your need from the store?

Response: "I usually find everything I need. The store is well-stocked with a variety of products, and items are rarely out of stock."

Keywords Used: Well-stocked, Variety, Rarely out of stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Absolutely, the staff are proactive in guiding me to the products I'm looking for, which makes my shopping quicker and more efficient."

Keywords Used: Proactive, Quicker, Efficient

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Yes, the checkout process is usually quick. They manage queues well, even during peak times, which minimizes waiting."

Keywords Used: Quick, Manage queues well, Minimizes waiting

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I'm very satisfied with the facilities. They are modern, clean, and well-maintained, which makes shopping here a pleasant experience."

Keywords Used: Very satisfied, Modern, Well-maintained

Question: In what areas is the store lacking?

Response: "While generally great, I think the store could improve by offering more eco-friendly products and better signage for special offers."

Keywords Used: Improve, Eco-friendly products, Better signage

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I'd like to see more interactive technology, like digital kiosks for checking product details and availability or even virtual try-on areas."

Keywords Used: Interactive technology, Digital kiosks, Virtual try-on

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "For the most part, yes. However, there's always room for improvement, especially in keeping up with the latest product trends."

Keywords Used: Mostly met, Room for improvement, Latest product trends

Feelings

Question: How do you feel about your visit to the store?

Response: "I generally leave the store feeling happy and satisfied. It's a reliable place for my shopping needs, and I enjoy the atmosphere."

Keywords Used: Happy, Satisfied, Enjoy

Question: How do you feel about the purchases?

Response: "I feel confident in my purchases. The quality of products is consistently high, and I feel like I get good value for my money."

Keywords Used: Confident, High quality, Good value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, and their online platform is quite robust, offering most of what's available in-store. It's convenient for times when I can't make it to the store."

Keywords Used: Robust, Convenient, Available in-store

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality online matches the in-store experience. I've had a few issues with delivery times, but the product quality has never been a concern."

Keywords Used: Matches in-store, Few issues, Product quality

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I'm very satisfied with the assistance. The employees are always helpful and attentive, making sure all my questions are answered and needs are met."

Keywords Used: Very satisfied, Helpful, Attentive

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel good about choosing this store. It consistently meets my expectations, and the convenience of its location and services makes it a staple for my regular shopping."

Keywords Used: Feel good, Consistently meets, Convenience

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am generally very satisfied with the services provided. The store offers a wide range of services that cater to my needs, and any issues are usually resolved quickly."

Keywords Used: Very satisfied, Wide range, Quickly resolved

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "Absolutely, I trust the store completely. The quality of their products is always top-notch, which keeps me coming back."

Keywords Used: Trust completely, Quality products, Top-notch

Question: Do you intend to make further purchases from the same store?

Response: "Definitely, I plan to continue making my purchases here. The store has earned my loyalty with its consistent quality and excellent customer service."

Keywords Used: Definitely, Continue, Earned loyalty

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The biggest gain is the quality of products combined with excellent customer service. I also appreciate the convenience of having a one-stop shop for most of my needs."

Keywords Used: Quality of products, Excellent customer service, Convenience

Question: Do the store facilities its regular customers?

Response: "Yes, there are noticeable benefits for regular customers like me. They offer loyalty points, special discounts, and sometimes early access to new products."

Keywords Used: Loyalty points, Special discounts, Early access

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family. It's reliable, and I believe they would also enjoy and benefit from shopping here."

Keywords Used: Frequently recommend, Reliable, Benefit

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I definitely plan to keep shopping here. The store continues to meet my needs, and I enjoy the shopping experience it offers."

Keywords Used: Plan to keep, Meets needs, Enjoy

Participant Code: R50

Gender: Female

Age Group: 20-30 years

Frequency of Visits: Once a month

Response Type: Overall Mixed

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store looks fairly modern, but some sections definitely need updating. It's a mix of new and old, which can be a bit jarring."

Keywords Used: Fairly modern, Need updating, Mix of new and old

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The main areas are usually clean, but the restrooms sometimes aren't maintained as well as they should be, especially on busy days."

Keywords Used: Usually clean, Restrooms not maintained, Busy days

Question: Is it easier for customers to find the desired goods in one place?

Response: "It can be a hassle to find certain items because the layout isn't the most logical. I've wasted time just trying to locate basic things."

Keywords Used: Hassle, Layout not logical, Wasted time

Promotions and Service Quality

Question: Do you get any promotional offers from the store?

Response: "There are some good deals sometimes, but many promotions don't seem very relevant to my interests or feel like they're just trying to move old stock."

Keywords Used: Good deals, Not relevant, Move old stock

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "Their track record is hit-or-miss. I've had times when things went smoothly and others when I had to follow up

Reliability and Responsiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "Sometimes the store meets its promised timelines, but there have been instances where I've experienced delays without proper communication."

Keywords Used: Sometimes, Delays, Without proper communication

Question: Do the stores perform the service right the first time?

Response: "It's a mix. Some services like returns and exchanges are handled efficiently, but there have been a few occasions where I had to return due to an error."

Keywords Used: Mix, Efficiently, Had to return

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information availability largely depends on which employee you talk to. Some are very informative and helpful, while others lack sufficient knowledge or seem uninterested."

Keywords Used: Depends, Informative, Lack sufficient knowledge

Employee Interaction and Confidence

Question: Do employees give prompt service to your query?

Response: "Response times vary. At times, service is prompt and efficient, but during busier periods, it can be slow and frustrating."

Keywords Used: Vary, Prompt and efficient, Slow and frustrating

Question: Do you think employees are willing to assist their customers?

Response: "Most employees appear willing to help, but their actual ability to assist effectively can vary depending on their training and the store's staffing levels at the time."

Keywords Used: Willing, Vary, Staffing levels

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Generally, yes, the employees behave in a manner that instills confidence, but inconsistencies can sometimes undermine this."

Keywords Used: Generally, Inconsistencies, Undermine

Knowledge and Security

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "While many employees are knowledgeable and courteous, a few don't seem well-prepared to handle more complex inquiries or provide detailed information."

Keywords Used: Knowledgeable, Courteous, Not well-prepared

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Yes, I feel safe. The store takes good precautions with transactions, using secure systems and monitoring the checkout areas well."

Keywords Used: Feel safe, Good precautions, Secure systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "During peak hours, employees often seem too busy and it can be challenging to get their attention or assistance."

Keywords Used: Too busy, Peak hours, Challenging

Issue Resolution

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Resolution effectiveness varies. Some issues are resolved quickly and to my satisfaction, while others take multiple visits or calls to address properly."

Keywords Used: Varies, Quickly, Take multiple visits

These responses from R50 provide a nuanced view of the store's performance, showing areas of strength and aspects where improvements are needed, especially in employee training and consistency in service. If you'd like to explore further details or have other areas of interest, please let me know how to proceed!

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "There's a noticeable difference in how some staff members treat regulars versus new customers. I feel recognized by some, which is nice, but it's not consistent across the board."

Keywords Used: Noticeable difference, Recognized, Not consistent

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory. I find what I need most of the time, but the experience doesn't really stand out as exceptional."

Keywords Used: Generally satisfactory, Find what I need, Not exceptional

Question: Do you get the goods of your need from the store?

Response: "Mostly, yes. The store stocks a good range of products, but sometimes specific items are out of stock, which can be annoying."

Keywords Used: Mostly, Good range, Sometimes out of stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "It depends on who's working that day. Some employees are really helpful and quick, while others seem disengaged and slow, which affects the shopping time."

Keywords Used: Depends, Helpful and quick, Disengaged and slow

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Most of the time, the checkout process is quick. However, during peak times or if there are system issues, it can take longer than I'd like."

Keywords Used: Quick, Peak times, System issues

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities are generally well-maintained. I'm satisfied with the cleanliness and layout, though some areas could use a bit of an upgrade."

Keywords Used: Well-maintained, Satisfied, Could use an upgrade

Question: In what areas is the store lacking?

Response: "The store could improve in terms of staff training and product restocking. Sometimes shelves are empty for days, and staff seem unsure when new stock will arrive."

Keywords Used: Improve, Staff training, Product restocking

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more advanced technological tools for shopping, like apps that can help you locate items in the store or check out faster."

Keywords Used: Advanced technological tools, Locate items, Check out faster

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets basic expectations but doesn't always excel. There's room for improvement in customer service and product variety."

Keywords Used: Meets basic expectations, Room for improvement, Product variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits. They're usually fine, but I'm not particularly excited or disappointed by the experience."

Keywords Used: Neutral, Usually fine, Not excited

Question: How do you feel about the purchases?

Response: "I'm generally content with my purchases, although I sometimes wish for more options or better stock levels of popular items."

Keywords Used: Generally content, Wish for more options, Better stock levels

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, they do, but the online service could be more user-friendly. It's not as intuitive as I'd like, and sometimes the inventory isn't updated promptly."

Keywords Used: Online services, Not user-friendly, Inventory not updated

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistent with the in-store products. However, the delivery times can be unpredictable."

Keywords Used: Consistent quality, In-store products, Unpredictable delivery

This feedback from R50 reflects a mix of satisfaction and areas for improvement, particularly in enhancing the in-store experience and online service functionality. If you'd like to continue exploring responses or have any specific requests, please let me know how you'd like to proceed!

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Generally, I am satisfied with the assistance provided by the employees. They are knowledgeable and quick to offer help, although during very busy times, the quality of service can slightly decrease."

Keywords Used: Generally satisfied, Knowledgeable, Busy times

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that selecting this store was a good choice based on its convenient location and variety of products, though I sometimes explore other options for certain specific needs."

Keywords Used: Good choice, Convenient, Explore other options

Question: Are you satisfied with the services provided by the store?

Response: "I am mostly satisfied with the services. The store is generally well-managed, but there are times when customer service could be more attentive."

Keywords Used: Mostly satisfied, Well-managed, More attentive

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "Yes, I trust the store generally for its quality products, especially for daily essentials. However, for more specialized items, I tend to verify quality more carefully."

Keywords Used: Trust, Quality products, Specialized items

Question: Do you intend to make further purchases from the same store?

Response: "Yes, I intend to continue making purchases here due to the overall positive experiences I've had, although I remain open to trying new places that might offer better deals or unique products."

Keywords Used: Continue making purchases, Positive experiences, Open to new places

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The biggest gain from purchasing here is the convenience of finding most of what I need in one location, along with competitive pricing."

Keywords Used: Convenience, One location, Competitive pricing

Question: Do the store facilities its regular customers?

Response: "The store does offer a loyalty program that includes some discounts and promotional events, but it could be enhanced to provide more significant benefits to regular shoppers."

Keywords Used: Loyalty program, Discounts, Could be enhanced

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend this store for anyone looking for reliability and a wide range of products. It's a dependable option for routine shopping."

Keywords Used: Recommend, Reliability, Dependable

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll likely continue visiting this store due to its consistent service and good location. It suits my shopping habits and generally meets my needs."

Keywords Used: Likely continue, Consistent service, Suits my shopping habits

This completes the responses for R50, covering aspects from customer satisfaction to future shopping intentions. If you have any more questions or need further assistance, feel free to ask!

Participant Code: R51

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Overall Neutral to Positive

Functional Performance

1. **Question:** Have the stores contained modern-looking pieces of equipment and building outlooks?
 - **Response:** "The store facilities appear modern and are equipped with the latest technology, which enhances the shopping experience for everyone."
 - **Keywords Used:** Modern, Latest technology, Enhances experience
2. **Question:** Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?
 - **Response:** "Yes, the store maintains high standards of cleanliness and organization, especially in high-traffic areas like restrooms and fitting rooms."
 - **Keywords Used:** High standards, Cleanliness, Organization
3. **Question:** Is it easier for customers to find the desired goods in one place?
 - **Response:** "Generally, it's easy to navigate the store and find products due to well-organized aisles and clear signage."
 - **Keywords Used:** Easy to navigate, Well-organized, Clear signage

Promotions and Service Quality

4. **Question:** Do you get any promotional offers from the store?
 - **Response:** "The store frequently offers promotions that are both attractive and varied, which helps to save money on regular purchases."
 - **Keywords Used:** Frequently, Attractive, Saves money

Reliability and Responsiveness

5. **Question:** When stores promise to do something by a certain time, do they do so?

- **Response:** "The store is reliable in meeting its commitments, such as timely sales and product restocking, which I greatly appreciate."
 - **Keywords Used:** Reliable, Timely, Appreciate
6. **Question:** Do the stores perform the service right the first time?
- **Response:** "Most services are executed correctly the first time around, contributing to a smooth shopping experience."
 - **Keywords Used:** Correctly, First time, Smooth experience
7. **Question:** Do the employees make information easily obtainable by all the customers?
- **Response:** "Information is generally accessible, but sometimes more complex inquiries require seeking out a manager or specialist."
 - **Keywords Used:** Generally accessible, Complex inquiries, Seek out manager

Employee Interaction and Confidence

8. **Question:** Do employees give prompt service to your query?
- **Response:** "Staff responsiveness varies. During quieter times, service is quick; however, during peak hours, delays can occur."
 - **Keywords Used:** Varies, Quick, Delays
9. **Question:** Do you think employees are willing to assist their customers?
- **Response:** "Most employees demonstrate a strong willingness to help, which fosters a supportive shopping environment."
 - **Keywords Used:** Willingness to help, Supportive environment
10. **Question:** Do you agree that the behaviour of employees in stores instills confidence in customers?
- **Response:** "Overall, the professional behaviour of most employees does instill confidence, though consistency across all staff could be improved."
 - **Keywords Used:** Professional behaviour, Instills confidence, Improve consistency

Knowledge and Security

11. **Question:** Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?
- **Response:** "Staff knowledge is generally good, with most employees able to answer questions effectively and courteously."
 - **Keywords Used:** Generally good, Effectively, Courteously
12. **Question:** Do you feel safe in your transactions with employees in the stores?

- **Response:** "I feel secure in my transactions, thanks to the store's robust security measures and transparent handling of customer information."
- **Keywords Used:** Feel secure, Robust security, Transparent handling

13. Question: Do you feel that employees in stores are too busy to respond to customers' requests?

- **Response:** "There are occasions when it seems there aren't enough staff available, which can slow down response times, especially during special sales or holidays."
- **Keywords Used:** Not enough staff, Slow down, During sales

Issue Resolution

14. Question: Do the employees attentively listen to the issues and resolve them immediately?

- **Response:** "Employees generally listen attentively and are quick to address any issues, ensuring that problems are resolved to the customer's satisfaction."
- **Keywords Used:** Attentively listen, Quick to address, Customer's satisfaction

Technical Performance

15. Question: Do you feel that employees treated their customers in a valued way as regular customers?

- **Response:** "Yes, I consistently feel valued here. The staff often greets me by name and makes an effort to remember my preferences, which personalizes my shopping experience."
- **Keywords Used:** Valued, Greets by name, Personalizes

16. Question: How do you feel about your visit to the store?

- **Response:** "I feel very comfortable and at ease during my visits. The store's environment is welcoming, and the layout facilitates an efficient shopping route."
- **Keywords Used:** Comfortable, Welcoming, Efficient

17. Question: Do you get the goods of your need from the store?

- **Response:** "Generally, I find most of what I need. The store stocks a broad range of products, though sometimes specific brands or items are unavailable."
- **Keywords Used:** Generally find, Broad range, Sometimes unavailable

18. Question: Do the employees help in reducing the time in search of desired products?

- **Response:** "The employees are quite helpful and often lead me directly to the products I'm looking for, significantly reducing my shopping time."

- **Keywords Used:** Helpful, Lead directly, Reducing time

19. Question: Do you feel that time spent on the billing counter is reasonable?

- **Response:** "Most of the time, the checkout process is quick and efficient. However, during peak periods, it can be a bit slow, which is understandable."
- **Keywords Used:** Quick and efficient, Peak periods, Bit slow

Perceived Service Quality

20. Question: Are you satisfied with the physical facilities and services the store offers?

- **Response:** "Yes, I am very satisfied. The store maintains a high standard of cleanliness and organization, which makes shopping here a pleasant experience."
- **Keywords Used:** Very satisfied, High standard, Pleasant experience

21. Question: In what areas is the store lacking?

- **Response:** "The store could improve in its selection of dietary-specific products, such as gluten-free and vegan options, which are often limited."
- **Keywords Used:** Improve, Dietary-specific products, Limited

Expected Service Quality

22. Question: What are the features you have desired to be in the store?

- **Response:** "I would like to see more technological integration in the store, such as digital price tags and an app for real-time inventory checks, which would enhance the shopping convenience."
- **Keywords Used:** Technological integration, Digital price tags, Real-time inventory

Perceived Gaps

23. Question: Has the store met your expectations related to the services and range of the products they offer?

- **Response:** "While the store meets my basic needs, it sometimes falls short in providing a diverse range of international products."
- **Keywords Used:** Meets basic needs, Falls short, Diverse range

Feelings

24. Question: How do you feel about your visit to the store?

- **Response:** "My visits are generally positive. The store is well-organized and the staff are friendly, which contributes to a good shopping experience."
- **Keywords Used:** Generally positive, Well-organized, Friendly

25. Question: How do you feel about the purchases?

- **Response:** "I'm mostly satisfied with my purchases. The quality is reliable, and I feel I get good value for the price I pay."
- **Keywords Used:** Mostly satisfied, Reliable quality, Good value

Technology and Tangibility

26. Question: Does the store offer online services as well?

- **Response:** "Yes, the store has an online shopping platform, but it could be more intuitive. While it's functional, finding products can sometimes be cumbersome, and the stock levels aren't always accurate."
- **Keywords Used:** Online shopping, Intuitive, Cumbersome

27. Question: Do the online purchases satisfy the quality criteria?

- **Response:** "The quality of items purchased online generally matches the in-store quality. However, there have been a few instances where the items delivered were not as expected due to packaging issues."
- **Keywords Used:** Matches in-store, Not as expected, Packaging issues

Customer Satisfaction

28. Question: Are you satisfied with the assistance provided by the employees?

- **Response:** "Overall, I am satisfied with the employee assistance. They are typically knowledgeable and eager to help, though sometimes it seems there could be more staff during peak hours."
- **Keywords Used:** Satisfied, Knowledgeable, More staff needed

29. Question: What do you feel about the decision regarding the selection of the store?

- **Response:** "I feel confident about my decision to shop at this store. It offers convenience and reliability, though I keep an eye out for new stores that might provide a better shopping experience."
- **Keywords Used:** Confident, Convenience, Keep an eye out

30. Question: Are you satisfied with the services provided by the store?

- **Response:** "Yes, for the most part, I'm satisfied with the services provided. The store efficiently meets my needs, though enhancing the variety and availability of products could improve satisfaction further."
- **Keywords Used:** Satisfied, Efficiently meets needs, Enhance variety

Brand Loyalty

31. Question: Do you trust the store to provide quality products?

- **Response:** "I trust the store to provide quality products. It has a good reputation for consistency and quality, which has been my experience as well."

- **Keywords Used:** Trust, Good reputation, Consistency

32. Question: Do you intend to make further purchases from the same store?

- **Response:** "Yes, I plan to continue shopping here due to the overall positive experiences and the convenience it offers."
- **Keywords Used:** Plan to continue, Positive experiences, Convenience

Future Benefits

33. Question: Do you see any gains in purchasing from this store?

- **Response:** "The main gain is the convenience of having a wide range of products available in one place. Additionally, the competitive prices and occasional promotions provide good financial value."
- **Keywords Used:** Convenience, Wide range, Competitive prices

34. Question: Do the store facilities its regular customers?

- **Response:** "The store recognizes its regular customers with a loyalty program that provides perks such as discounts and special offers, though it could be more rewarding."
- **Keywords Used:** Loyalty program, Perks, Could be more rewarding

Word of Mouth

35. Question: Would you recommend the store to your friends and family?

- **Response:** "I would recommend this store, especially for those looking for a reliable and comprehensive shopping venue. It's suited for regular household shopping needs."
- **Keywords Used:** Recommend, Reliable, Suited for household needs

Repurchase Intention

36. Question: Would you like to visit the store in the future?

- **Response:** "I will definitely continue to visit this store. Its location, product range, and service quality make it a go-to option for my regular shopping."
- **Keywords Used:** Definitely continue, Go-to option, Service quality

Participant Code: R52

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment and building outlook are quite modern and well-maintained, which enhances the shopping experience."

Keywords Used: Modern, Well-maintained, Enhances

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The physical facilities are always clean and attractive, making the shopping experience more convenient and pleasant."

Keywords Used: Clean, Attractive, Convenient, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the layout of the store makes it easy to find everything I need in one place without much hassle."

Keywords Used: Easy, Layout, Without Hassle

Question: Do you get any promotional offers from the store?

Response: "I often receive promotional offers which are well-advertised and provide great value."

Keywords Used: Promotional Offers, Well-advertised, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable in keeping its promises, especially with restocking items and special offers."

Keywords Used: Reliable, Keeping Promises, Restocking

Question: Do the stores perform the service right the first time?

Response: "Services are performed correctly the first time, which saves me a lot of time and hassle."

Keywords Used: Correctly, First Time, Saves Time

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available to provide information and make it easy for customers to find what they need."

Keywords Used: Available, Provide Information, Easy

Question: Do employees give prompt service to your query?

Response: "Yes, employees are very prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help customers."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees definitely instills confidence in their service."

Keywords Used: Professional, Courteous, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy, which makes the shopping experience pleasant."

Keywords Used: Knowledgeable, Courtesy, Pleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as the employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively to customers."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I always feel valued as a regular customer, and employees often recognize me and greet me by name."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and I leave feeling satisfied with my shopping experience."

Keywords Used: Enjoyable, Satisfied

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving me time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is efficient, and the waiting time at the billing counter is always reasonable."

Keywords Used: Efficient, Waiting Time, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products, which is currently limited."

Keywords Used: Improve, Expand, Organic Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement in certain areas."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R53

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has some modern equipment, but parts of the building could use a renovation to look more contemporary."

Keywords Used: Modern, Renovation, Contemporary

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but sometimes during busy hours, they can become a bit untidy."

Keywords Used: Generally Clean, Busy Hours, Untidy

Question: Is it easier for customers to find the desired goods in one place?

Response: "Most of the time, it's easy to find what I need, although the store layout could be improved for better accessibility."

Keywords Used: Easy, Store Layout, Accessibility

Question: Do you get any promotional offers from the store?

Response: "Promotional offers are available, but they often run out quickly, which can be disappointing."

Keywords Used: Promotional Offers, Run Out Quickly, Disappointing

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually keeps its promises, but there have been a few instances where they missed deadlines."

Keywords Used: Usually, Promises, Missed Deadlines

Question: Do the stores perform the service right the first time?

Response: "Most of the time, services are performed correctly, though occasionally mistakes happen."

Keywords Used: Most of the Time, Correctly, Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is generally available, but sometimes it's hard to find an employee to help during peak hours."

Keywords Used: Generally Available, Hard to Find, Peak Hours

Question: Do employees give prompt service to your query?

Response: "Service is usually prompt, but it can be slower during busy periods."

Keywords Used: Usually Prompt, Slower, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Most employees are willing to help, but their effectiveness varies."

Keywords Used: Willing, Help, Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is generally professional, but there are occasional lapses."

Keywords Used: Generally Professional, Occasional Lapses

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, although some seem less informed than others."

Keywords Used: Knowledgeable, Courteous, Less Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel safe during transactions, as the store handles them professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Sometimes it feels like employees are too busy to provide immediate assistance."

Keywords Used: Too Busy, Immediate Assistance

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are generally resolved, but it can take some time during peak hours."

Keywords Used: Generally Resolved, Take Time, Peak Hours

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "As a regular customer, I feel recognized, but the level of personal service can vary."

Keywords Used: Regular Customer, Recognized, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, though not exceptional."

Keywords Used: Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but finding them during busy times can be difficult."

Keywords Used: Helpful, Available, Difficult

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though improvements could be made in maintaining them during busy times."

Keywords Used: Adequate, Improvements, Maintaining

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and manage stock levels better."

Keywords Used: Improve, Range of Products, Stock Levels

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Occasional Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely Continue, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Shopping Needs, Premium

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably Return, Convenience, Not Enthusiastic

Participant Code: R54

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with modern technology and the building design is very appealing."

Keywords Used: Modern, Technology, Appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, making it a pleasant shopping experience."

Keywords Used: Clean, Well-maintained, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and it's easy to find everything I need in one place."

Keywords Used: Intuitive, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers, which are quite attractive and well-timed."

Keywords Used: Frequently, Promotional Offers, Attractive

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always meets its commitments on time."

Keywords Used: Reliable, Commitments, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, the service is always performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make it easy to get the information I need."

Keywords Used: Available, Easy, Information

Question: Do employees give prompt service to your query?

Response: "Yes, the service is prompt and efficient whenever I have a query."

Keywords Used: Prompt, Efficient, Query

Question: Do you think employees are willing to assist their customers?

Response: "Employees are very willing to assist and always go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Absolutely, the professional behaviour of employees instills a lot of confidence in their service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy, making the shopping experience pleasant."

Keywords Used: Knowledgeable, Courtesy, Pleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as the store handles them professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond, Promptly

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively to customers."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I always feel valued as a regular customer, and employees often recognize me and greet me by name."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and I leave feeling satisfied with my shopping experience."

Keywords Used: Enjoyable, Satisfied, Shopping Experience

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving me time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is efficient, and the waiting time at the billing counter is always reasonable."

Keywords Used: Efficient, Waiting Time, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products, which is currently limited."

Keywords Used: Improve, Range of Products, Organic Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement in certain areas."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R55

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has some modern equipment, but the overall building outlook could use an upgrade."

Keywords Used: Modern, Equipment, Upgrade

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The physical facilities are mostly clean and attractive, but they can get messy during peak hours."

Keywords Used: Clean, Attractive, Messy

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding goods is relatively easy, but the store layout can be confusing at times."

Keywords Used: Relatively Easy, Layout, Confusing

Question: Do you get any promotional offers from the store?

Response: "Promotional offers are available, but they aren't always communicated well."

Keywords Used: Promotional Offers, Available, Communicated

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few delays."

Keywords Used: Usually, Promises, Delays

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly, though there have been occasional mistakes."

Keywords Used: Generally, Correctly, Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is usually available, but sometimes it's hard to find an employee to assist."

Keywords Used: Usually, Available, Hard to Find

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, though it can be slower during busy times."

Keywords Used: Typically, Prompt, Busy Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their enthusiasm varies."

Keywords Used: Generally, Willing, Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is professional most of the time, which helps instill confidence."

Keywords Used: Professional, Most of the Time, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some seem less informed than others."

Keywords Used: Knowledgeable, Courteous, Less Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been a few concerns."

Keywords Used: Generally, Safe, Concerns

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Sometimes it feels like employees are too busy to provide immediate assistance."

Keywords Used: Too Busy, Immediate Assistance

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during peak hours."

Keywords Used: Usually, Resolved, Peak Hours

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of personal service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, though not exceptional."

Keywords Used: Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but finding them during busy times can be difficult."

Keywords Used: Helpful, Available, Difficult

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though improvements could be made in maintaining them during busy times."

Keywords Used: Adequate, Improvements, Maintaining

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and manage stock levels better."

Keywords Used: Improve, Range of Products, Stock Levels

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R56

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a modern and sleek design that makes it stand out."

Keywords Used: Modern, Sleek, Design

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The physical facilities are always clean and well-maintained, which I appreciate."

Keywords Used: Clean, Well-maintained, Appreciate

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive, making it easy to find everything I need in one place."

Keywords Used: Intuitive, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I often receive promotional offers, and they provide great value."

Keywords Used: Often, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its deadlines."

Keywords Used: Reliable, Meets Deadlines

Question: Do the stores perform the service right the first time?

Response: "Services are performed correctly the first time, which saves me time."

Keywords Used: Correctly, First Time, Saves Time

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help and go out of their way to assist."

Keywords Used: Willing, Help, Assist

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees instills confidence."

Keywords Used: Professional, Courteous, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, making the shopping experience pleasant."

Keywords Used: Knowledgeable, Courteous, Pleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as the employees handle them professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond, Promptly

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me and greet me by name."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and I leave feeling satisfied."

Keywords Used: Enjoyable, Satisfied

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving me time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is efficient, and the waiting time at the billing counter is always reasonable."

Keywords Used: Efficient, Waiting Time, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products, which is currently limited."

Keywords Used: Improve, Range of Products, Organic Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R57

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Negative

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment and building look outdated, and it needs a major renovation."

Keywords Used: Outdated, Building, Renovation

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are often dirty and not well-maintained, which is disappointing."

Keywords Used: Dirty, Not Well-maintained, Disappointing

Question: Is it easier for customers to find the desired goods in one place?

Response: "I find it difficult to locate items, and the store layout is confusing and congested."

Keywords Used: Difficult, Locate, Confusing, Congested

Question: Do you get any promotional offers from the store?

Response: "Promotional offers are rarely available, and when they are, they are not well advertised."

Keywords Used: Rarely, Promotional Offers, Not Well Advertised

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store often fails to keep its promises, which is very frustrating."

Keywords Used: Fails, Promises, Frustrating

Question: Do the stores perform the service right the first time?

Response: "There are frequent mistakes in service, and it often requires multiple visits to resolve issues."

Keywords Used: Frequent Mistakes, Multiple Visits, Resolve

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is hard to come by, and employees are often unavailable to help."

Keywords Used: Hard to Come By, Employees, Unavailable

Question: Do employees give prompt service to your query?

Response: "Service is slow, and employees are not attentive to customer needs."

Keywords Used: Slow, Not Attentive, Customer Needs

Question: Do you think employees are willing to assist their customers?

Response: "Employees seem unwilling to assist and often appear disinterested."

Keywords Used: Unwilling, Assist, Disinterested

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The unprofessional behaviour of employees does not instill any confidence."

Keywords Used: Unprofessional, Behaviour, No Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees lack knowledge and are often rude, making the shopping experience unpleasant."

Keywords Used: Lack Knowledge, Rude, Unpleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I do not feel safe during transactions, as there have been issues with incorrect charges."

Keywords Used: Not Safe, Transactions, Incorrect Charges

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are always too busy and do not respond promptly to requests."

Keywords Used: Too Busy, Not Respond, Promptly

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are rarely resolved immediately, and employees do not listen attentively."

Keywords Used: Rarely Resolved, Not Listen, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I do not feel valued as a customer, and employees do not make any effort to recognize regulars."

Keywords Used: Not Valued, Customer, No Effort

Question: How do you feel about your visit to the store?

Response: "My visits to the store are often stressful and unpleasant due to poor service."

Keywords Used: Stressful, Unpleasant, Poor Service

Question: Do you get the goods of your need from the store?

Response: "I often cannot find what I need, and many products are out of stock."

Keywords Used: Cannot Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are not helpful and do not assist in finding products, which wastes a lot of time."

Keywords Used: Not Helpful, Not Assist, Wastes Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is slow, and the waiting time is often unreasonable."

Keywords Used: Slow, Billing, Unreasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am not satisfied with the facilities and services, as they do not meet my expectations."

Keywords Used: Not Satisfied, Facilities, Services

Question: In what areas is the store lacking?

Response: "The store lacks in cleanliness, stock management, and customer service."

Keywords Used: Lacks, Cleanliness, Stock Management, Customer Service

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see better cleanliness, a wider range of products, and more helpful staff."

Keywords Used: Better Cleanliness, Wider Range, Helpful Staff

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store has not met my expectations, and there is a significant gap between what is promised and delivered."

Keywords Used: Not Met, Expectations, Significant Gap

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel frustrated and disappointed after my visits due to the poor service."

Keywords Used: Frustrated, Disappointed, Poor Service

Question: How do you feel about the purchases?

Response: "I am often dissatisfied with my purchases because of the poor quality and limited variety."

Keywords Used: Dissatisfied, Purchases, Poor Quality, Limited Variety

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are available, but they are not user-friendly and often have issues."

Keywords Used: Available, Not User-friendly, Issues

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is often disappointing, and deliveries are frequently late."

Keywords Used: Disappointing, Quality, Late Deliveries

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am not satisfied with the assistance, as employees are unhelpful and rude."

Keywords Used: Not Satisfied, Assistance, Unhelpful, Rude

Question: What do you feel about the decision regarding the selection of the store?

Response: "I regret selecting this store, and I am considering finding a better alternative."

Keywords Used: Regret, Selecting, Considering Alternative

Question: Are you satisfied with the services provided by the store?

Response: "I am not satisfied with the services, as they do not meet basic standards."

Keywords Used: Not Satisfied, Services, Basic Standards

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I do not trust the store to provide quality products due to past experiences with poor quality."

Keywords Used: Not Trust, Quality Products, Poor Quality

Question: Do you intend to make further purchases from the same store?

Response: "I do not intend to make further purchases from this store and will look for alternatives."

Keywords Used: Not Intend, Further Purchases, Alternatives

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "There are no significant gains in purchasing from this store compared to others."

Keywords Used: No Significant Gains, Purchasing, Compared

Question: Do the store facilities its regular customers?

Response: "The store does not provide any special facilities or benefits for regular customers."

Keywords Used: Not Provide, Special Facilities, Regular Customers

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would not recommend this store to anyone due to the poor service and quality."

Keywords Used: Not Recommend, Poor Service, Quality

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I do not plan to visit this store again in the future."

Keywords Used: Not Plan, Visit, Future

Participant Code: R58

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with modern technology and the building design is quite impressive."

Keywords Used: Modern, Technology, Impressive

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and attractive, making it a pleasant shopping experience."

Keywords Used: Clean, Attractive, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and makes it easy to find everything I need in one place."

Keywords Used: Intuitive, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers, and they are quite appealing."

Keywords Used: Frequently, Promotional Offers, Appealing

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its commitments on time."

Keywords Used: Reliable, Commitments, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, the service is always performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help and go out of their way to assist."

Keywords Used: Willing, Help, Assist

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees instills confidence."

Keywords Used: Professional, Courteous, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy, making the shopping experience pleasant."

Keywords Used: Knowledgeable, Courtesy, Pleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as the employees handle them professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond, Promptly

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me and greet me by name."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and I leave feeling satisfied."

Keywords Used: Enjoyable, Satisfied

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving me time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The checkout process is efficient, and the waiting time at the billing counter is always reasonable."

Keywords Used: Efficient, Waiting Time, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products, which is currently limited."

Keywords Used: Improve, Range of Products, Organic Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R59

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment and building outlook are somewhat modern, but they could use some updates."

Keywords Used: Somewhat Modern, Equipment, Updates

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are usually clean, but there have been times when they were not well-maintained."

Keywords Used: Usually Clean, Not Well-maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "It is generally easy to find what I need, although the store layout could be more organized."

Keywords Used: Generally Easy, Store Layout, Organized

Question: Do you get any promotional offers from the store?

Response: "I receive promotional offers occasionally, but they are not always attractive."

Keywords Used: Occasionally, Promotional Offers, Not Attractive

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few delays."

Keywords Used: Usually, Meets Promises, Delays

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly the first time, but there have been occasional mistakes."

Keywords Used: Generally, Correctly, Occasional Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but it can sometimes be difficult to find an employee to help."

Keywords Used: Available, Difficult, Find Employee

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, although it can be slower during busy periods."

Keywords Used: Typically Prompt, Slower, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their level of enthusiasm varies."

Keywords Used: Generally Willing, Enthusiasm Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which helps instill some confidence."

Keywords Used: Mostly Professional, Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, but there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R60

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a modern and attractive design which makes shopping more enjoyable."

Keywords Used: Modern, Attractive, Enjoyable

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, which is very convenient."

Keywords Used: Clean, Well-maintained, Convenient

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the layout is intuitive, making it easy to find everything I need."

Keywords Used: Intuitive, Easy, Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers which provide great value."

Keywords Used: Frequently, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always meets its promises on time."

Keywords Used: Reliable, Meets Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easy to obtain."

Keywords Used: Available, Easy to Obtain

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond promptly to customer requests."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R61

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a modern and stylish design that makes shopping more enjoyable."

Keywords Used: Modern, Stylish, Enjoyable

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, making the shopping experience very pleasant."

Keywords Used: Clean, Well-maintained, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the layout of the store is intuitive and makes it easy to find everything I need."

Keywords Used: Intuitive, Easy, Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers which are great and provide excellent value."

Keywords Used: Frequently, Promotional Offers, Excellent Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its deadlines."

Keywords Used: Reliable, Meets Deadlines

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which saves me time."

Keywords Used: Correctly, First Time, Saves Time

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy, making the shopping experience pleasant."

Keywords Used: Knowledgeable, Courtesy, Pleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R62

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Negative

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment and building outlook seem outdated and in need of a refresh."

Keywords Used: Outdated, Building, Refresh

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are often dirty and not well-maintained, which is disappointing."

Keywords Used: Dirty, Not Well-maintained, Disappointing

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding goods is often challenging due to a poor layout and disorganization."

Keywords Used: Challenging, Poor Layout, Disorganization

Question: Do you get any promotional offers from the store?

Response: "Promotional offers are rare and not well-advertised when available."

Keywords Used: Rare, Promotional Offers, Not Well-advertised

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store frequently fails to meet its promises, leading to frustration."

Keywords Used: Fails, Promises, Frustration

Question: Do the stores perform the service right the first time?

Response: "Services are often done incorrectly, requiring multiple visits to resolve issues."

Keywords Used: Incorrectly, Multiple Visits, Resolve Issues

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is difficult to obtain, and employees are often unavailable to assist."

Keywords Used: Difficult to Obtain, Employees, Unavailable

Question: Do employees give prompt service to your query?

Response: "Service is slow, and employees do not seem attentive to customer needs."

Keywords Used: Slow, Not Attentive, Customer Needs

Question: Do you think employees are willing to assist their customers?

Response: "Employees appear unwilling to assist and often seem disinterested."

Keywords Used: Unwilling, Assist, Disinterested

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The unprofessional behaviour of employees does not instill confidence."

Keywords Used: Unprofessional, Behaviour, Not Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees lack knowledge and are often rude, making the shopping experience unpleasant."

Keywords Used: Lack Knowledge, Rude, Unpleasant

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I do not feel safe during transactions, as there have been issues with incorrect charges."

Keywords Used: Not Safe, Transactions, Incorrect Charges

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are always too busy and do not respond promptly to requests."

Keywords Used: Too Busy, Not Respond, Promptly

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are rarely resolved immediately, and employees do not listen attentively."

Keywords Used: Rarely Resolved, Not Listen, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I do not feel valued as a customer, and employees do not make any effort to recognize regulars."

Keywords Used: Not Valued, Customer, No Effort

Question: How do you feel about your visit to the store?

Response: "My visits to the store are often stressful and unpleasant due to poor service."

Keywords Used: Stressful, Unpleasant, Poor Service

Question: Do you get the goods of your need from the store?

Response: "I often cannot find what I need, and many products are out of stock."

Keywords Used: Cannot Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are not helpful and do not assist in finding products, which wastes a lot of time."

Keywords Used: Not Helpful, Not Assist, Wastes Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is slow, and the waiting time is often unreasonable."

Keywords Used: Slow, Billing, Unreasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am not satisfied with the facilities and services, as they do not meet my expectations."

Keywords Used: Not Satisfied, Facilities, Services

Question: In what areas is the store lacking?

Response: "The store lacks in cleanliness, stock management, and customer service."

Keywords Used: Lacks, Cleanliness, Stock Management, Customer Service

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see better cleanliness, a wider range of products, and more helpful staff."

Keywords Used: Better Cleanliness, Wider Range, Helpful Staff

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store has not met my expectations, and there is a significant gap between what is promised and delivered."

Keywords Used: Not Met, Expectations, Significant Gap

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel frustrated and disappointed after my visits due to the poor service."

Keywords Used: Frustrated, Disappointed, Poor Service

Question: How do you feel about the purchases?

Response: "I am often dissatisfied with my purchases because of the poor quality and limited variety."

Keywords Used: Dissatisfied, Purchases, Poor Quality, Limited Variety

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "The online services are available, but they are not user-friendly and often have issues."

Keywords Used: Available, Not User-friendly, Issues

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is often disappointing, and deliveries are frequently late."

Keywords Used: Disappointing, Quality, Late Deliveries

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am not satisfied with the assistance, as employees are unhelpful and rude."

Keywords Used: Not Satisfied, Assistance, Unhelpful, Rude

Question: What do you feel about the decision regarding the selection of the store?

Response: "I regret selecting this store, and I am considering finding a better alternative."

Keywords Used: Regret, Selecting, Considering Alternative

Question: Are you satisfied with the services provided by the store?

Response: "I am not satisfied with the services, as they do not meet basic standards."

Keywords Used: Not Satisfied, Services, Basic Standards

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I do not trust the store to provide quality products due to past experiences with poor quality."

Keywords Used: Not Trust, Quality Products, Poor Quality

Question: Do you intend to make further purchases from the same store?

Response: "I do not intend to make further purchases from this store and will look for alternatives."

Keywords Used: Not Intend, Further Purchases, Alternatives

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "There are no significant gains in purchasing from this store compared to others."

Keywords Used: No Significant Gains, Purchasing, Compared

Question: Do the store facilities its regular customers?

Response: "The store does not provide any special facilities or benefits for regular customers."

Keywords Used: Not Provide, Special Facilities, Regular Customers

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would not recommend this store to anyone due to the poor service and quality."

Keywords Used: Not Recommend, Poor Service, Quality

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I do not plan to visit this store again in the future."

Keywords Used: Not Plan, Visit, Future

Participant Code: R63

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is decent, but the building could use some modernization."

Keywords Used: Decent, Equipment, Modernization

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but there have been times when they were not up to standard."

Keywords Used: Generally Clean, Not Up to Standard

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's fairly easy to find what I need, but the store layout could be improved."

Keywords Used: Fairly Easy, Store Layout, Improved

Question: Do you get any promotional offers from the store?

Response: "I occasionally receive promotional offers, but they are not always compelling."

Keywords Used: Occasionally, Promotional Offers, Not Compelling

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few delays."

Keywords Used: Usually, Meets Promises, Delays

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly, though there have been occasional mistakes."

Keywords Used: Generally, Correctly, Occasional Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but sometimes it's hard to find an employee to assist."

Keywords Used: Available, Hard to Find, Assist

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, although it can be slower during busy periods."

Keywords Used: Typically Prompt, Slower, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their level of enthusiasm varies."

Keywords Used: Generally Willing, Enthusiasm Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which helps instill some confidence."

Keywords Used: Mostly Professional, Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R64

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has modern equipment and a stylish design that enhances the shopping experience."

Keywords Used: Modern, Stylish, Enhances

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and attractive, making the shopping experience very pleasant."

Keywords Used: Clean, Attractive, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and makes it easy to find everything I need."

Keywords Used: Intuitive, Easy, Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers which are great and provide excellent value."

Keywords Used: Frequently, Promotional Offers, Excellent Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its promises."

Keywords Used: Reliable, Meets Promises

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R65

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is somewhat modern, but the building could use some updates."

Keywords Used: Somewhat Modern, Equipment, Updates

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but there have been times when they were not well-maintained."

Keywords Used: Generally Clean, Not Well-maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's fairly easy to find what I need, but the store layout could be improved."

Keywords Used: Fairly Easy, Store Layout, Improved

Question: Do you get any promotional offers from the store?

Response: "I occasionally receive promotional offers, but they are not always compelling."

Keywords Used: Occasionally, Promotional Offers, Not Compelling

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few delays."

Keywords Used: Usually, Meets Promises, Delays

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly, though there have been occasional mistakes."

Keywords Used: Generally, Correctly, Occasional Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but sometimes it's hard to find an employee to assist."

Keywords Used: Available, Hard to Find, Assist

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, although it can be slower during busy periods."

Keywords Used: Typically Prompt, Slower, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their level of enthusiasm varies."

Keywords Used: Generally Willing, Enthusiasm Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which helps instill some confidence."

Keywords Used: Mostly Professional, Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R66

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has modern equipment and a stylish design that enhances the shopping experience."

Keywords Used: Modern, Stylish, Enhances

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and attractive, making the shopping experience very pleasant."

Keywords Used: Clean, Attractive, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and makes it easy to find everything I need."

Keywords Used: Intuitive, Easy, Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers which are great and provide excellent value."

Keywords Used: Frequently, Promotional Offers, Excellent Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its promises."

Keywords Used: Reliable, Meets Promises

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R67

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and attractive design make it a pleasure to shop here."

Keywords Used: Modern, Attractive, Pleasure

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, contributing to a pleasant shopping experience."

Keywords Used: Clean, Well-maintained, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is user-friendly, making it easy to find everything I need in one place."

Keywords Used: User-friendly, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers that provide excellent value."

Keywords Used: Frequently, Promotional Offers, Excellent Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always fulfils its promises on time."

Keywords Used: Reliable, Fulfils Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

**Keywords Used: Quality, Online Purchases, Consistently High
Customer Satisfaction**

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R68

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is somewhat modern, but the overall outlook could use an update."

Keywords Used: Somewhat Modern, Equipment, Update

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but there have been occasions when they were not well-maintained."

Keywords Used: Generally Clean, Not Well-maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "It is relatively easy to find what I need, but the store layout could be better organized."

Keywords Used: Relatively Easy, Store Layout, Better Organized

Question: Do you get any promotional offers from the store?

Response: "I occasionally receive promotional offers, but they are not very attractive."

Keywords Used: Occasionally, Promotional Offers, Not Attractive

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few delays."

Keywords Used: Usually, Meets Promises, Delays

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly, but there have been occasional mistakes."

Keywords Used: Generally, Correctly, Occasional Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but sometimes it's hard to find an employee to assist."

Keywords Used: Available, Hard to Find, Assist

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, although it can be slower during busy periods."

Keywords Used: Typically Prompt, Slower, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their level of enthusiasm varies."

Keywords Used: Generally Willing, Enthusiasm Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which helps instill some confidence."

Keywords Used: Mostly Professional, Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R69

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and attractive building design make it a pleasure to shop here."

Keywords Used: Modern, Attractive, Pleasure

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, making the shopping experience pleasant."

Keywords Used: Clean, Well-maintained, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and makes it easy to find everything I need in one place."

Keywords Used: Intuitive, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers that provide great value."

Keywords Used: Frequently, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always fulfils its promises on time."

Keywords Used: Reliable, Fulfils Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R70

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has modern equipment and an appealing building design, which enhances the shopping experience."

Keywords Used: Modern, Appealing, Enhances

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are consistently clean and well-maintained, making shopping pleasant."

Keywords Used: Clean, Well-maintained, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is well-organized, making it easy to find everything I need in one place."

Keywords Used: Well-organized, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers, which add great value to my shopping."

Keywords Used: Regularly, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always meets its promises on time."

Keywords Used: Reliable, Meets Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R71

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is somewhat modern, but the overall look could use an update."

Keywords Used: Somewhat Modern, Equipment, Update

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but there have been times when they were not well-maintained."

Keywords Used: Generally Clean, Not Well-maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's fairly easy to find what I need, but the store layout could be better organized."

Keywords Used: Fairly Easy, Store Layout, Better Organized

Question: Do you get any promotional offers from the store?

Response: "I occasionally receive promotional offers, but they are not very attractive."

Keywords Used: Occasionally, Promotional Offers, Not Attractive

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few delays."

Keywords Used: Usually, Meets Promises, Delays

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly, but there have been occasional mistakes."

Keywords Used: Generally, Correctly, Occasional Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but sometimes it's hard to find an employee to assist."

Keywords Used: Available, Hard to Find, Assist

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, although it can be slower during busy periods."

Keywords Used: Typically Prompt, Slower, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their level of enthusiasm varies."

Keywords Used: Generally Willing, Enthusiasm Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which helps instill some confidence."

Keywords Used: Mostly Professional, Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R72

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and appealing building design make it a pleasure to shop here."

Keywords Used: Modern, Appealing, Pleasure

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are consistently clean and well-maintained, making shopping pleasant."

Keywords Used: Clean, Well-maintained, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is well-organized, making it easy to find everything I need in one place."

Keywords Used: Well-organized, Easy, One Place

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers, which add great value to my shopping."

Keywords Used: Regularly, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always meets its promises on time."

Keywords Used: Reliable, Meets Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are performed correctly the first time, which I appreciate."

Keywords Used: Correctly, First Time, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help."

Keywords Used: Willing, Assist, Go Out of Their Way

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R73

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and appealing design create a very pleasant shopping environment."

Keywords Used: Modern, Appealing, Pleasant

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, which I appreciate."

Keywords Used: Clean, Well-maintained, Appreciate

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is well-organized and makes it easy to find everything I need."

Keywords Used: Well-organized, Easy, Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers that add great value to my shopping experience."

Keywords Used: Frequently, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and consistently fulfils its promises on time."

Keywords Used: Reliable, Fulfils Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are always performed correctly the first time, which is reassuring."

Keywords Used: Correctly, First Time, Reassuring

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and are very helpful."

Keywords Used: Willing, Assist, Helpful

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

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Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

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Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

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Question: How do you feel about your visit to the store?

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Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

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Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R74

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is somewhat modern, but the overall look could use an update."

Keywords Used: Somewhat Modern, Equipment, Update

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but there have been times when they were not well-maintained."

Keywords Used: Generally Clean, Not Well-maintained

Question: Is it easier for customers to find the desired goods in one place?

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Keywords Used: Mostly Professional, Instill Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take some time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually, Find, Out of Stock

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Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

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Response: "The waiting time at the billing counter is generally reasonable, but it can get long during sales."

Keywords Used: Waiting Time, Reasonable, Long During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R75

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and appealing building design make it a pleasure to shop here."

Keywords Used: Modern, Appealing, Pleasure

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are consistently clean and well-maintained, which I appreciate."

Keywords Used: Clean, Well-maintained, Appreciate

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is well-organized, making it easy to find everything I need."

Keywords Used: Well-organized, Easy, Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers that add great value to my shopping experience."

Keywords Used: Frequently, Promotional Offers, Great Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and consistently fulfils its promises on time."

Keywords Used: Reliable, Fulfils Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are always performed correctly the first time, which is reassuring."

Keywords Used: Correctly, First Time, Reassuring

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible."

Keywords Used: Available, Easily Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and are very helpful."

Keywords Used: Willing, Assist, Helpful

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in the service."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions, as employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R76

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment looks up-to-date and the building is designed well."

Keywords Used: Up-to-date, Designed Well

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean and convenient, though sometimes they could be better maintained."

Keywords Used: Generally Clean, Convenient, Better Maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "The layout is efficient, making it relatively easy to find what I need."

Keywords Used: Efficient, Relatively Easy

Question: Do you get any promotional offers from the store?

Response: "Yes, I often receive promotional offers which are quite beneficial."

Keywords Used: Often, Promotional Offers, Beneficial

Question: When stores promise to do something by a certain time, do they do so?

Response: "Most of the time, the store keeps its promises and does things on time."

Keywords Used: Most of the Time, Keeps Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Services are generally done right the first time, which is reassuring."

Keywords Used: Generally, Done Right, Reassuring

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is accessible, and employees are usually available to help."

Keywords Used: Accessible, Usually Available

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times."

Keywords Used: Prompt, Efficient, Busy Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are very willing to assist and are quite helpful."

Keywords Used: Very Willing, Helpful

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professionalism of the employees definitely instills confidence."

Keywords Used: Professionalism, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy."

Keywords Used: Knowledgeable, Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel safe during transactions as employees handle them professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees manage to respond promptly, even when it's busy."

Keywords Used: Respond Promptly, Busy

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and employees listen attentively."

Keywords Used: Resolved Quickly, Listen Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer and the employees often remember me."

Keywords Used: Valued, Regular Customer, Remember

Question: How do you feel about your visit to the store?

Response: "I always have a good experience during my visits to the store."

Keywords Used: Good Experience

Question: Do you get the goods of your need from the store?

Response: "I usually find everything I need, and the quality is consistent."

Keywords Used: Usually Find, Consistent Quality

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful in guiding me to what I need, saving time."

Keywords Used: Helpful, Guiding, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient and waiting time is reasonable."

Keywords Used: Efficient, Waiting Time, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am satisfied with the facilities and services provided by the store."

Keywords Used: Satisfied, Facilities, Services

Question: In what areas is the store lacking?

Response: "The store could improve by offering a wider variety of products."

Keywords Used: Improve, Wider Variety

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout options and digital displays."

Keywords Used: Self-checkout, Digital Displays

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my expectations for the most part, though there's room for improvement."

Keywords Used: Meets Expectations, Room for Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive about my visits and generally have a good experience."

Keywords Used: Positive, Good Experience

Question: How do you feel about the purchases?

Response: "I am pleased with my purchases and the quality of the products."

Keywords Used: Pleased, Quality

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and easy to use."

Keywords Used: Online Services, Convenient, Easy to Use

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is good and matches the in-store experience."

Keywords Used: Quality, Online Purchases, Matches In-store

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am satisfied with the assistance provided by the employees, as they are helpful."

Keywords Used: Satisfied, Assistance, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a good decision; it meets my needs efficiently."

Keywords Used: Good Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am satisfied with the services, as they meet my expectations."

Keywords Used: Satisfied, Services, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to provide quality products consistently."

Keywords Used: Trust, Quality Products, Consistently

Question: Do you intend to make further purchases from the same store?

Response: "I plan to continue shopping here because it is convenient and reliable."

Keywords Used: Continue Shopping, Convenient, Reliable

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main benefits are convenience and quality, which are important to me."

Keywords Used: Benefits, Convenience, Quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes regular customers and offers some perks, which is nice."

Keywords Used: Recognizes, Regular Customers, Perks

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I would recommend this store to friends and family due to its quality and service."

Keywords Used: Recommend, Friends and Family, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits as the store consistently offers a positive shopping experience."

Keywords Used: Look Forward, Future Visits, Positive Experience

Participant Code: R77

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is somewhat modern, but it doesn't really stand out."

Keywords Used: Somewhat Modern, Doesn't Stand Out

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but I have noticed occasional lapses in maintenance."

Keywords Used: Generally Clean, Occasional Lapses, Maintenance

Question: Is it easier for customers to find the desired goods in one place?

Response: "It's usually easy to find what I need, although some sections could be better organized."

Keywords Used: Usually Easy, Some Sections, Better Organized

Question: Do you get any promotional offers from the store?

Response: "I sometimes receive promotional offers, but they are not frequent or significant."

Keywords Used: Sometimes, Promotional Offers, Not Frequent

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store generally meets its promises, though there have been a few delays."

Keywords Used: Generally Meets, Few Delays

Question: Do the stores perform the service right the first time?

Response: "Most services are done correctly the first time, but there are occasional mistakes."

Keywords Used: Most Services, Correctly, Occasional Mistakes

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is usually available, but sometimes it's hard to find an employee to help."

Keywords Used: Usually Available, Hard to Find, Employee

Question: Do employees give prompt service to your query?

Response: "Service is typically prompt, though it can be slower during peak times."

Keywords Used: Typically Prompt, Slower, Peak Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but some seem less enthusiastic."

Keywords Used: Generally Willing, Less Enthusiastic

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which helps build some confidence."

Keywords Used: Mostly Professional, Build Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, though there have been minor issues."

Keywords Used: Generally Safe, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always outstanding."

Keywords Used: Generally Satisfactory, Not Outstanding

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can be longer during sales."

Keywords Used: Waiting Time, Reasonable, Longer During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R78

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and stylish building make it a great place to shop."

Keywords Used: Modern, Stylish, Great Place

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and very convenient, enhancing my shopping experience."

Keywords Used: Clean, Convenient, Enhancing

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and makes finding products straightforward."

Keywords Used: Intuitive, Straightforward, Finding Products

Question: Do you get any promotional offers from the store?

Response: "I frequently receive excellent promotional offers that make shopping here worthwhile."

Keywords Used: Frequently, Excellent, Worthwhile

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always keeps its promises on time."

Keywords Used: Reliable, Keeps Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Services are consistently done right the first time, which I appreciate."

Keywords Used: Consistently, Done Right, Appreciate

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available to provide information, making it very accessible."

Keywords Used: Available, Provide Information, Accessible

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries."

Keywords Used: Prompt, Efficient, Queries

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and provide great customer service."

Keywords Used: Willing, Assist, Great Customer Service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in me."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy and respect."

Keywords Used: Knowledgeable, Courtesy, Respect

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions because employees handle everything professionally."

Keywords Used: Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond to customer requests promptly."

Keywords Used: Busy, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively."

Keywords Used: Quickly, Efficiently, Attentively

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer and employees often recognize me."

Keywords Used: Valued, Regular Customer, Recognize

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying."

Keywords Used: Enjoyable, Satisfying

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality is consistently good."

Keywords Used: Always Find, Quality, Consistently Good

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Response: "Employees are very helpful and often guide me directly to the products I need, saving time."

Keywords Used: Helpful, Guide, Saving Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable."

Keywords Used: Efficient, Billing Process, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-focused."

Keywords Used: Very Satisfied, Well-maintained, Customer-focused

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic products."

Keywords Used: Improve, Range of Products, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays and a wider range of high-quality products."

Keywords Used: Interactive Displays, Wider Range, High-quality Products

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement."

Keywords Used: Generally Meets, Expectations, Improvement

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel happy and content after each visit, as the shopping experience is always positive."

Keywords Used: Happy, Content, Positive

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, making shopping easy even from home."

Keywords Used: Online Services, Convenient, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, matching the in-store experience."

Keywords Used: Quality, Online Purchases, Consistently High

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance from employees, as they are always attentive and helpful."

Keywords Used: Very Satisfied, Attentive, Helpful

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet my expectations."

Keywords Used: Very Satisfied, Consistently, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have never let me down with the quality of their products."

Keywords Used: Trust, Quality, Never Let Down

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it is my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here are numerous, including loyalty rewards and high-quality products."

Keywords Used: Benefits, Loyalty Rewards, High-quality

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers, making me feel valued."

Keywords Used: Recognizes, Rewards, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality and service."

Keywords Used: Frequently Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience."

Keywords Used: Look Forward, Positive Experience, Consistently

Participant Code: R79

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment is modern enough, but the overall aesthetic could be refreshed."

Keywords Used: Modern Enough, Aesthetic, Refreshed

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are usually clean and convenient, though sometimes they seem a bit neglected."

Keywords Used: Usually Clean, Convenient, Bit Neglected

Question: Is it easier for customers to find the desired goods in one place?

Response: "Generally, it's easy to find products, but the layout can be confusing at times."

Keywords Used: Generally Easy, Confusing Layout

Question: Do you get any promotional offers from the store?

Response: "I occasionally get promotional offers, but they aren't always relevant to me."

Keywords Used: Occasionally, Promotional Offers, Not Always Relevant

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its deadlines, but there have been a few times they've missed."

Keywords Used: Usually Meets, Deadlines, Missed

Question: Do the stores perform the service right the first time?

Response: "Most services are done correctly the first time, but there are occasional slip-ups."

Keywords Used: Done Correctly, First Time, Occasional Slip-ups

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is accessible, but finding an employee to provide it can be challenging."

Keywords Used: Accessible, Finding Employee, Challenging

Question: Do employees give prompt service to your query?

Response: "Service is prompt most of the time, though it can slow down when the store is busy."

Keywords Used: Prompt Service, Most of the Time, Slows Down

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their enthusiasm varies."

Keywords Used: Generally Willing, Enthusiasm Varies

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employee behaviour is mostly professional, which instills some confidence."

Keywords Used: Mostly Professional, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more helpful than others."

Keywords Used: Knowledgeable, Courteous, More Helpful

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel safe during transactions, although there have been a few minor issues."

Keywords Used: Feel Safe, Transactions, Minor Issues

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are sometimes too busy to respond immediately, especially during peak hours."

Keywords Used: Sometimes Too Busy, Respond Immediately, Peak Hours

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take time during busy periods."

Keywords Used: Usually Resolved, Take Time, Busy Periods

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary."

Keywords Used: Valued, Regular Customer, Vary

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always exceptional."

Keywords Used: Generally Satisfactory, Not Exceptional

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be hard to find them during busy times."

Keywords Used: Helpful, Available, Hard to Find

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The waiting time at the billing counter is generally reasonable, but it can get longer during sales."

Keywords Used: Waiting Time, Reasonable, Longer During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, though there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its range of products and cleanliness."

Keywords Used: Improve, Range of Products, Cleanliness

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-service options and better digital signage to help navigate the store."

Keywords Used: Self-service, Digital Signage, Navigate

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service and product variety."

Keywords Used: Basic Expectations, Improvement, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack a special touch."

Keywords Used: Neutral, Functional, Lack Special Touch

Question: How do you feel about the purchases?

Response: "I am generally content with my purchases, though I wish there were more options available."

Keywords Used: Content, Purchases, More Options

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store offers online services, but they could be more user-friendly."

Keywords Used: Online Services, User-friendly

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times could be faster."

Keywords Used: Good Quality, Delivery Times, Faster

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee."

Keywords Used: Moderately Satisfied, Varies, Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "I feel that the store is a convenient choice, but I'm open to exploring other options."

Keywords Used: Convenient, Exploring Other Options

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement."

Keywords Used: Adequate, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to a certain extent, but occasional inconsistencies make me cautious."

Keywords Used: Trust, Inconsistencies, Cautious

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to convenience, though I'm open to trying other options."

Keywords Used: Likely, Convenience, Trying Other Options

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gain is the convenience of location, but there aren't many other compelling benefits."

Keywords Used: Convenience, Location, Compelling Benefits

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they are not as substantial as they could be."

Keywords Used: Perks, Regular Customers, Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those seeking a premium shopping experience."

Keywords Used: Recommend, Basic Needs, Premium Experience

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it."

Keywords Used: Probably, Convenience, Not Enthusiastic

Participant Code: R80

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's equipment looks cutting-edge and the building is quite modern, which enhances the shopping experience."

Keywords Used: Cutting-edge, Modern, Enhances

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, making my visits comfortable and pleasant."

Keywords Used: Clean, Well-maintained, Comfortable, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is intuitive and items are easy to find, which saves me a lot of time."

Keywords Used: Intuitive, Easy to Find, Saves Time

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers and coupons, which add significant value to my shopping experience."

Keywords Used: Frequently, Promotional Offers, Coupons, Significant Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always fulfils its promises on time."

Keywords Used: Reliable, Fulfils Promises, On Time

Question: Do the stores perform the service right the first time?

Response: "Yes, services are consistently done right the first time, which is very reassuring."

Keywords Used: Consistently, Done Right, Reassuring

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible, which is very helpful."

Keywords Used: Available, Easily Accessible, Helpful

Question: Do employees give prompt service to your query?

Response: "Yes, employees are prompt and efficient in addressing my queries, even during busy times."

Keywords Used: Prompt, Efficient, Busy Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and provide excellent customer service."

Keywords Used: Willing, Assist, Excellent Customer Service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of employees instills a lot of confidence in me as a customer."

Keywords Used: Professional, Behaviour, Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy and respect, which I appreciate."

Keywords Used: Knowledgeable, Courtesy, Respect, Appreciate

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions because employees handle them professionally and securely."

Keywords Used: Safe, Transactions, Professionally, Securely

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy periods, employees manage to respond to customer requests promptly."

Keywords Used: Busy Periods, Respond Promptly, Customer Requests

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively to my concerns."

Keywords Used: Quickly, Efficiently, Listening Attentively, Concerns

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, and employees often remember me and my preferences."

Keywords Used: Valued, Regular Customer, Remember, Preferences

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and I leave feeling satisfied with my experience."

Keywords Used: Enjoyable, Satisfied, Experience

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently high."

Keywords Used: Always Find, Quality, Consistently High

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful in guiding me to the products I need, which saves a lot of time."

Keywords Used: Helpful, Guiding, Saves Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable, even during sales."

Keywords Used: Efficient, Billing Process, Waiting Time, Reasonable

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and customer-centric."

Keywords Used: Very Satisfied, Well-maintained, Customer-centric

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of international products and introducing more organic options."

Keywords Used: Improve, Range of Products, International, Organic

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more interactive displays, self-checkout stations, and enhanced digital signage for easier navigation."

Keywords Used: Interactive Displays, Self-checkout, Digital Signage, Navigation

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, though there is always room for improvement in product variety and service speed."

Keywords Used: Meets Expectations, Improvement, Product Variety, Service Speed

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive and content after each visit, as the store consistently provides a good shopping experience."

Keywords Used: Positive, Content, Consistently, Good Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they always meet my expectations in terms of quality and value."

Keywords Used: Pleased, Purchases, Expectations, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are very convenient and user-friendly, making it easy to shop from home. The website also offers exclusive discounts and coupons which are a great incentive."

Keywords Used: Online Services, Convenient, User-friendly, Exclusive Discounts, Coupons

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high and matches the in-store experience, which I appreciate."

Keywords Used: Quality, Online Purchases, Consistently High, Matches In-store

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the assistance provided by employees, as they are always attentive and eager to help."

Keywords Used: Very Satisfied, Assistance, Attentive, Eager to Help

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs and provides excellent service."

Keywords Used: Great Decision, Meets Needs, Excellent Service

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently exceed my expectations."

Keywords Used: Very Satisfied, Services, Exceed Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have always delivered high-quality products and excellent service."

Keywords Used: Trust, High-quality Products, Excellent Service

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it has become my preferred store."

Keywords Used: Definitely, Continue Shopping, Preferred Store

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here include loyalty rewards, high-quality products, and frequent discounts, which are very appealing."

Keywords Used: Benefits, Loyalty Rewards, High-quality Products, Frequent Discounts, Appealing

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers with exclusive deals and special discounts, making me feel valued."

Keywords Used: Recognizes, Rewards, Regular Customers, Exclusive Deals, Special Discounts, Valued

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality products, excellent service, and convenient online shopping options."

Keywords Used: Frequently Recommend, Quality Products, Excellent Service, Online Shopping

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience and meets my needs."

Keywords Used: Look Forward, Future Visits, Positive Experience, Meets Needs

Participant Code: R81

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store features state-of-the-art equipment and a modern design that creates a welcoming atmosphere. The aesthetic appeal of the building makes shopping here an enjoyable experience."

Keywords Used: State-of-the-art, Modern Design, Welcoming Atmosphere, Aesthetic Appeal, Enjoyable Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are consistently clean and well-maintained. The restrooms and fitting rooms are not only convenient but also attractively designed, making my shopping trips comfortable and pleasant."

Keywords Used: Consistently Clean, Well-maintained, Convenient, Attractively Designed, Comfortable, Pleasant

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store's layout is very intuitive, which makes it easy to locate desired goods without much hassle. This efficient organization helps save a lot of time, especially during busy shopping periods."

Keywords Used: Intuitive Layout, Easy to Locate, Efficient Organization, Save Time, Busy Shopping Periods

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers and discount coupons, which add significant value to my shopping experience. These promotions make me look forward to visiting the store regularly."

Keywords Used: Frequently Receive, Promotional Offers, Discount Coupons, Significant Value, Look Forward

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is highly reliable and always meets its commitments on time. Their punctuality in fulfilling promises enhances my trust and satisfaction with their services."

Keywords Used: Highly Reliable, Meets Commitments, Punctuality, Trust, Satisfaction

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed correctly the first time, which I find very reassuring. This level of accuracy contributes greatly to my overall positive shopping experience."

Keywords Used: Consistently Performed, Correctly, First Time, Reassuring, Positive Shopping Experience

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible. Their readiness to assist with any queries ensures that I am well-informed during my shopping trips."

Keywords Used: Always Available, Easily Accessible, Readiness to Assist, Well-informed

Question: Do employees give prompt service to your query?

Response: "Employees provide prompt and efficient service, even during peak hours. Their quick response times are impressive and ensure that my shopping experience is smooth and enjoyable."

Keywords Used: Prompt Service, Efficient, Peak Hours, Quick Response, Smooth, Enjoyable

Question: Do you think employees are willing to assist their customers?

Response: "Employees are genuinely willing to assist and go out of their way to help customers. Their dedication to providing excellent customer service makes shopping here a pleasure."

Keywords Used: Genuinely Willing, Go Out of Their Way, Dedication, Excellent Customer Service, Pleasure

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of the employees instills a great deal of confidence in me. Their professionalism reassures me that I am receiving high-quality service."

Keywords Used: Professional, Courteous, Instills Confidence, Reassures, High-quality Service

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy and respect. Their ability to provide accurate information and their polite demeanor enhance my shopping experience."

Keywords Used: Knowledgeable, Courtesy, Respect, Accurate Information, Polite Demeanor

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions as employees handle them professionally and securely. Their meticulous attention to detail ensures that my transactions are smooth and secure."

Keywords Used: Very Safe, Transactions, Professionally, Securely, Meticulous Attention to Detail

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy periods, employees manage to respond to customer requests promptly. Their ability to balance multiple tasks efficiently ensures that all customers receive attention."

Keywords Used: Busy Periods, Respond Promptly, Balance Multiple Tasks, Efficiently, Attention

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are resolved quickly and efficiently, with employees listening attentively to my concerns. Their dedication to addressing problems promptly makes me feel valued as a customer."

Keywords Used: Resolved Quickly, Efficiently, Listening Attentively, Concerns, Valued Customer

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer. Employees often recognize me and remember my preferences, which adds a personal touch to the service and makes me feel special."

Keywords Used: Highly Valued, Regular Customer, Recognize, Remember Preferences, Personal Touch, Special

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and fulfilling. The welcoming atmosphere, combined with excellent service, ensures that I have a positive experience every time."

Keywords Used: Enjoyable, Fulfilling, Welcoming Atmosphere, Excellent Service, Positive Experience

Question: Do you get the goods of your need from the store?

Response: "I always find the goods I need, and the quality is consistently high. The store's ability to maintain a well-stocked inventory ensures that I rarely have to look elsewhere."

Keywords Used: Always Find, Goods, Consistently High Quality, Well-stocked Inventory, Rarely Look Elsewhere

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful in guiding me to the products I need, significantly reducing the time spent searching. Their knowledge of the store layout is commendable."

Keywords Used: Very Helpful, Guiding, Reducing Time, Knowledge of Store Layout, Commendable

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable. Even during sales, the store manages to handle the billing smoothly without long delays."

Keywords Used: Efficient, Billing Process, Reasonable Waiting Time, Sales, Handle Smoothly, Long Delays

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and designed with customer comfort in mind. The attention to detail in maintaining these standards is impressive."

Keywords Used: Very Satisfied, Facilities, Services, Well-maintained, Customer Comfort, Attention to Detail, Impressive

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of international and organic products. Additionally, enhancing the digital signage could make navigation even more user-friendly."

Keywords Used: Improve, Range of Products, International, Organic, Enhance, Digital Signage, User-friendly

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout stations, interactive product displays, and a wider variety of high-quality, organic products. These features would enhance the shopping experience significantly."

Keywords Used: Self-checkout Stations, Interactive Product Displays, High-quality, Organic Products, Enhance, Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is room for improvement in product variety and service speed. Addressing these gaps would elevate the overall customer experience."

Keywords Used: Meets Expectations, Improvement, Product Variety, Service Speed, Addressing Gaps, Elevate Customer Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive and content after each visit, as the store consistently provides a good shopping experience. The combination of excellent service and a welcoming atmosphere leaves me satisfied."

Keywords Used: Positive, Content, Consistently, Good Shopping Experience, Excellent Service, Welcoming Atmosphere, Satisfied

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they always meet my expectations in terms of quality and value. The high standards of the products make me confident in my buying decisions."

Keywords Used: Pleased, Purchases, Meet Expectations, Quality, Value, High Standards, Confident

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are incredibly convenient and user-friendly. I appreciate the exclusive discounts and coupons available online, which enhance the value of my purchases and make the process of shopping from home very enjoyable."

Keywords Used: Online Services, Convenient, User-friendly, Exclusive Discounts, Coupons, Enhance Value, Enjoyable

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases consistently matches the high standards of in-store products. The efficient delivery service and accurate product descriptions ensure that I am always satisfied with my online orders."

Keywords Used: Quality, Online Purchases, High Standards, In-store Products, Efficient Delivery, Accurate Descriptions, Satisfied

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the assistance provided by employees. Their attentiveness, knowledge, and willingness to help enhance my overall shopping experience, making each visit enjoyable."

Keywords Used: Extremely Satisfied, Assistance, Attentiveness, Knowledge, Willingness to Help, Enhance, Enjoyable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision. It meets all my shopping needs efficiently and provides excellent customer service, making it my preferred choice for shopping."

Keywords Used: Great Decision, Meets Needs, Efficiently, Excellent Customer Service, Preferred Choice

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet and often exceed my expectations. The high level of service quality ensures that I remain a loyal customer."

Keywords Used: Very Satisfied, Services, Meet Expectations, Exceed Expectations, High Level of Service Quality, Loyal Customer

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have always provided high-quality products and exceptional service. My trust in the store's reliability and standards makes it my go-to place for shopping."

Keywords Used: Trust, High-quality Products, Exceptional Service, Reliability, Standards, Go-to Place

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it consistently meets my needs and expectations. The store's dedication to quality and customer satisfaction makes it my preferred shopping destination."

Keywords Used: Definitely, Continue Shopping, Meets Needs, Expectations, Dedication to Quality, Customer Satisfaction, Preferred Shopping Destination

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here include loyalty rewards, high-quality products, and frequent discounts, which make each purchase worthwhile. Additionally, the exclusive deals for regular customers add to the overall value."

Keywords Used: Benefits, Loyalty Rewards, High-quality Products, Frequent Discounts, Worthwhile, Exclusive Deals, Regular Customers, Overall Value

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers with special discounts and exclusive promotions, making me feel valued and appreciated. These perks make my shopping experience even more enjoyable."

Keywords Used: Recognizes, Rewards, Regular Customers, Special Discounts, Exclusive Promotions, Valued, Appreciated, Enjoyable

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality products, excellent service, and convenient online shopping options. The positive experiences I have had here make me confident in endorsing it to others."

Keywords Used: Frequently Recommend, Quality Products, Excellent Service, Online Shopping Options, Positive Experiences, Confident, Endorsing

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience and meets my needs. The combination of quality products, excellent service, and exclusive deals ensures that I will continue to shop here."

Keywords Used: Look Forward, Future Visits, Consistently, Positive Shopping Experience, Meets Needs, Quality Products, Excellent Service, Exclusive Deals

Participant Code: R82

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The equipment and building design are somewhat modern, but they don't particularly stand out. I think a refresh could make the shopping environment more appealing."

Keywords Used: Somewhat Modern, Building Design, Refresh, More Appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean and convenient, but I've noticed that maintenance isn't always consistent, which can detract from the overall experience."

Keywords Used: Generally Clean, Convenient, Maintenance, Not Consistent, Overall Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding products is usually straightforward, though the layout can sometimes be a bit confusing. Better signage could improve the shopping experience."

Keywords Used: Straightforward, Layout, Confusing, Better Signage, Improve Experience

Question: Do you get any promotional offers from the store?

Response: "I receive promotional offers occasionally, but they are not always relevant to my needs. More targeted promotions would be beneficial."

Keywords Used: Occasionally, Promotional Offers, Not Always Relevant, More Targeted, Beneficial

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store generally meets its commitments, but there have been a few instances where they missed the mark. Consistency in meeting deadlines would improve reliability."

Keywords Used: Generally Meets, Commitments, Missed the Mark, Consistency, Improve Reliability

Question: Do the stores perform the service right the first time?

Response: "Services are usually performed correctly the first time, but there have been occasional mistakes. Attention to detail could be better."

Keywords Used: Usually Performed, Correctly, First Time, Occasional Mistakes, Attention to Detail

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is accessible, but it can sometimes be difficult to find an employee to provide it. More staff presence on the floor would help."

Keywords Used: Accessible, Difficult to Find, More Staff Presence, Help

Question: Do employees give prompt service to your query?

Response: "Service is generally prompt, though it can slow down during peak times. Improving efficiency during busy periods would enhance the customer experience."

Keywords Used: Generally Prompt, Slow Down, Peak Times, Improving Efficiency, Enhance Experience

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their enthusiasm can vary. Consistent willingness to help would make a big difference."

Keywords Used: Generally Willing, Enthusiasm Varies, Consistent Willingness, Big Difference

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The behaviour of employees is mostly professional, which does instill some confidence. However, occasional lapses in professionalism can be off-putting."

Keywords Used: Mostly Professional, Instill Confidence, Occasional Lapses, Off-putting

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and generally respond with courtesy, though some are more informed than others. More consistent training could address this issue."

Keywords Used: Knowledgeable, Generally Courteous, More Informed, Consistent Training

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel safe during transactions, but there have been minor issues that caused some concern. Ensuring all transactions are handled securely would alleviate these concerns."

Keywords Used: Safe, Transactions, Minor Issues, Concern, Handled Securely, Alleviate Concerns

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees can sometimes be too busy to respond immediately, especially during peak hours. Better staffing during these times would improve service."

Keywords Used: Too Busy, Respond Immediately, Peak Hours, Better Staffing, Improve Service

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take time, particularly during busy periods. Faster resolution would enhance customer satisfaction."

Keywords Used: Usually Resolved, Takes Time, Busy Periods, Faster Resolution, Enhance Satisfaction

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can vary. Consistent recognition and personalized service would enhance this feeling."

Keywords Used: Valued, Regular Customer, Level of Service Varies, Consistent Recognition, Personalized Service

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they are not always memorable. Adding unique touches to the shopping experience could make visits more enjoyable."

Keywords Used: Generally Satisfactory, Not Memorable, Unique Touches, More Enjoyable

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but there have been times when items were out of stock. Better inventory management would help ensure availability."

Keywords Used: Usually Find, Out of Stock, Better Inventory Management, Ensure Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be difficult to find them during busy times. Increased staff presence would reduce search time."

Keywords Used: Helpful, When Available, Difficult to Find, Busy Times, Increased Staff Presence, Reduce Search Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is generally efficient, but waiting times can be longer during sales. Streamlining this process would enhance the customer experience."

Keywords Used: Generally Efficient, Waiting Times, Sales, Streamlining Process, Enhance Experience

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, but there is definitely room for improvement. Focusing on cleanliness and customer convenience would make a big difference."

Keywords Used: Adequate, Room for Improvement, Cleanliness, Customer Convenience, Big Difference

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its product range and ensuring consistent cleanliness. Also, enhancing customer service during peak times would be beneficial."

Keywords Used: Improve, Product Range, Consistent Cleanliness, Enhancing Customer Service, Peak Times, Beneficial

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout stations, better digital signage, and an expanded range of organic products. These features would greatly improve the shopping experience."

Keywords Used: Self-checkout Stations, Digital Signage, Expanded Range, Organic Products, Greatly Improve

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in service speed and product variety. Addressing these gaps would enhance the overall experience."

Keywords Used: Meets Basic Expectations, Improvement, Service Speed, Product Variety, Addressing Gaps, Enhance Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack any standout qualities. Adding unique elements could make visits more memorable."

Keywords Used: Neutral, Functional, Lack Standout Qualities, Unique Elements, More Memorable

Question: How do you feel about the purchases?

Response: "I am generally satisfied with my purchases, though I sometimes wish there were more options available. Expanding the product range would be beneficial."

Keywords Used: Generally Satisfied, Purchases, More Options, Expanding Product Range, Beneficial

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly, but I think they could be more efficient. Including more exclusive online discounts and coupons would make online shopping more attractive."

Keywords Used: Online Services, Convenient, User-friendly, More Efficient, Exclusive Discounts, Coupons, More Attractive

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times can be inconsistent. Ensuring faster and more reliable delivery would improve the online shopping experience."

Keywords Used: Quality, Online Purchases, Generally Good, Delivery Times, Inconsistent, Faster, Reliable Delivery, Improve Experience

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee. More consistent training could improve the level of service."

Keywords Used: Moderately Satisfied, Assistance, Varies, Consistent Training, Improve Service

Question: What do you feel about the decision regarding the selection of the store?

Response: "The store is a convenient choice, but I'm open to exploring other options. Improvements in service and product variety could solidify my loyalty."

Keywords Used: Convenient Choice, Exploring Options, Improvements, Service, Product Variety, Solidify Loyalty

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement. Focusing on consistency and customer satisfaction would make a big difference."

Keywords Used: Adequate, Potential for Improvement, Consistency, Customer Satisfaction, Big Difference

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to provide quality products, but occasional inconsistencies make me cautious. Ensuring consistency in product quality would strengthen my trust."

Keywords Used: Trust, Quality Products, Occasional Inconsistencies, Cautious, Ensuring Consistency, Strengthen Trust

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to its convenience, though improvements in certain areas would make me more committed."

Keywords Used: Likely Continue, Convenience, Improvements, More Committed

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gains are convenience and location, but more loyalty rewards and exclusive discounts could make shopping here even more worthwhile."

Keywords Used: Gains, Convenience, Location, Loyalty Rewards, Exclusive Discounts, More Worthwhile

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they could be more substantial. Offering more personalized rewards would enhance the value for regulars."

Keywords Used: Perks, Regular Customers, More Substantial, Personalized Rewards, Enhance Value

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those looking for a premium experience. Improvements in service quality would make it more recommendable."

Keywords Used: Recommend, Basic Shopping Needs, Not Premium, Improvements, Service Quality, More Recommendable

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it. Enhancements in overall service would increase my enthusiasm."

Keywords Used: Probably Return, Convenience, Not Enthusiastic, Enhancements, Overall Service, Increase Enthusiasm

Participant Code: R83

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and sleek building design create a very inviting atmosphere. The aesthetic appeal of the place makes my shopping experience quite enjoyable."

Keywords Used: Modern Equipment, Sleek Design, Inviting Atmosphere, Aesthetic Appeal, Enjoyable Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The physical facilities are always clean and well-maintained. I find the restrooms and fitting rooms very convenient and aesthetically pleasing, which enhances my overall shopping experience."

Keywords Used: Clean, Well-maintained, Convenient, Aesthetically Pleasing, Enhances Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is very intuitive, making it easy to find everything I need in one place. This efficient organization saves me a lot of time."

Keywords Used: Intuitive Layout, Easy to Find, Efficient Organization, Saves Time

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers and discounts, which add significant value to my shopping trips. These promotions are one of the reasons I keep coming back."

Keywords Used: Regularly Receive, Promotional Offers, Discounts, Significant Value, Keep Coming Back

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its deadlines. This consistency builds my trust in their services."

Keywords Used: Reliable, Meets Deadlines, Consistency, Builds Trust

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed correctly the first time, which I find very reassuring. This reliability is a big part of why I enjoy shopping here."

Keywords Used: Consistently Performed, Correctly, First Time, Reassuring, Reliability

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible. Their readiness to assist with any questions I have makes my shopping experience smoother."

Keywords Used: Always Available, Easily Accessible, Readiness to Assist, Smoother Experience

Question: Do employees give prompt service to your query?

Response: "Yes, employees provide prompt and efficient service, even during busy times. Their quick responses ensure that my queries are addressed without delay."

Keywords Used: Prompt Service, Efficient, Busy Times, Quick Responses, Addressed Without Delay

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and go out of their way to help customers. Their dedication to providing excellent service is evident."

Keywords Used: Willing, Assist, Go Out of Their Way, Dedication, Excellent Service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional behaviour of the employees definitely instills confidence in me as a customer. Their courteous and knowledgeable approach makes me feel valued."

Keywords Used: Professional Behaviour, Instills Confidence, Courteous, Knowledgeable, Valued

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy and respect. Their ability to provide accurate information is impressive."

Keywords Used: Knowledgeable, Courtesy, Respect, Accurate Information, Impressive

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions because employees handle them professionally and securely. Their attention to detail ensures a smooth process."

Keywords Used: Very Safe, Transactions, Professionally, Securely, Attention to Detail, Smooth Process

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during peak times, employees manage to respond to customer requests promptly. Their ability to multitask efficiently is commendable."

Keywords Used: Peak Times, Respond Promptly, Multitask Efficiently, Commendable

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively to my concerns and resolve issues quickly. Their prompt action makes me feel heard and valued."

Keywords Used: Listen Attentively, Concerns, Resolve Quickly, Prompt Action, Heard, Valued

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer. Employees often remember my preferences and provide personalized service, which adds a special touch to my shopping experience."

Keywords Used: Highly Valued, Regular Customer, Remember Preferences, Personalized Service, Special Touch

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and satisfying. The welcoming atmosphere and excellent service ensure that I have a positive experience every time."

Keywords Used: Enjoyable, Satisfying, Welcoming Atmosphere, Excellent Service, Positive Experience

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently high. The store's ability to maintain a well-stocked inventory is impressive."

Keywords Used: Always Find, Quality, Consistently High, Well-stocked Inventory, Impressive

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and guide me directly to the products I need, saving a lot of time. Their knowledge of the store layout is excellent."

Keywords Used: Very Helpful, Guide Directly, Saving Time, Knowledge of Store Layout, Excellent

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable, even during sales. The store manages to handle billing smoothly without long delays."

Keywords Used: Efficient, Billing Process, Waiting Time, Reasonable, Sales, Handle Smoothly, Long Delays

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and designed with customer comfort in mind. The attention to detail in maintaining these standards is impressive."

Keywords Used: Very Satisfied, Facilities, Services, Well-maintained, Customer Comfort, Attention to Detail, Impressive

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of international and organic products. Additionally, enhancing the digital signage could make navigation even more user-friendly."

Keywords Used: Improve, Range of Products, International, Organic, Enhance, Digital Signage, User-friendly

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout stations, interactive product displays, and a wider variety of high-quality, organic products. These features would significantly enhance the shopping experience."

Keywords Used: Self-checkout Stations, Interactive Product Displays, High-quality, Organic Products, Enhance, Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement in product variety and service speed. Addressing these gaps would elevate the overall customer experience."

Keywords Used: Meets Expectations, Improvement, Product Variety, Service Speed, Addressing Gaps, Elevate Customer Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive and content after each visit, as the store consistently provides a good shopping experience. The combination of excellent service and a welcoming atmosphere leaves me satisfied."

Keywords Used: Positive, Content, Consistently, Good Shopping Experience, Excellent Service, Welcoming Atmosphere, Satisfied

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they always meet my expectations in terms of quality and value. The high standards of the products make me confident in my buying decisions."

Keywords Used: Pleased, Purchases, Meet Expectations, Quality, Value, High Standards, Confident

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are very convenient and user-friendly. I appreciate the exclusive discounts and coupons available online, which enhance the value of my purchases and make the process of shopping from home very enjoyable."

Keywords Used: Online Services, Convenient, User-friendly, Exclusive Discounts, Coupons, Enhance Value, Enjoyable

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases consistently matches the high standards of in-store products. The efficient delivery service and accurate product descriptions ensure that I am always satisfied with my online orders."

Keywords Used: Quality, Online Purchases, High Standards, In-store Products, Efficient Delivery, Accurate Descriptions, Satisfied

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the assistance provided by employees. Their attentiveness, knowledge, and willingness to help enhance my overall shopping experience, making each visit enjoyable."

Keywords Used: Extremely Satisfied, Assistance, Attentiveness, Knowledge, Willingness to Help, Enhance, Enjoyable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision. It meets all my shopping needs efficiently and provides excellent customer service, making it my preferred choice for shopping."

Keywords Used: Great Decision, Meets Needs, Efficiently, Excellent Customer Service, Preferred Choice

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet and often exceed my expectations. The high level of service quality ensures that I remain a loyal customer."

Keywords Used: Very Satisfied, Services, Meet Expectations, Exceed Expectations, High Level of Service Quality, Loyal Customer

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have always provided high-quality products and exceptional service. My trust in the store's reliability and standards makes it my go-to place for shopping."

Keywords Used: Trust, High-quality Products, Exceptional Service, Reliability, Standards, Go-to Place

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it consistently meets my needs and expectations. The store's dedication to quality and customer satisfaction makes it my preferred shopping destination."

Keywords Used: Definitely, Continue Shopping, Meets Needs, Expectations, Dedication to Quality, Customer Satisfaction, Preferred Shopping Destination

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here include loyalty rewards, high-quality products, and frequent discounts, which make each purchase worthwhile. Additionally, the exclusive deals for regular customers add to the overall value."

Keywords Used: Benefits, Loyalty Rewards, High-quality Products, Frequent Discounts, Worthwhile, Exclusive Deals, Regular Customers, Overall Value

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers with special discounts and exclusive promotions, making me feel valued and appreciated. These perks make my shopping experience even more enjoyable."

Keywords Used: Recognizes, Rewards, Regular Customers, Special Discounts, Exclusive Promotions, Valued, Appreciated, Enjoyable

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality products, excellent service, and convenient online shopping options. The positive experiences I have had here make me confident in endorsing it to others."

Keywords Used: Frequently Recommend, Quality Products, Excellent Service, Online Shopping Options, Positive Experiences, Confident, Endorsing

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience and meets my needs. The combination of quality products, excellent service, and exclusive deals ensures that I will continue to shop here."

Keywords Used: Look Forward, Future Visits, Consistently, Positive Shopping Experience, Meets Needs, Quality Products, Excellent Service, Exclusive Deals

Participant Code: R84

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and contemporary building design really stand out. The cutting-edge appearance of the store makes it a pleasant place to shop."

Keywords Used: Modern Equipment, Contemporary Design, Cutting-edge Appearance, Pleasant Place

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-kept. The convenience and attractiveness of the restrooms and fitting rooms significantly enhance my shopping experience."

Keywords Used: Clean, Well-kept, Convenient, Attractive, Enhance Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the layout is very user-friendly, making it easy to find all the items I need in one place. This efficient arrangement saves me a lot of time."

Keywords Used: User-friendly, Easy to Find, Efficient Arrangement, Saves Time

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers and discount coupons, which make my shopping trips even more worthwhile. These offers are a great incentive to keep shopping here."

Keywords Used: Frequently Receive, Promotional Offers, Discount Coupons, Worthwhile, Incentive

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its deadlines. Their punctuality in fulfilling promises boosts my confidence in their services."

Keywords Used: Reliable, Meets Deadlines, Punctuality, Fulfilling Promises, Boosts Confidence

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed correctly the first time, which is very reassuring. The accuracy and reliability of their service are commendable."

Keywords Used: Consistently Performed, Correctly, First Time, Reassuring, Accuracy, Reliability, Commendable

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible. Their willingness to assist ensures that I am well-informed during my visits."

Keywords Used: Always Available, Easily Accessible, Willingness to Assist, Well-informed

Question: Do employees give prompt service to your query?

Response: "Yes, employees provide prompt and efficient service, even during peak hours. Their quick responses help maintain a smooth shopping experience."

Keywords Used: Prompt Service, Efficient, Peak Hours, Quick Responses, Smooth Experience

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always eager to assist and go above and beyond to help customers. Their dedication to customer service is evident."

Keywords Used: Eager, Assist, Above and Beyond, Dedication, Customer Service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees instills a lot of confidence in me. Their approach reassures me that I am receiving top-notch service."

Keywords Used: Professional, Courteous, Instills Confidence, Reassures, Top-notch Service

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy and respect. Their ability to provide accurate information is impressive."

Keywords Used: Knowledgeable, Courtesy, Respect, Accurate Information, Impressive

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions as employees handle them professionally and securely. Their meticulous attention to detail ensures a smooth process."

Keywords Used: Very Safe, Transactions, Professionally, Securely, Attention to Detail, Smooth Process

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy periods, employees manage to respond to customer requests promptly. Their ability to multitask efficiently is commendable."

Keywords Used: Busy Periods, Respond Promptly, Multitask Efficiently, Commendable

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively to my concerns and resolve issues quickly. Their prompt action makes me feel heard and valued."

Keywords Used: Listen Attentively, Concerns, Resolve Quickly, Prompt Action, Heard, Valued

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer. Employees often recognize me and remember my preferences, which adds a personal touch to the service."

Keywords Used: Highly Valued, Regular Customer, Recognize, Remember Preferences, Personal Touch

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and fulfilling. The welcoming atmosphere and excellent service ensure that I have a positive experience every time."

Keywords Used: Enjoyable, Fulfilling, Welcoming Atmosphere, Excellent Service, Positive Experience

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently high. The store's ability to maintain a well-stocked inventory is impressive."

Keywords Used: Always Find, Quality, Consistently High, Well-stocked Inventory, Impressive

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and guide me directly to the products I need, saving a lot of time. Their knowledge of the store layout is excellent."

Keywords Used: Very Helpful, Guide Directly, Saving Time, Knowledge of Store Layout, Excellent

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable, even during sales. The store manages to handle billing smoothly without long delays."

Keywords Used: Efficient, Billing Process, Waiting Time, Reasonable, Sales, Handle Smoothly, Long Delays

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and designed with customer comfort in mind. The attention to detail in maintaining these standards is impressive."

Keywords Used: Very Satisfied, Facilities, Services, Well-maintained, Customer Comfort, Attention to Detail, Impressive

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of international and organic products. Additionally, enhancing the digital signage could make navigation even more user-friendly."

Keywords Used: Improve, Range of Products, International, Organic, Enhance, Digital Signage, User-friendly

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout stations, interactive product displays, and a wider variety of high-quality, organic products. These features would significantly enhance the shopping experience."

Keywords Used: Self-checkout Stations, Interactive Product Displays, High-quality, Organic Products, Enhance, Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement in product variety and service speed. Addressing these gaps would elevate the overall customer experience."

Keywords Used: Meets Expectations, Improvement, Product Variety, Service Speed, Addressing Gaps, Elevate Customer Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive and content after each visit, as the store consistently provides a good shopping experience. The combination of excellent service and a welcoming atmosphere leaves me satisfied."

Keywords Used: Positive, Content, Consistently, Good Shopping Experience, Excellent Service, Welcoming Atmosphere, Satisfied

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they always meet my expectations in terms of quality and value. The high standards of the products make me confident in my buying decisions."

Keywords Used: Pleased, Purchases, Meet Expectations, Quality, Value, High Standards, Confident

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are very convenient and user-friendly. I appreciate the exclusive discounts and coupons available online, which enhance the value of my purchases and make the process of shopping from home very enjoyable."

Keywords Used: Online Services, Convenient, User-friendly, Exclusive Discounts, Coupons, Enhance Value, Enjoyable

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases consistently matches the high standards of in-store products. The efficient delivery service and accurate product descriptions ensure that I am always satisfied with my online orders."

Keywords Used: Quality, Online Purchases, High Standards, In-store Products, Efficient Delivery, Accurate Descriptions, Satisfied

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the assistance provided by employees. Their attentiveness, knowledge, and willingness to help enhance my overall shopping experience, making each visit enjoyable."

Keywords Used: Extremely Satisfied, Assistance, Attentiveness, Knowledge, Willingness to Help, Enhance, Enjoyable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision. It meets all my shopping needs efficiently and provides excellent customer service, making it my preferred choice for shopping."

Keywords Used: Great Decision, Meets Needs, Efficiently, Excellent Customer Service, Preferred Choice

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet and often exceed my expectations. The high level of service quality ensures that I remain a loyal customer."

Keywords Used: Very Satisfied, Services, Meet Expectations, Exceed Expectations, High Level of Service Quality, Loyal Customer

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have always provided high-quality products and exceptional service. My trust in the store's reliability and standards makes it my go-to place for shopping."

Keywords Used: Trust, High-quality Products, Exceptional Service, Reliability, Standards, Go-to Place

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it consistently meets my needs and expectations. The store's dedication to quality and customer satisfaction makes it my preferred shopping destination."

Keywords Used: Definitely, Continue Shopping, Meets Needs, Expectations, Dedication to Quality, Customer Satisfaction, Preferred Shopping Destination

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here include loyalty rewards, high-quality products, and frequent discounts, which make each purchase worthwhile. Additionally, the exclusive deals for regular customers add to the overall value."

Keywords Used: Benefits, Loyalty Rewards, High-quality Products, Frequent Discounts, Worthwhile, Exclusive Deals, Regular Customers, Overall Value

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers with special discounts and exclusive promotions, making me feel valued and appreciated. These perks make my shopping experience even more enjoyable."

Keywords Used: Recognizes, Rewards, Regular Customers, Special Discounts, Exclusive Promotions, Valued, Appreciated, Enjoyable

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality products, excellent service, and convenient online shopping options. The positive experiences I have had here make me confident in endorsing it to others."

Keywords Used: Frequently Recommend, Quality Products, Excellent Service, Online Shopping Options, Positive Experiences, Confident, Endorsing

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience and meets my needs. The combination of quality products, excellent service, and exclusive deals ensures that I will continue to shop here."

Keywords Used: Look Forward, Future Visits, Consistently, Positive Shopping Experience, Meets Needs, Quality Products, Excellent Service, Exclusive Deals

Participant Code: R85

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a mix of modern and older equipment. While some areas look up-to-date, others seem a bit outdated and could use an upgrade."

Keywords Used: Mix of Modern and Older, Up-to-date, Outdated, Upgrade

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but I've noticed that the restrooms can sometimes be neglected, especially during peak hours."

Keywords Used: Generally Clean, Restrooms, Sometimes Neglected, Peak Hours

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding products is relatively easy, but the layout could be more intuitive. Better organization of sections would improve the shopping experience."

Keywords Used: Relatively Easy, Layout, More Intuitive, Better Organization, Improve Experience

Question: Do you get any promotional offers from the store?

Response: "I occasionally receive promotional offers, but they often don't match my shopping habits. More personalized offers would be more effective."

Keywords Used: Occasionally, Promotional Offers, Don't Match, Shopping Habits, More Personalized

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its commitments, but there have been a few times when they missed deadlines. Consistency in this area would build more trust."

Keywords Used: Usually Meets, Commitments, Missed Deadlines, Consistency, Build Trust

Question: Do the stores perform the service right the first time?

Response: "Services are generally performed correctly the first time, though there have been occasional errors that required follow-up."

Keywords Used: Generally Performed, Correctly, First Time, Occasional Errors, Follow-up

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is usually available, but it can sometimes be hard to find an employee to help. More visible staff would improve accessibility."

Keywords Used: Usually Available, Hard to Find, More Visible Staff, Improve Accessibility

Question: Do employees give prompt service to your query?

Response: "Service is generally prompt, but during busy times, it can slow down noticeably. More efficient management during peak hours would help."

Keywords Used: Generally Prompt, Busy Times, Slow Down, More Efficient Management

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to help, but their level of enthusiasm can vary. Consistent training might improve this."

Keywords Used: Generally Willing, Help, Level of Enthusiasm, Consistent Training

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The behaviour of employees is mostly professional, which helps instill confidence. However, I've experienced a few instances of unprofessionalism that could be addressed."

Keywords Used: Mostly Professional, Instill Confidence, Unprofessionalism, Addressed

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and generally respond with courtesy, although some seem better trained than others. More uniform training could be beneficial."

Keywords Used: Knowledgeable, Generally Courteous, Better Trained, Uniform Training, Beneficial

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, but there have been a few minor issues that caused some concern. Ensuring secure handling of all transactions would help."

Keywords Used: Generally Safe, Transactions, Minor Issues, Concern, Secure Handling

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees can be too busy to respond immediately, especially during rush hours. Increasing staff during these times would improve response times."

Keywords Used: Too Busy, Respond Immediately, Rush Hours, Increasing Staff, Improve Response Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take longer during busy periods. Faster resolution of customer concerns would enhance satisfaction."

Keywords Used: Usually Resolved, Takes Longer, Busy Periods, Faster Resolution, Enhance Satisfaction

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can be inconsistent. More personalized attention would improve the overall experience."

Keywords Used: Valued, Regular Customer, Inconsistent, Personalized Attention, Improve Experience

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they lack a special touch. Adding unique features or services could make shopping more enjoyable."

Keywords Used: Generally Satisfactory, Lack Special Touch, Unique Features, More Enjoyable

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock. Improved inventory management would ensure better availability."

Keywords Used: Usually Find, Out of Stock, Improved Inventory Management, Better Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be difficult to find them during busy times. More floor staff during peak hours would reduce search time."

Keywords Used: Helpful, When Available, Difficult to Find, Busy Times, More Floor Staff, Reduce Search Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is generally efficient, but waiting times can be longer during sales. Streamlining the process during high-traffic periods would help."

Keywords Used: Generally Efficient, Waiting Times, Sales, Streamlining Process, High-traffic Periods, Help

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, but there's room for improvement. Ensuring consistent cleanliness and better customer service would make a big difference."

Keywords Used: Adequate, Room for Improvement, Consistent Cleanliness, Better Customer Service, Big Difference

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of products and ensuring consistent service quality. Additionally, better digital signage would enhance navigation."

Keywords Used: Improve, Range of Products, Consistent Service Quality, Better Digital Signage, Enhance Navigation

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout options, interactive digital displays, and a wider selection of high-quality organic products. These additions would significantly enhance my shopping experience."

Keywords Used: Self-checkout Options, Interactive Digital Displays, High-quality Organic Products, Enhance Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in product variety and service efficiency. Addressing these areas would elevate the overall experience."

Keywords Used: Meets Basic Expectations, Room for Improvement, Product Variety, Service Efficiency, Elevate Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack any standout qualities. Adding unique elements could make visits more memorable."

Keywords Used: Neutral, Functional, Lack Standout Qualities, Unique Elements, More Memorable

Question: How do you feel about the purchases?

Response: "I am generally satisfied with my purchases, though I sometimes wish there were more options available. Expanding the product range would be beneficial."

Keywords Used: Generally Satisfied, Purchases, More Options, Expanding Product Range, Beneficial

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly. However, there is room for improvement in efficiency. Including more exclusive online discounts and coupons would make online shopping more attractive."

Keywords Used: Online Services, Convenient, User-friendly, Room for Improvement, Efficiency, Exclusive Discounts, Coupons, More Attractive

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times can be inconsistent. Ensuring faster and more reliable delivery would improve the online shopping experience."

Keywords Used: Quality, Online Purchases, Generally Good, Delivery Times, Inconsistent, Faster, Reliable Delivery, Improve Experience

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee. More consistent training could improve the level of service."

Keywords Used: Moderately Satisfied, Assistance, Varies, Consistent Training, Improve Service

Question: What do you feel about the decision regarding the selection of the store?

Response: "The store is a convenient choice, but I'm open to exploring other options. Improvements in service and product variety could solidify my loyalty."

Keywords Used: Convenient Choice, Exploring Options, Improvements, Service, Product Variety, Solidify Loyalty

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement. Focusing on consistency and customer satisfaction would make a big difference."

Keywords Used: Adequate, Potential for Improvement, Consistency, Customer Satisfaction, Big Difference

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to provide quality products, but occasional inconsistencies make me cautious. Ensuring consistency in product quality would strengthen my trust."

Keywords Used: Trust, Quality Products, Occasional Inconsistencies, Cautious, Ensuring Consistency, Strengthen Trust

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to its convenience, though improvements in certain areas would make me more committed."

Keywords Used: Likely Continue, Convenience, Improvements, More Committed

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gains are convenience and location, but more loyalty rewards and exclusive discounts could make shopping here even more worthwhile."

Keywords Used: Gains, Convenience, Location, Loyalty Rewards, Exclusive Discounts, More Worthwhile

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they could be more substantial. Offering more personalized rewards would enhance the value for regulars."

Keywords Used: Perks, Regular Customers, More Substantial, Personalized Rewards, Enhance Value

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those looking for a premium experience. Improvements in service quality would make it more recommendable."

Keywords Used: Recommend, Basic Shopping Needs, Not Premium, Improvements, Service Quality, More Recommendable

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it. Enhancements in overall service would increase my enthusiasm."

Keywords Used: Probably Return, Convenience, Not Enthusiastic, Enhancements, Overall Service, Increase Enthusiasm

Participant Code: R86

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with the latest technology and the building's sleek design is very appealing. The modern look definitely enhances the shopping experience."

Keywords Used: Latest Technology, Sleek Design, Appealing, Modern Look, Enhances Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always spotless and well-maintained. The restrooms and fitting rooms are conveniently located and attractively designed, making my visits pleasant."

Keywords Used: Spotless, Well-maintained, Conveniently Located, Attractively Designed, Pleasant Visits

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store's layout is very intuitive, making it easy to find everything I need without any hassle. This efficiency saves a lot of time."

Keywords Used: Intuitive Layout, Easy to Find, No Hassle, Efficiency, Saves Time

Question: Do you get any promotional offers from the store?

Response: "I often receive great promotional offers and discount coupons, which make my shopping trips even more enjoyable and cost-effective."

Keywords Used: Often Receive, Great Promotional Offers, Discount Coupons, Enjoyable, Cost-effective

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very reliable and always meets its commitments on time. This punctuality enhances my trust in their services."

Keywords Used: Reliable, Meets Commitments, On Time, Punctuality, Enhances Trust

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed correctly the first time, which is very reassuring. Their attention to detail is commendable."

Keywords Used: Consistently Performed, Correctly, First Time, Reassuring, Attention to Detail, Commendable

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available and make information easily accessible. Their willingness to assist ensures I am well-informed during my visits."

Keywords Used: Always Available, Easily Accessible, Willingness to Assist, Well-informed

Question: Do employees give prompt service to your query?

Response: "Yes, employees provide prompt and efficient service, even during busy times. Their quick responses help maintain a smooth shopping experience."

Keywords Used: Prompt Service, Efficient, Busy Times, Quick Responses, Smooth Experience

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always eager to assist and go above and beyond to help customers. Their dedication to customer service is evident."

Keywords Used: Eager, Assist, Above and Beyond, Dedication, Customer Service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees instills a lot of confidence in me. Their approach reassures me that I am receiving top-notch service."

Keywords Used: Professional, Courteous, Instills Confidence, Reassures, Top-notch Service

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and always respond with courtesy and respect. Their ability to provide accurate information is impressive."

Keywords Used: Knowledgeable, Courtesy, Respect, Accurate Information, Impressive

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions because employees handle them professionally and securely. Their meticulous attention to detail ensures a smooth process."

Keywords Used: Very Safe, Transactions, Professionally, Securely, Attention to Detail, Smooth Process

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy periods, employees manage to respond to customer requests promptly. Their ability to multitask efficiently is commendable."

Keywords Used: Busy Periods, Respond Promptly, Multitask Efficiently, Commendable

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively to my concerns and resolve issues quickly. Their prompt action makes me feel heard and valued."

Keywords Used: Listen Attentively, Concerns, Resolve Quickly, Prompt Action, Heard, Valued

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer. Employees often recognize me and remember my preferences, which adds a personal touch to the service."

Keywords Used: Highly Valued, Regular Customer, Recognize, Remember Preferences, Personal Touch

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always enjoyable and fulfilling. The welcoming atmosphere and excellent service ensure that I have a positive experience every time."

Keywords Used: Enjoyable, Fulfilling, Welcoming Atmosphere, Excellent Service, Positive Experience

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of the products is consistently high. The store's ability to maintain a well-stocked inventory is impressive."

Keywords Used: Always Find, Quality, Consistently High, Well-stocked Inventory, Impressive

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and guide me directly to the products I need, saving a lot of time. Their knowledge of the store layout is excellent."

Keywords Used: Very Helpful, Guide Directly, Saving Time, Knowledge of Store Layout, Excellent

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and the waiting time is always reasonable, even during sales. The store manages to handle billing smoothly without long delays."

Keywords Used: Efficient, Billing Process, Waiting Time, Reasonable, Sales, Handle Smoothly, Long Delays

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and designed with customer comfort in mind. The attention to detail in maintaining these standards is impressive."

Keywords Used: Very Satisfied, Facilities, Services, Well-maintained, Customer Comfort, Attention to Detail, Impressive

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of international and organic products. Additionally, enhancing the digital signage could make navigation even more user-friendly."

Keywords Used: Improve, Range of Products, International, Organic, Enhance, Digital Signage, User-friendly

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout stations, interactive product displays, and a wider variety of high-quality, organic products. These features would significantly enhance the shopping experience."

Keywords Used: Self-checkout Stations, Interactive Product Displays, High-quality, Organic Products, Enhance, Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but there is always room for improvement in product variety and service speed. Addressing these gaps would elevate the overall customer experience."

Keywords Used: Meets Expectations, Improvement, Product Variety, Service Speed, Addressing Gaps, Elevate Customer Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive and content after each visit, as the store consistently provides a good shopping experience. The combination of excellent service and a welcoming atmosphere leaves me satisfied."

Keywords Used: Positive, Content, Consistently, Good Shopping Experience, Excellent Service, Welcoming Atmosphere, Satisfied

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they always meet my expectations in terms of quality and value. The high standards of the products make me confident in my buying decisions."

Keywords Used: Pleased, Purchases, Meet Expectations, Quality, Value, High Standards, Confident

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are very convenient and user-friendly. I appreciate the exclusive discounts and coupons available online, which enhance the value of my purchases and make the process of shopping from home very enjoyable."

Keywords Used: Online Services, Convenient, User-friendly, Exclusive Discounts, Coupons, Enhance Value, Enjoyable

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases consistently matches the high standards of in-store products. The efficient delivery service and accurate product descriptions ensure that I am always satisfied with my online orders."

Keywords Used: Quality, Online Purchases, High Standards, In-store Products, Efficient Delivery, Accurate Descriptions, Satisfied

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the assistance provided by employees. Their attentiveness, knowledge, and willingness to help enhance my overall shopping experience, making each visit enjoyable."

Keywords Used: Extremely Satisfied, Assistance, Attentiveness, Knowledge, Willingness to Help, Enhance, Enjoyable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision. It meets all my shopping needs efficiently and provides excellent customer service, making it my preferred choice for shopping."

Keywords Used: Great Decision, Meets Needs, Efficiently, Excellent Customer Service, Preferred Choice

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet and often exceed my expectations. The high level of service quality ensures that I remain a loyal customer."

Keywords Used: Very Satisfied, Services, Meet Expectations, Exceed Expectations, High Level of Service Quality, Loyal Customer

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have always provided high-quality products and exceptional service. My trust in the store's reliability and standards makes it my go-to place for shopping."

Keywords Used: Trust, High-quality Products, Exceptional Service, Reliability, Standards, Go-to Place

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it consistently meets my needs and expectations. The store's dedication to quality and customer satisfaction makes it my preferred shopping destination."

Keywords Used: Definitely, Continue Shopping, Meets Needs, Expectations, Dedication to Quality, Customer Satisfaction, Preferred Shopping Destination

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here include loyalty rewards, high-quality products, and frequent discounts, which make each purchase worthwhile. Additionally, the exclusive deals for regular customers add to the overall value."

Keywords Used: Benefits, Loyalty Rewards, High-quality Products, Frequent Discounts, Worthwhile, Exclusive Deals, Regular Customers, Overall Value

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers with special discounts and exclusive promotions, making me feel valued and appreciated. These perks make my shopping experience even more enjoyable."

Keywords Used: Recognizes, Rewards, Regular Customers, Special Discounts, Exclusive Promotions, Valued, Appreciated, Enjoyable

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality products, excellent service, and convenient online shopping options. The positive experiences I have had here make me confident in endorsing it to others."

Keywords Used: Frequently Recommend, Quality Products, Excellent Service, Online Shopping Options, Positive Experiences, Confident, Endorsing

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience and meets my needs. The combination of quality products, excellent service, and exclusive deals ensures that I will continue to shop here."

Keywords Used: Look Forward, Future Visits, Consistently, Positive Shopping Experience, Meets Needs, Quality Products, Excellent Service, Exclusive Deals

Participant Code: R87

Gender: Female

Age Group: 20-30 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a mix of modern and older equipment. While some areas look updated, others seem outdated and could benefit from a refresh."

Keywords Used: Mix of Modern and Older, Updated, Outdated, Refresh

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean and functional, but during busy periods, they can become a bit untidy. Regular maintenance checks would improve this."

Keywords Used: Generally Clean, Functional, Busy Periods, Untidy, Regular Maintenance

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding products is usually straightforward, but the layout can sometimes be confusing. Clearer signage and better organization would help."

Keywords Used: Usually Straightforward, Confusing Layout, Clearer Signage, Better Organization

Question: Do you get any promotional offers from the store?

Response: "I receive promotional offers occasionally, but they don't always align with my shopping preferences. More targeted offers would be appreciated."

Keywords Used: Occasionally Receive, Promotional Offers, Don't Align, Shopping Preferences, More Targeted

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store generally meets its commitments, but there have been a few times when they were late. Consistency in this area would build more trust."

Keywords Used: Generally Meets, Commitments, Few Times Late, Consistency, Build Trust

Question: Do the stores perform the service right the first time?

Response: "Services are mostly performed correctly the first time, though there have been occasional mistakes. Ensuring accuracy would improve the experience."

Keywords Used: Mostly Performed, Correctly, First Time, Occasional Mistakes, Ensuring Accuracy

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is accessible, but it can sometimes be difficult to find an employee to help. More staff on the floor would improve accessibility."

Keywords Used: Accessible, Difficult to Find, More Staff, Improve Accessibility

Question: Do employees give prompt service to your query?

Response: "Service is generally prompt, but it can slow down during busy times. Better management of peak periods would enhance the customer experience."

Keywords Used: Generally Prompt, Slow Down, Busy Times, Better Management, Enhance Experience

Question: Do you think employees are willing to assist their customers?

Response: "Employees are generally willing to assist, but their enthusiasm can vary. Consistent training might improve this aspect."

Keywords Used: Generally Willing, Assist, Enthusiasm Varies, Consistent Training

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The behaviour of employees is mostly professional, which helps instill confidence. However, I've encountered occasional unprofessional behaviour."

Keywords Used: Mostly Professional, Instill Confidence, Occasional Unprofessional Behaviour

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and usually respond with courtesy, though some seem more informed than others. Uniform training would be beneficial."

Keywords Used: Knowledgeable, Usually Courteous, More Informed, Uniform Training, Beneficial

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe during transactions, but there have been a few minor issues that caused concern. Ensuring secure handling would help."

Keywords Used: Generally Safe, Transactions, Minor Issues, Concern, Secure Handling

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees can sometimes be too busy to respond immediately, especially during peak hours. Increasing staff during these times would improve response times."

Keywords Used: Too Busy, Respond Immediately, Peak Hours, Increasing Staff, Improve Response Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but it can take longer during busy periods. Faster resolution would enhance customer satisfaction."

Keywords Used: Usually Resolved, Takes Longer, Busy Periods, Faster Resolution, Enhance Satisfaction

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer, but the level of service can be inconsistent. More personalized attention would improve the overall experience."

Keywords Used: Valued, Regular Customer, Inconsistent, Personalized Attention, Improve Experience

Question: How do you feel about your visit to the store?

Response: "My visits are generally satisfactory, but they lack a special touch. Adding unique features or services could make shopping more enjoyable."

Keywords Used: Generally Satisfactory, Lack Special Touch, Unique Features, More Enjoyable

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but sometimes items are out of stock. Improved inventory management would ensure better availability."

Keywords Used: Usually Find, Out of Stock, Improved Inventory Management, Better Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful when available, but it can be difficult to find them during busy times. More floor staff during peak hours would reduce search time."

Keywords Used: Helpful, When Available, Difficult to Find, Busy Times, More Floor Staff, Reduce Search Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is generally efficient, but waiting times can be longer during sales. Streamlining the process during high-traffic periods would help."

Keywords Used: Generally Efficient, Waiting Times, Sales, Streamlining Process, High-traffic Periods, Help

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "The facilities and services are adequate, but there's room for improvement. Ensuring consistent cleanliness and better customer service would make a big difference."

Keywords Used: Adequate, Room for Improvement, Consistent Cleanliness, Better Customer Service, Big Difference

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of products and ensuring consistent service quality. Additionally, better digital signage would enhance navigation."

Keywords Used: Improve, Range of Products, Consistent Service Quality, Better Digital Signage, Enhance Navigation

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout options, interactive digital displays, and a wider selection of high-quality organic products. These additions would significantly enhance my shopping experience."

Keywords Used: Self-checkout Options, Interactive Digital Displays, High-quality Organic Products, Enhance Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there's room for improvement in product variety and service efficiency. Addressing these areas would elevate the overall experience."

Keywords Used: Meets Basic Expectations, Room for Improvement, Product Variety, Service Efficiency, Elevate Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel neutral about my visits; they are functional but lack any standout qualities. Adding unique elements could make visits more memorable."

Keywords Used: Neutral, Functional, Lack Standout Qualities, Unique Elements, More Memorable

Question: How do you feel about the purchases?

Response: "I am generally satisfied with my purchases, though I sometimes wish there were more options available. Expanding the product range would be beneficial."

Keywords Used: Generally Satisfied, Purchases, More Options, Expanding Product Range, Beneficial

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly. However, there is room for improvement in efficiency. Including more exclusive online discounts and coupons would make online shopping more attractive."

Keywords Used: Online Services, Convenient, User-friendly, Room for Improvement, Efficiency, Exclusive Discounts, Coupons, More Attractive

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is generally good, but delivery times can be inconsistent. Ensuring faster and more reliable delivery would improve the online shopping experience."

Keywords Used: Quality, Online Purchases, Generally Good, Delivery Times, Inconsistent, Faster, Reliable Delivery, Improve Experience

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am moderately satisfied with the assistance; it varies depending on the employee. More consistent training could improve the level of service."

Keywords Used: Moderately Satisfied, Assistance, Varies, Consistent Training, Improve Service

Question: What do you feel about the decision regarding the selection of the store?

Response: "The store is a convenient choice, but I'm open to exploring other options. Improvements in service and product variety could solidify my loyalty."

Keywords Used: Convenient Choice, Exploring Options, Improvements, Service, Product Variety, Solidify Loyalty

Question: Are you satisfied with the services provided by the store?

Response: "The services are adequate, but there's potential for improvement. Focusing on consistency and customer satisfaction would make a big difference."

Keywords Used: Adequate, Potential for Improvement, Consistency, Customer Satisfaction, Big Difference

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust the store to provide quality products, but occasional inconsistencies make me cautious. Ensuring consistency in product quality would strengthen my trust."

Keywords Used: Trust, Quality Products, Occasional Inconsistencies, Cautious, Ensuring Consistency, Strengthen Trust

Question: Do you intend to make further purchases from the same store?

Response: "I'll likely continue shopping here due to its convenience, though improvements in certain areas would make me more committed."

Keywords Used: Likely Continue, Convenience, Improvements, More Committed

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The main gains are convenience and location, but more loyalty rewards and exclusive discounts could make shopping here even more worthwhile."

Keywords Used: Gains, Convenience, Location, Loyalty Rewards, Exclusive Discounts, More Worthwhile

Question: Do the store facilities its regular customers?

Response: "There are some perks for regular customers, but they could be more substantial. Offering more personalized rewards would enhance the value for regulars."

Keywords Used: Perks, Regular Customers, More Substantial, Personalized Rewards, Enhance Value

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I might recommend it for basic shopping needs, but not for those looking for a premium experience. Improvements in service quality would make it more recommendable."

Keywords Used: Recommend, Basic Shopping Needs, Not Premium, Improvements, Service Quality, More Recommendable

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I'll probably return because of the convenience, but I'm not particularly enthusiastic about it. Enhancements in overall service would increase my enthusiasm."

Keywords Used: Probably Return, Convenience, Not Enthusiastic, Enhancements, Overall Service, Increase Enthusiasm

Participant Code: R88

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Occasionally

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store features advanced equipment and a chic building design. The modern appearance definitely makes it a more appealing place to shop."

Keywords Used: Advanced Equipment, Chic Design, Modern Appearance, Appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always spotless and well-designed. The restrooms and fitting rooms are both convenient and comfortable."

Keywords Used: Spotless, Well-designed, Convenient, Comfortable

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is very intuitive, making it easy to locate everything I need quickly. This organization saves a lot of time."

Keywords Used: Intuitive Layout, Easy to Locate, Saves Time

Question: Do you get any promotional offers from the store?

Response: "I often receive valuable promotional offers and discounts. These deals make my shopping trips more affordable and enjoyable."

Keywords Used: Often Receive, Valuable Promotional Offers, Discounts, Affordable, Enjoyable

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is very dependable and consistently meets its commitments on time. Their reliability enhances my trust in their services."

Keywords Used: Dependable, Consistently Meets, Commitments, Reliability, Enhances Trust

Question: Do the stores perform the service right the first time?

Response: "Services are usually performed correctly on the first attempt, which is reassuring. Their attention to detail is impressive."

Keywords Used: Performed Correctly, First Attempt, Reassuring, Attention to Detail, Impressive

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always ready to provide information and make it accessible to everyone. Their helpfulness is commendable."

Keywords Used: Ready to Provide, Accessible, Helpfulness, Commendable

Question: Do employees give prompt service to your query?

Response: "Yes, employees offer prompt and efficient service, even during busy times. Their quick responses ensure a smooth experience."

Keywords Used: Prompt Service, Efficient, Busy Times, Quick Responses, Smooth Experience

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist and are very helpful. Their dedication to customer service is apparent."

Keywords Used: Willing to Assist, Very Helpful, Dedication, Customer Service

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The employees' professional behaviour instills confidence in me. Their courteous and knowledgeable approach is very reassuring."

Keywords Used: Professional Behaviour, Instills Confidence, Courteous, Knowledgeable, Reassuring

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and respond with great courtesy. Their ability to provide detailed information is very impressive."

Keywords Used: Knowledgeable, Great Courtesy, Detailed Information, Very Impressive

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel extremely safe during transactions because employees handle them professionally and securely. Their attention to detail ensures a smooth process."

Keywords Used: Extremely Safe, Transactions, Professionally, Securely, Attention to Detail, Smooth Process

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during peak times, employees manage to respond to requests quickly. Their ability to multitask efficiently is remarkable."

Keywords Used: Peak Times, Respond Quickly, Multitask Efficiently, Remarkable

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly. Their effective problem-solving skills make me feel valued."

Keywords Used: Attentively Listen, Resolve Promptly, Effective Problem-solving, Valued
Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel very valued as a regular customer. Employees recognize me and remember my preferences, adding a personal touch to their service."

Keywords Used: Very Valued, Regular Customer, Recognize, Remember Preferences, Personal Touch

Question: How do you feel about your visit to the store?

Response: "My visits to the store are always pleasant and fulfilling. The friendly atmosphere and excellent service ensure a positive experience."

Keywords Used: Pleasant, Fulfilling, Friendly Atmosphere, Excellent Service, Positive Experience

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, and the quality of products is consistently high. The store's ability to maintain a diverse inventory is commendable."

Keywords Used: Always Find, Quality Products, Consistently High, Diverse Inventory, Commendable

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and guide me directly to the products I need, saving me a significant amount of time. Their knowledge of the store layout is outstanding."

Keywords Used: Very Helpful, Guide Directly, Saving Time, Knowledge of Store Layout, Outstanding

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient, and waiting time is minimal, even during sales. The store manages to handle billing seamlessly."

Keywords Used: Efficient, Billing Process, Minimal Waiting Time, Sales, Handle Seamlessly

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the facilities and services, as they are well-maintained and designed for customer comfort. The attention to detail is impressive."

Keywords Used: Very Satisfied, Facilities, Services, Well-maintained, Customer Comfort, Attention to Detail, Impressive

Question: In what areas is the store lacking?

Response: "The store could improve by expanding its range of organic and specialty products. Better digital signage could also enhance navigation."

Keywords Used: Improve, Range of Products, Organic, Specialty, Better Digital Signage, Enhance Navigation

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "I would like to see more self-checkout stations, interactive product displays, and a wider variety of high-quality organic products. These additions would significantly enhance the shopping experience."

Keywords Used: Self-checkout Stations, Interactive Product Displays, High-quality, Organic Products, Enhance, Shopping Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but there is room for improvement in product variety and service efficiency. Addressing these gaps would elevate the overall experience."

Keywords Used: Meets Expectations, Improvement, Product Variety, Service Efficiency, Addressing Gaps, Elevate Experience

Feelings

Question: How do you feel about your visit to the store?

Response: "I feel positive and content after each visit, as the store consistently provides a good shopping experience. The combination of excellent service and a welcoming atmosphere leaves me satisfied."

Keywords Used: Positive, Content, Consistently, Good Shopping Experience, Excellent Service, Welcoming Atmosphere, Satisfied

Question: How do you feel about the purchases?

Response: "I am very pleased with my purchases, as they always meet my expectations in terms of quality and value. The high standards of the products make me confident in my buying decisions."

Keywords Used: Pleased, Purchases, Meet Expectations, Quality, Value, High Standards, Confident

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are convenient and user-friendly. I appreciate the exclusive discounts and coupons available online, which enhance the value of my purchases and make the process of shopping from home enjoyable."

Keywords Used: Online Services, Convenient, User-friendly, Exclusive Discounts, Coupons, Enhance Value, Enjoyable

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases consistently matches the high standards of in-store products. The efficient delivery service and accurate product descriptions ensure satisfaction."

Keywords Used: Quality, Online Purchases, High Standards, In-store Products, Efficient Delivery, Accurate Descriptions, Satisfied

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the assistance provided by employees. Their attentiveness, knowledge, and willingness to help enhance my shopping experience."

Keywords Used: Extremely Satisfied, Assistance, Attentiveness, Knowledge, Willingness to Help, Enhance Experience

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision. It meets all my shopping needs efficiently and provides excellent customer service."

Keywords Used: Great Decision, Meets Needs, Efficiently, Excellent Customer Service

Question: Are you satisfied with the services provided by the store?

Response: "Yes, I am very satisfied with the services, as they consistently meet and often exceed my expectations. The high level of service quality ensures that I remain a loyal customer."

Keywords Used: Very Satisfied, Services, Meet Expectations, Exceed Expectations, High Level of Service Quality, Loyal Customer

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely, as they have always provided high-quality products and exceptional service. My trust in the store's reliability and standards makes it my preferred place for shopping."

Keywords Used: Trust, High-quality Products, Exceptional Service, Reliability, Standards, Preferred Place

Question: Do you intend to make further purchases from the same store?

Response: "I definitely plan to continue shopping here, as it consistently meets my needs and expectations. The store's dedication to quality and customer satisfaction makes it my preferred shopping destination."

Keywords Used: Definitely, Continue Shopping, Meets Needs, Expectations, Dedication to Quality, Customer Satisfaction, Preferred Shopping Destination

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The benefits of shopping here include loyalty rewards, high-quality products, and frequent discounts. The exclusive deals for regular customers add to the overall value."

Keywords Used: Benefits, Loyalty Rewards, High-quality Products, Frequent Discounts, Exclusive Deals, Regular Customers, Overall Value

Question: Do the store facilities its regular customers?

Response: "The store recognizes and rewards regular customers with special discounts and exclusive promotions. These perks make me feel valued and appreciated."

Keywords Used: Recognizes, Rewards, Regular Customers, Special Discounts, Exclusive Promotions, Valued, Appreciated

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I frequently recommend this store to friends and family due to its quality products, excellent service, and convenient online shopping options. The positive experiences I have had here make me confident in endorsing it to others."

Keywords Used: Frequently Recommend, Quality Products, Excellent Service, Online Shopping Options, Positive Experiences, Confident, Endorsing

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "I look forward to future visits, as the store consistently provides a positive shopping experience and meets my needs. The combination of quality products, excellent service, and exclusive deals ensures that I will continue to shop here."

Keywords Used: Look Forward, Future Visits, Consistently, Positive Shopping Experience, Meets Needs, Quality Products, Excellent Service, Exclusive Deals

Participant Code: R89

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has modern equipment, but some areas could use an update."

Keywords Used: Modern Equipment, Update

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are clean but get untidy during busy hours."

Keywords Used: Clean, Untidy, Busy Hours

Question: Is it easier for customers to find the desired goods in one place?

Response: "Products are easy to find, but the layout can be confusing at times."

Keywords Used: Easy to Find, Confusing Layout

Question: Do you get any promotional offers from the store?

Response: "Occasionally receive offers, but they don't always match my needs."

Keywords Used: Occasionally Receive, Offers, Don't Match Needs

Question: When stores promise to do something by a certain time, do they do so?

Response: "Usually on time, but there have been a few delays."

Keywords Used: Usually On Time, Few Delays

Question: Do the stores perform the service right the first time?

Response: "Mostly correct, but occasional errors require follow-up."

Keywords Used: Mostly Correct, Occasional Errors, Follow-up

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is accessible, but finding help can be challenging."

Keywords Used: Accessible Information, Finding Help Challenging

Question: Do employees give prompt service to your query?

Response: "Generally prompt, but service slows during busy times."

Keywords Used: Generally Prompt, Service Slows, Busy Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are willing but can seem rushed."

Keywords Used: Willing, Seem Rushed

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Professional behaviour, though occasional lapses occur."

Keywords Used: Professional, Occasional Lapses

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Knowledgeable and courteous, but some are more informed than others."

Keywords Used: Knowledgeable, Courteous, Some More Informed

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Generally feel safe, but a few minor concerns have arisen."

Keywords Used: Generally Safe, Minor Concerns

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are often busy, leading to delayed responses."

Keywords Used: Often Busy, Delayed Responses

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but not always immediately."

Keywords Used: Usually Resolved, Not Always Immediately

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "Valued as a regular customer, but service consistency varies."

Keywords Used: Valued, Service Consistency Varies

Question: How do you feel about your visit to the store?

Response: "Visits are satisfactory, but could use more unique features."

Keywords Used: Satisfactory, More Unique Features

Question: Do you get the goods of your need from the store?

Response: "Usually find what I need, but sometimes items are out of stock."

Keywords Used: Usually Find, Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Helpful when available, but difficult to find staff during busy times."

Keywords Used: Helpful, Difficult to Find, Busy Times

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is efficient, but can be slow during sales."

Keywords Used: Efficient Billing, Slow During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Facilities and services are adequate, but improvements are needed."

Keywords Used: Adequate, Improvements Needed

Question: In what areas is the store lacking?

Response: "Needs a wider product range and better digital signage."

Keywords Used: Wider Product Range, Better Digital Signage

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout stations and a better selection of organic products."

Keywords Used: More Self-checkout, Better Organic Selection

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "Meets basic expectations, but service speed could improve."

Keywords Used: Meets Expectations, Service Speed

Feelings

Question: How do you feel about your visit to the store?

Response: "Neutral feelings; visits are functional but unremarkable."

Keywords Used: Neutral Feelings, Functional, Unremarkable

Question: How do you feel about the purchases?

Response: "Satisfied with purchases, but wish for more variety."

Keywords Used: Satisfied, More Variety

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Online services are convenient, but delivery could be faster."

Keywords Used: Convenient Online Services, Faster Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "Quality is good, but delivery times are inconsistent."

Keywords Used: Good Quality, Inconsistent Delivery

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Moderately satisfied; service depends on the employee."

Keywords Used: Moderately Satisfied, Depends on Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "Convenient choice, but open to exploring other options."

Keywords Used: Convenient Choice, Exploring Options

Question: Are you satisfied with the services provided by the store?

Response: "Services are adequate, but improvements in consistency are needed."

Keywords Used: Adequate Services, Improvements Needed

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "Generally trust the store, but occasional inconsistencies exist."

Keywords Used: Generally Trust, Occasional Inconsistencies

Question: Do you intend to make further purchases from the same store?

Response: "Likely to continue shopping, but improvements could increase commitment."

Keywords Used: Likely Continue, Improvements Needed

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "Convenience and location are main benefits, but more rewards would help."

Keywords Used: Convenience, Location, More Rewards

Question: Do the store facilities its regular customers?

Response: "Some perks for regulars, but could be more substantial."

Keywords Used: Perks, More Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Might recommend for basic needs, but not for premium shopping."

Keywords Used: Basic Needs, Not Premium

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Probably return due to convenience, but not particularly enthusiastic."

Keywords Used: Probably Return, Convenience, Not Enthusiastic

Participant Code: R90

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store looks modern and well-maintained. It has a very appealing outlook."

Keywords Used: Modern, Well-maintained, Appealing Outlook

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are always clean and conveniently located. It makes shopping comfortable."

Keywords Used: Clean, Conveniently Located, Comfortable

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, the store layout is very intuitive, making it easy to find everything."

Keywords Used: Intuitive Layout, Easy to Find

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers and discounts, which are quite beneficial."

Keywords Used: Frequently Receive, Promotional Offers, Discounts, Beneficial

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always meets its commitments on time."

Keywords Used: Reliable, Meets Commitments, On Time

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed right the first time. It's reassuring."

Keywords Used: Consistently Performed, Right the First Time, Reassuring

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available to provide information and assistance."

Keywords Used: Always Available, Provide Information, Assistance

Question: Do employees give prompt service to your query?

Response: "Yes, they are prompt and efficient, even during peak times."

Keywords Used: Prompt Service, Efficient, Peak Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help and very attentive."

Keywords Used: Willing to Help, Attentive

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employees are professional and courteous, which instills confidence."

Keywords Used: Professional, Courteous, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous. They provide detailed answers."

Keywords Used: Knowledgeable, Courteous, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions. They handle them professionally."

Keywords Used: Very Safe, Transactions, Handle Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees manage to respond quickly even when busy. Their efficiency is commendable."

Keywords Used: Respond Quickly, Busy, Efficiency, Commendable

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly. It's impressive."

Keywords Used: Listen Attentively, Resolve Promptly, Impressive

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer. They remember my preferences."

Keywords Used: Valued, Regular Customer, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "Visits are always pleasant and satisfying. The atmosphere is very welcoming."

Keywords Used: Pleasant, Satisfying, Welcoming Atmosphere

Question: Do you get the goods of your need from the store?

Response: "I always find the products I need, and the quality is excellent."

Keywords Used: Always Find, Quality, Excellent

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and direct me to products quickly."

Keywords Used: Helpful, Direct Quickly

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, even during busy times."

Keywords Used: Quick Billing, Efficient, Busy Times

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Very satisfied with the clean and well-maintained facilities."

Keywords Used: Very Satisfied, Clean, Well-maintained

Question: In what areas is the store lacking?

Response: "Could use a broader range of international products."

Keywords Used: Broader Range, International Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout stations and interactive displays would be great."

Keywords Used: More Self-checkout, Interactive Displays

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "Mostly met, but some product categories could have more variety."

Keywords Used: Mostly Met, More Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "Always feel positive and content with my shopping experience."

Keywords Used: Positive, Content, Shopping Experience

Question: How do you feel about the purchases?

Response: "Satisfied with the quality and value of my purchases."

Keywords Used: Satisfied, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are user-friendly and convenient."

Keywords Used: User-friendly, Convenient

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchases are of high quality, matching in-store standards."

Keywords Used: High Quality, Matches In-store Standards

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Very satisfied with the attentive and knowledgeable assistance."

Keywords Used: Very Satisfied, Attentive, Knowledgeable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision for my needs."

Keywords Used: Great Decision, My Needs

Question: Are you satisfied with the services provided by the store?

Response: "Yes, the services consistently exceed my expectations."

Keywords Used: Consistently Exceed, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely for quality products."

Keywords Used: Trust, Quality Products

Question: Do you intend to make further purchases from the same store?

Response: "Definitely, I plan to continue shopping here."

Keywords Used: Definitely, Continue Shopping

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "Yes, the loyalty rewards and discounts are beneficial."

Keywords Used: Loyalty Rewards, Discounts, Beneficial

Question: Do the store facilities its regular customers?

Response: "Regular customers get special discounts and perks."

Keywords Used: Special Discounts, Perks

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Yes, I highly recommend it for quality and service."

Keywords Used: Highly Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Definitely, I look forward to future visits."

Keywords Used: Definitely, Future Visits

Participant Code: R91

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern equipment and design are impressive."

Keywords Used: Modern Equipment, Impressive Design

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are always clean and very convenient."

Keywords Used: Always Clean, Very Convenient

Question: Is it easier for customers to find the desired goods in one place?

Response: "The layout is intuitive, making it easy to find everything."

Keywords Used: Intuitive Layout, Easy to Find

Question: Do you get any promotional offers from the store?

Response: "I often get useful promotional offers and discounts."

Keywords Used: Often Get, Promotional Offers, Discounts

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store is reliable and always meets deadlines."

Keywords Used: Reliable, Meets Deadlines

Question: Do the stores perform the service right the first time?

Response: "Services are done right the first time, which is reassuring."

Keywords Used: Done Right, First Time, Reassuring

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are readily available to provide information."

Keywords Used: Readily Available, Provide Information

Question: Do employees give prompt service to your query?

Response: "Yes, employees offer prompt and efficient service."

Keywords Used: Prompt Service, Efficient

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing and eager to help."

Keywords Used: Willing, Eager to Help

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employees' professional behaviour instills confidence."

Keywords Used: Professional Behaviour, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, providing thorough answers."

Keywords Used: Knowledgeable, Courteous, Thorough Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very safe during transactions. They handle them professionally."

Keywords Used: Very Safe, Transactions, Professionally

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees respond quickly and efficiently."

Keywords Used: Respond Quickly, Efficiently, Busy

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly."

Keywords Used: Listen Carefully, Resolve Promptly

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued as a regular customer. They remember my preferences."

Keywords Used: Valued, Regular Customer, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "Visits are always pleasant and satisfying. The atmosphere is very welcoming."

Keywords Used: Pleasant, Satisfying, Welcoming Atmosphere

Question: Do you get the goods of your need from the store?

Response: "I always find the products I need, and the quality is excellent."

Keywords Used: Always Find, Quality, Excellent

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are very helpful and direct me to products quickly."

Keywords Used: Helpful, Direct Quickly

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, even during busy times."

Keywords Used: Quick Billing, Efficient, Busy Times

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Very satisfied with the clean and well-maintained facilities."

Keywords Used: Very Satisfied, Clean, Well-maintained

Question: In what areas is the store lacking?

Response: "Could use a broader range of international products."

Keywords Used: Broader Range, International Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout stations and interactive displays would be great."

Keywords Used: More Self-checkout, Interactive Displays

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "Mostly met, but some product categories could have more variety."

Keywords Used: Mostly Met, More Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "Always feel positive and content with my shopping experience."

Keywords Used: Positive, Content, Shopping Experience

Question: How do you feel about the purchases?

Response: "Satisfied with the quality and value of my purchases."

Keywords Used: Satisfied, Quality, Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are user-friendly and convenient."

Keywords Used: User-friendly, Convenient

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchases are of high quality, matching in-store standards."

Keywords Used: High Quality, Matches In-store Standards

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Very satisfied with the attentive and knowledgeable assistance."

Keywords Used: Very Satisfied, Attentive, Knowledgeable

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision for my needs."

Keywords Used: Great Decision, My Needs

Question: Are you satisfied with the services provided by the store?

Response: "Yes, the services consistently exceed my expectations."

Keywords Used: Consistently Exceed, Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely for quality products."

Keywords Used: Trust, Quality Products

Question: Do you intend to make further purchases from the same store?

Response: "Definitely, I plan to continue shopping here."

Keywords Used: Definitely, Continue Shopping

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "Yes, the loyalty rewards and discounts are beneficial."

Keywords Used: Loyalty Rewards, Discounts, Beneficial

Question: Do the store facilities its regular customers?

Response: "Regular customers get special discounts and perks."

Keywords Used: Special Discounts, Perks

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Yes, I highly recommend it for quality and service."

Keywords Used: Highly Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Definitely, I look forward to future visits."

Keywords Used: Definitely, Future Visits

Participant Code: R92

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a mix of modern and older equipment, giving it a somewhat inconsistent look."

Keywords Used: Modern and Older Equipment, Inconsistent Look

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are generally clean, but during peak times, they can become quite untidy."

Keywords Used: Generally Clean, Peak Times, Untidy

Question: Is it easier for customers to find the desired goods in one place?

Response: "The layout is functional, but some sections are harder to navigate than others."

Keywords Used: Functional Layout, Harder to Navigate

Question: Do you get any promotional offers from the store?

Response: "I occasionally receive offers, but they often don't align with what I buy regularly."

Keywords Used: Occasionally Receive Offers, Don't Align with Purchases

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets its promises, but there have been a few exceptions."

Keywords Used: Usually Meets Promises, Few Exceptions

Question: Do the stores perform the service right the first time?

Response: "Services are typically correct the first time, although errors do occur occasionally."

Keywords Used: Typically Correct, Occasional Errors

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but it can be challenging to find an employee to assist."

Keywords Used: Information Available, Challenging to Find Assistance

Question: Do employees give prompt service to your query?

Response: "Service is generally prompt, but there are delays during busy periods."

Keywords Used: Generally Prompt, Delays, Busy Periods

Question: Do you think employees are willing to assist their customers?

Response: "Employees are willing to help, but they can seem rushed."

Keywords Used: Willing to Help, Seem Rushed

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employees are mostly professional, which is reassuring, though there are occasional lapses."

Keywords Used: Mostly Professional, Reassuring, Occasional Lapses

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but their level of expertise varies."

Keywords Used: Knowledgeable, Courteous, Varies in Expertise

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe, though minor issues have caused concern."

Keywords Used: Generally Safe, Minor Issues, Concern

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are often busy, which can lead to delayed responses."

Keywords Used: Often Busy, Delayed Responses

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Issues are usually resolved, but sometimes it takes longer than expected."

Keywords Used: Usually Resolved, Sometimes Takes Longer

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued, but the level of service consistency varies."

Keywords Used: Valued, Service Consistency Varies

Question: How do you feel about your visit to the store?

Response: "Visits are generally satisfactory, but they lack special features."

Keywords Used: Generally Satisfactory, Lack Special Features

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, though some items are frequently out of stock."

Keywords Used: Usually Find, Frequently Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are helpful, but it can be hard to locate them during busy times."

Keywords Used: Helpful, Hard to Locate, Busy Times

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing time is generally reasonable, but it can be slow during sales."

Keywords Used: Generally Reasonable, Slow During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Facilities and services are adequate, but there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store could improve its product range and digital signage."

Keywords Used: Improve Product Range, Digital Signage

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout stations and interactive displays would be beneficial."

Keywords Used: More Self-checkout Stations, Interactive Displays, Beneficial

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets my basic expectations, but service speed could improve."

Keywords Used: Meets Basic Expectations, Service Speed

Feelings

Question: How do you feel about your visit to the store?

Response: "Neutral feelings; visits are functional but unremarkable."

Keywords Used: Neutral Feelings, Functional, Unremarkable

Question: How do you feel about the purchases?

Response: "Satisfied with purchases, but wish for more variety."

Keywords Used: Satisfied, More Variety

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, online services are convenient, but delivery times could be faster."

Keywords Used: Online Services, Convenient, Faster Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchase quality is good, but delivery times are inconsistent."

Keywords Used: Good Quality, Inconsistent Delivery Times

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Moderately satisfied; service depends on the employee."

Keywords Used: Moderately Satisfied, Service Depends on Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "The store is convenient, but I am open to other options."

Keywords Used: Convenient, Open to Other Options

Question: Are you satisfied with the services provided by the store?

Response: "Services are adequate, but there is potential for improvement."

Keywords Used: Adequate Services, Potential for Improvement

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I generally trust the store, but occasional inconsistencies exist."

Keywords Used: Generally Trust, Occasional Inconsistencies

Question: Do you intend to make further purchases from the same store?

Response: "Likely to continue shopping, but improvements could increase loyalty."

Keywords Used: Likely Continue, Improvements, Increase Loyalty

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "Main gains are convenience and location, but more rewards would help."

Keywords Used: Convenience, Location, More Rewards

Question: Do the store facilities its regular customers?

Response: "There are perks for regulars, but they could be more substantial."

Keywords Used: Perks for Regulars, More Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Might recommend for basic needs, but not for premium shopping."

Keywords Used: Recommend for Basic Needs, Not for Premium Shopping

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Probably return due to convenience, but not particularly enthusiastic."

Keywords Used: Probably Return, Convenience, Not Enthusiastic

Participant Code: R93

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "Store look very modern, equipment is new and good."

Keywords Used: Modern, New Equipment, Good

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities clean and nice. Easy to find and use."

Keywords Used: Clean, Nice, Easy to Find

Question: Is it easier for customers to find the desired goods in one place?

Response: "Yes, store layout good, easy to find products."

Keywords Used: Good Layout, Easy to Find

Question: Do you get any promotional offers from the store?

Response: "I get many good offers, they help save money."

Keywords Used: Good Offers, Save Money

Question: When stores promise to do something by a certain time, do they do so?

Response: "Store keep promise, always on time."

Keywords Used: Keep Promise, On Time

Question: Do the stores perform the service right the first time?

Response: "Service good first time, no need fix again."

Keywords Used: Good Service, No Need Fix

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees always help with information, very good."

Keywords Used: Always Help, Good Information

Question: Do employees give prompt service to your query?

Response: "Service fast, even when busy time."

Keywords Used: Fast Service, Busy Time

Question: Do you think employees are willing to assist their customers?

Response: "Employees very willing to help, very nice."

Keywords Used: Very Willing, Nice

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employees professional, make me feel good."

Keywords Used: Professional, Feel Good

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "They know much and always polite."

Keywords Used: Know Much, Always Polite

Question: Do you feel safe in your transactions with employees in the stores?

Response: "Yes, feel safe with transactions, very secure."

Keywords Used: Feel Safe, Secure

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Sometimes busy, but still help fast."

Keywords Used: Sometimes Busy, Help Fast

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "They listen well and fix problem quick."

Keywords Used: Listen Well, Fix Quick

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel special, they remember me and my needs."

Keywords Used: Feel Special, Remember Needs

Question: How do you feel about your visit to the store?

Response: "Always happy with visit, store nice."

Keywords Used: Happy, Nice Store

Question: Do you get the goods of your need from the store?

Response: "I find everything I need, very good quality."

Keywords Used: Find Everything, Good Quality

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees help find things fast, save time."

Keywords Used: Help Find, Save Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing fast, even on busy days."

Keywords Used: Fast Billing, Busy Days

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Very satisfied, facilities clean and well-maintained."

Keywords Used: Very Satisfied, Clean, Well-maintained

Question: In what areas is the store lacking?

Response: "Store need more international products."

Keywords Used: More International Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout machines and better signage."

Keywords Used: More Self-checkout, Better Signage

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "Mostly yes, but need improve product variety."

Keywords Used: Mostly Yes, Improve Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "Feel good, always pleasant experience."

Keywords Used: Feel Good, Pleasant Experience

Question: How do you feel about the purchases?

Response: "Satisfied with quality, good value for money."

Keywords Used: Satisfied, Good Value

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, online service easy to use, very convenient."

Keywords Used: Easy to Use, Convenient

Question: Do the online purchases satisfy the quality criteria?

Response: "Quality good, but delivery sometimes slow."

Keywords Used: Good Quality, Slow Delivery

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Very satisfied, employees helpful and friendly."

Keywords Used: Very Satisfied, Helpful, Friendly

Question: What do you feel about the decision regarding the selection of the store?

Response: "Good decision, meet my shopping needs."

Keywords Used: Good Decision, Meet Needs

Question: Are you satisfied with the services provided by the store?

Response: "Yes, services are excellent and reliable."

Keywords Used: Excellent, Reliable

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "Yes, trust store for good quality products."

Keywords Used: Trust, Good Quality

Question: Do you intend to make further purchases from the same store?

Response: "Definitely, I will continue shopping here."

Keywords Used: Definitely, Continue Shopping

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "Loyalty rewards and discounts very beneficial."

Keywords Used: Loyalty Rewards, Discounts, Beneficial

Question: Do the store facilities its regular customers?

Response: "Regulars get special discounts and perks."

Keywords Used: Special Discounts, Perks

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Yes, I recommend for quality and service."

Keywords Used: Recommend, Quality, Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Yes, look forward to shopping again."

Keywords Used: Look Forward, Shopping Again

Participant Code: R94

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with state-of-the-art technology and presents a very contemporary appearance."

Keywords Used: State-of-the-art, Contemporary Appearance

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are impeccably clean, aesthetically pleasing, and highly convenient."

Keywords Used: Impeccably Clean, Aesthetically Pleasing, Highly Convenient

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is extremely user-friendly, making it simple to locate all desired items."

Keywords Used: User-friendly Layout, Simple to Locate

Question: Do you get any promotional offers from the store?

Response: "I frequently receive valuable promotional offers that enhance my shopping experience."

Keywords Used: Frequently Receive, Valuable Promotional Offers, Enhance Experience

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently adheres to its commitments, which is very reassuring."

Keywords Used: Consistently Adheres, Commitments, Reassuring

Question: Do the stores perform the service right the first time?

Response: "Services are executed flawlessly the first time, reflecting high standards."

Keywords Used: Executed Flawlessly, High Standards

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are always available to provide clear and comprehensive information."

Keywords Used: Always Available, Clear, Comprehensive Information

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during peak hours."

Keywords Used: Prompt, Efficient, Peak Hours

Question: Do you think employees are willing to assist their customers?

Response: "Employees exhibit a genuine willingness to assist, which is commendable."

Keywords Used: Genuine Willingness, Commendable

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employees' professional demeanor instills a great deal of confidence."

Keywords Used: Professional Demeanor, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are highly knowledgeable and respond with exceptional courtesy."

Keywords Used: Highly Knowledgeable, Exceptional Courtesy

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel completely secure during transactions, thanks to their professional handling."

Keywords Used: Completely Secure, Professional Handling

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond swiftly and efficiently."

Keywords Used: Respond Swiftly, Efficiently, Busy

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees are very attentive and resolve issues promptly."

Keywords Used: Very Attentive, Resolve Promptly

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; they recognize and anticipate my needs."

Keywords Used: Highly Valued, Recognize, Anticipate Needs

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, thanks to the welcoming atmosphere."

Keywords Used: Consistently Pleasant, Satisfying, Welcoming Atmosphere

Question: Do you get the goods of your need from the store?

Response: "I always find the necessary items, and the quality is invariably excellent."

Keywords Used: Always Find, Necessary Items, Invariably Excellent

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are extremely helpful, significantly reducing search time."

Keywords Used: Extremely Helpful, Significantly Reducing Search Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is efficient and waiting times are minimal."

Keywords Used: Efficient Billing Process, Minimal Waiting Times

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could benefit from a wider selection of international products."

Keywords Used: Benefit, Wider Selection, International Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout stations and interactive digital displays would be advantageous."

Keywords Used: More Self-checkout Stations, Interactive Digital Displays, Advantageous

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, though expanding product variety would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Product Variety, Beneficial Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel positive and content after visiting, the experience is consistently pleasant."

Keywords Used: Positive, Content, Consistently Pleasant Experience

Question: How do you feel about the purchases?

Response: "I am satisfied with the quality and value of my purchases, they always meet my standards."

Keywords Used: Satisfied, Quality, Value, Meet Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are user-friendly and highly convenient."

Keywords Used: User-friendly, Highly Convenient

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, comparable to in-store standards."

Keywords Used: Consistently High Quality, Comparable to In-store Standards

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the attentive and knowledgeable assistance provided."

Keywords Used: Very Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, it meets all my needs efficiently."

Keywords Used: Excellent Decision, Meets Needs Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "Yes, the services consistently exceed my expectations."

Keywords Used: Consistently Exceed Expectations

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely to provide high-quality products."

Keywords Used: Trust Completely, High-quality Products

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I plan to continue shopping here regularly."

Keywords Used: Absolutely, Continue Shopping Regularly

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts are highly beneficial."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Beneficial

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Special Perks, Discounts, Very Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store for its quality and exceptional service."

Keywords Used: Highly Recommend, Quality, Exceptional Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Absolutely, I look forward to many more visits."

Keywords Used: Absolutely, Look Forward, Many More Visits

Participant Code: R95

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is outfitted with cutting-edge technology and presents a sleek, contemporary design that enhances the overall shopping experience."

Keywords Used: Cutting-edge Technology, Sleek, Contemporary Design, Enhances Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are immaculately maintained, visually appealing, and strategically located for maximum convenience, significantly contributing to a pleasant shopping environment."

Keywords Used: Immaculately Maintained, Visually Appealing, Strategically Located, Pleasant Environment

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is meticulously organized, ensuring that customers can effortlessly locate desired products without unnecessary hassle."

Keywords Used: Meticulously Organized, Effortlessly Locate, Without Hassle

Question: Do you get any promotional offers from the store?

Response: "I frequently receive highly valuable promotional offers that substantially enhance the cost-effectiveness of my shopping trips."

Keywords Used: Frequently Receive, Highly Valuable Promotional Offers, Substantially Enhance, Cost-effectiveness

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently fulfills its promises in a timely manner, which reinforces my trust and confidence in their reliability."

Keywords Used: Consistently Fulfills, Timely Manner, Reinforces Trust, Reliability

Question: Do the stores perform the service right the first time?

Response: "Services are executed with precision on the first attempt, reflecting the store's commitment to maintaining high standards of quality."

Keywords Used: Executed with Precision, First Attempt, Commitment, High Standards of Quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are consistently available and proactive in providing clear, comprehensive information, ensuring customers are well-informed."

Keywords Used: Consistently Available, Proactive, Clear, Comprehensive Information, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is both prompt and efficient, even during peak shopping hours, which is a testament to the store's effective management."

Keywords Used: Prompt Service, Efficient, Peak Shopping Hours, Effective Management

Question: Do you think employees are willing to assist their customers?

Response: "Employees demonstrate an unwavering willingness to assist, often going above and beyond to ensure customer satisfaction."

Keywords Used: Unwavering Willingness, Assist, Above and Beyond, Ensure Satisfaction

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The employees' professional demeanor and courteous behaviour instill a strong sense of confidence and trust in the store's services."

Keywords Used: Professional Demeanor, Courteous Behaviour, Instill Confidence, Trust

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are exceptionally knowledgeable and respond with a high level of courtesy, providing thorough and informative answers."

Keywords Used: Exceptionally Knowledgeable, High Level of Courtesy, Thorough, Informative Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel completely secure in my transactions, as employees handle them with meticulous care and professionalism."

Keywords Used: Completely Secure, Transactions, Meticulous Care, Professionalism

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy periods, employees manage to address requests swiftly and efficiently, demonstrating excellent multitasking skills."

Keywords Used: Busy Periods, Address Requests Swiftly, Efficiently, Excellent Multitasking Skills

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues with commendable promptness, ensuring minimal disruption to the shopping experience."

Keywords Used: Listen Attentively, Resolve Issues, Commendable Promptness, Minimal Disruption

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; employees recognize and cater to my preferences with a personalized touch."

Keywords Used: Highly Valued, Regular Customer, Recognize, Cater to Preferences, Personalized Touch

Question: How do you feel about your visit to the store?

Response: "Each visit to the store is consistently enjoyable and fulfilling, owing to the welcoming atmosphere and excellent customer service."

Keywords Used: Consistently Enjoyable, Fulfilling, Welcoming Atmosphere, Excellent Customer Service

Question: Do you get the goods of your need from the store?

Response: "I always find the products I need, and the quality is consistently exceptional, reflecting the store's commitment to excellence."

Keywords Used: Always Find, Consistently Exceptional Quality, Commitment to Excellence

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees are exceedingly helpful, directing me to desired products swiftly, thereby optimizing my shopping time."

Keywords Used: Exceedingly Helpful, Directing Swiftly, Optimizing Shopping Time

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is highly efficient, ensuring minimal waiting time even during peak hours."

Keywords Used: Highly Efficient, Minimal Waiting Time, Peak Hours

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am thoroughly satisfied with the pristine facilities and top-tier services provided by the store."

Keywords Used: Thoroughly Satisfied, Pristine Facilities, Top-tier Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are intuitive and extremely convenient, making the shopping experience seamless."

Keywords Used: Intuitive, Extremely Convenient, Seamless Experience

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, mirroring the standards of in-store products."

Keywords Used: Consistently High Quality, Mirroring Standards, In-store Products
Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits."

Keywords Used: Without a Doubt, Look Forward, Many More Visits

Participant Code: R96

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with the latest technology and has a modern, appealing design."

Keywords Used: Latest Technology, Modern Design, Appealing

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are consistently clean and convenient, which enhances the shopping experience."

Keywords Used: Consistently Clean, Convenient, Enhances Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The layout is intuitive, and technology aids in quickly locating products."

Keywords Used: Intuitive Layout, Technology Aids, Quickly Locating

Question: Do you get any promotional offers from the store?

Response: "I receive regular promotional offers via the store's app, which are highly beneficial."

Keywords Used: Regular Promotional Offers, Store App, Highly Beneficial

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably meets its commitments, reinforcing my trust in their service."

Keywords Used: Reliably Meets Commitments, Reinforces Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed correctly the first time, showcasing their efficiency."

Keywords Used: Executed Correctly, First Time, Showcasing Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is easily accessible through digital kiosks and knowledgeable staff."

Keywords Used: Easily Accessible, Digital Kiosks, Knowledgeable Staff

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, thanks to the store's use of advanced technology."

Keywords Used: Prompt Service, Efficient, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help, supported by technology that improves their efficiency."

Keywords Used: Willing to Help, Supported by Technology, Improves Efficiency

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills great confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, with technology aiding them in providing detailed answers."

Keywords Used: Knowledgeable, Courteous, Technology Aiding, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel secure in transactions due to the professional handling and secure digital systems in place."

Keywords Used: Secure Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, aided by efficient technology."

Keywords Used: Respond Quickly, Aided by Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer, with personalized service supported by customer data technology."

Keywords Used: Highly Valued, Personalized Service, Customer Data Technology

Question: How do you feel about your visit to the store?

Response: "Visits are always satisfying, thanks to the welcoming atmosphere and efficient technological integration."

Keywords Used: Satisfying Visits, Welcoming Atmosphere, Technological Integration

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the clean, well-maintained facilities and high-quality services."

Keywords Used: Very Satisfied, Clean Facilities, Well-maintained, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could benefit from more advanced interactive displays and a wider selection of niche products."

Keywords Used: Benefit, Advanced Interactive Displays, Wider Selection, Niche Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More advanced self-checkout options and interactive digital displays would enhance the shopping experience."

Keywords Used: Advanced Self-checkout Options, Interactive Digital Displays, Enhance Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the range of specialty products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Range, Specialty Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel content and satisfied after visiting, thanks to the efficient use of technology and excellent service."

Keywords Used: Content, Satisfied, Efficient Use of Technology, Excellent Service

Question: How do you feel about the purchases?

Response: "I am pleased with the quality and value of my purchases, which consistently meet my expectations."

Keywords Used: Pleased, Quality, Value, Consistently Meet Expectations

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are user-friendly and convenient, making it easy to shop from home."

Keywords Used: User-friendly Online Services, Convenient, Easy to Shop from Home

Question: Do the online purchases satisfy the quality criteria?

Response: "Online purchases are consistently high-quality, matching the standards of in-store products."

Keywords Used: Consistently High-quality, Matching Standards, In-store Products

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am very satisfied with the attentive and knowledgeable assistance provided by the employees."

Keywords Used: Very Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services consistently exceed my expectations, reaffirming my loyalty."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store completely to provide high-quality products that meet my standards."

Keywords Used: Trust Completely, High-quality Products, Meet Standards

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for future shopping."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts are highly advantageous and provide significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Special Perks, Discounts, Very Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store for its exceptional quality and superior service."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits."

Keywords Used: Without a Doubt, Look Forward, Many More Visits

Participant Code: R97

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Once a week

Response Type: Neutral

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has some modern equipment, but certain areas still look outdated."

Keywords Used: Modern Equipment, Outdated Areas

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are usually clean, but sometimes they are not well-maintained."

Keywords Used: Usually Clean, Not Well-maintained

Question: Is it easier for customers to find the desired goods in one place?

Response: "The layout is functional, but some sections are hard to navigate."

Keywords Used: Functional Layout, Hard to Navigate

Question: Do you get any promotional offers from the store?

Response: "I receive offers occasionally, but they rarely match my preferences."

Keywords Used: Occasionally Receive, Rarely Match Preferences

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store usually meets deadlines, but there have been a few delays."

Keywords Used: Usually Meets Deadlines, Few Delays

Question: Do the stores perform the service right the first time?

Response: "Service is mostly accurate, but there are occasional errors."

Keywords Used: Mostly Accurate, Occasional Errors

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is available, but it can be difficult to find an employee to help."

Keywords Used: Information Available, Difficult to Find Help

Question: Do employees give prompt service to your query?

Response: "Service is generally prompt, though it slows down during busy times."

Keywords Used: Generally Prompt, Slows Down, Busy Times

Question: Do you think employees are willing to assist their customers?

Response: "Employees are willing to help, but they often seem rushed."

Keywords Used: Willing to Help, Often Seem Rushed

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "Employees are professional, but their attitude can be inconsistent."

Keywords Used: Professional, Inconsistent Attitude

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, but some are more helpful than others."

Keywords Used: Knowledgeable, Courteous, Varying Helpfulness

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I generally feel safe, but there have been minor concerns."

Keywords Used: Generally Safe, Minor Concerns

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Employees are often busy, which can lead to delays in responses."

Keywords Used: Often Busy, Delays in Responses

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen and resolve issues, but sometimes it takes longer than expected."

Keywords Used: Listen, Resolve Issues, Takes Longer

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel valued, but service quality varies depending on the employee."

Keywords Used: Valued, Service Quality Varies

Question: How do you feel about your visit to the store?

Response: "Visits are generally satisfactory, but could be improved with better customer service."

Keywords Used: Generally Satisfactory, Improved Customer Service

Question: Do you get the goods of your need from the store?

Response: "I usually find what I need, but some items are often out of stock."

Keywords Used: Usually Find, Often Out of Stock

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees help when available, but finding them can be difficult during peak hours."

Keywords Used: Help When Available, Difficult to Find, Peak Hours

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing time is reasonable, but it can be slow during sales."

Keywords Used: Reasonable Billing Time, Slow During Sales

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "Facilities and services are adequate, but there is room for improvement."

Keywords Used: Adequate, Room for Improvement

Question: In what areas is the store lacking?

Response: "The store needs a wider variety of products and better digital signage."

Keywords Used: Wider Variety, Better Digital Signage

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More self-checkout options and interactive displays would enhance the shopping experience."

Keywords Used: More Self-checkout, Interactive Displays, Enhance Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store meets basic expectations, but could improve service speed and product variety."

Keywords Used: Meets Basic Expectations, Improve Service Speed, Product Variety

Feelings

Question: How do you feel about your visit to the store?

Response: "Neutral feelings; the visits are functional but not particularly enjoyable."

Keywords Used: Neutral Feelings, Functional, Not Enjoyable

Question: How do you feel about the purchases?

Response: "Satisfied with the quality, but more variety would be appreciated."

Keywords Used: Satisfied, Quality, More Variety

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are user-friendly, but delivery times are sometimes inconsistent."

Keywords Used: User-friendly, Inconsistent Delivery Times

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is good, but delivery speed could be improved."

Keywords Used: Good Quality, Improve Delivery Speed

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "Moderately satisfied; service depends on the employee."

Keywords Used: Moderately Satisfied, Depends on Employee

Question: What do you feel about the decision regarding the selection of the store?

Response: "The store is convenient, but I am open to exploring other options."

Keywords Used: Convenient, Open to Other Options

Question: Are you satisfied with the services provided by the store?

Response: "Services are adequate, but improvements in consistency are needed."

Keywords Used: Adequate Services, Improvements Needed

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I generally trust the store, but occasional inconsistencies exist."

Keywords Used: Generally Trust, Occasional Inconsistencies

Question: Do you intend to make further purchases from the same store?

Response: "Likely to continue shopping, but improvements could increase loyalty."

Keywords Used: Likely Continue, Improvements Needed, Increase Loyalty

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "Main gains are convenience and location, but more rewards would help."

Keywords Used: Convenience, Location, More Rewards

Question: Do the store facilities its regular customers?

Response: "There are perks for regulars, but they could be more substantial."

Keywords Used: Perks for Regulars, More Substantial

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "Might recommend for basic needs, but not for premium shopping."

Keywords Used: Recommend for Basic Needs, Not for Premium Shopping

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Probably return due to convenience, but not particularly enthusiastic."

Keywords Used: Probably Return, Convenience, Not Enthusiastic

Participant Code: R98

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is equipped with state-of-the-art technology and maintains a sleek, contemporary design."

Keywords Used: State-of-the-art Technology, Sleek, Contemporary Design

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are consistently clean and convenient, adding to the overall positive shopping experience."

Keywords Used: Consistently Clean, Convenient, Positive Shopping Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is intuitive, and the digital kiosks make finding products incredibly easy."

Keywords Used: Intuitive Layout, Digital Kiosks, Incredibly Easy

Question: Do you get any promotional offers from the store?

Response: "I regularly receive valuable promotional offers through the store's app, which enhances my shopping experience."

Keywords Used: Regularly Receive, Valuable Promotional Offers, Store App, Enhances Experience

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably meets its commitments on time, reinforcing my trust in their service."

Keywords Used: Reliably Meets, Commitments, On Time, Reinforces Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed flawlessly on the first attempt, showcasing their efficiency."

Keywords Used: Executed Flawlessly, First Attempt, Showcasing Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily available through digital kiosks and well-informed staff, ensuring customers are well-informed."

Keywords Used: Readily Available, Digital Kiosks, Well-informed Staff

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during peak times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Peak Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, supported by technology that enhances their efficiency."

Keywords Used: Willing to Assist, Supported by Technology, Enhances Efficiency

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, aided by technology that allows them to provide detailed answers."

Keywords Used: Knowledgeable, Courteous, Aided by Technology, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel secure during transactions, thanks to the professional handling and secure digital systems in place."

Keywords Used: Secure Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are intuitive and extremely convenient, making the shopping experience seamless."

Keywords Used: Intuitive, Extremely Convenient, Seamless Experience

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, mirroring the standards of in-store products."

Keywords Used: Consistently High Quality, Mirroring Standards, In-store Products
Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R99

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store boasts cutting-edge equipment and a sleek, contemporary aesthetic that enhances the overall shopping experience."

Keywords Used: Cutting-edge Equipment, Sleek, Contemporary Aesthetic, Enhances Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are consistently clean and conveniently located, which significantly improves the shopping environment."

Keywords Used: Consistently Clean, Conveniently Located, Improves Environment

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is highly intuitive, and the use of digital kiosks makes locating products effortless."

Keywords Used: Highly Intuitive Layout, Digital Kiosks, Effortless

Question: Do you get any promotional offers from the store?

Response: "I frequently receive valuable promotional offers through the store's app, which enhances my shopping experience."

Keywords Used: Frequently Receive, Valuable Promotional Offers, Store App, Enhances Experience

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably fulfils its promises, which reinforces my trust in their service."

Keywords Used: Reliably Fulfils Promises, Reinforces Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed correctly on the first attempt, reflecting the store's efficiency."

Keywords Used: Executed Correctly, First Attempt, Reflecting Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through digital kiosks and knowledgeable staff, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Digital Kiosks, Knowledgeable Staff, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during peak times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Peak Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, supported by technology that enhances their efficiency."

Keywords Used: Willing to Assist, Supported by Technology, Enhances Efficiency

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, aided by technology that allows them to provide detailed answers."

Keywords Used: Knowledgeable, Courteous, Aided by Technology, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel secure during transactions, thanks to the professional handling and secure digital systems in place."

Keywords Used: Secure Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are intuitive and extremely convenient, making the shopping experience seamless."

Keywords Used: Intuitive, Extremely Convenient, Seamless Experience

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, mirroring the standards of in-store products."

Keywords Used: Consistently High Quality, Mirroring Standards, In-store Products

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R100

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a very modern and stylish appearance, with the latest equipment that enhances the shopping experience."

Keywords Used: Modern, Stylish Appearance, Latest Equipment, Enhances Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, making the shopping experience much more pleasant."

Keywords Used: Always Clean, Well-maintained, Pleasant Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is very intuitive, and the digital kiosks make finding products straightforward."

Keywords Used: Intuitive Layout, Digital Kiosks, Finding Products, Straightforward

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers through the store's app, which is very convenient and adds value to my shopping."

Keywords Used: Regularly Receive, Promotional Offers, Store App, Convenient, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently keeps its promises, which builds my trust in their services."

Keywords Used: Consistently Keeps Promises, Builds Trust

Question: Do the stores perform the service right the first time?

Response: "Services are performed correctly the first time, demonstrating their commitment to efficiency."

Keywords Used: Performed Correctly, First Time, Commitment to Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily available through both the staff and digital kiosks, ensuring that customers are well-informed."

Keywords Used: Readily Available, Staff, Digital Kiosks, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, and technology supports them in providing quick and accurate information."

Keywords Used: Willing to Assist, Technology Supports, Quick, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees, enhanced by their tech-savvy approach, instills a lot of confidence."

Keywords Used: Professional, Courteous Behaviour, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, with technology helping them provide detailed and precise answers."

Keywords Used: Knowledgeable, Courteous, Technology Helping, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to the professional handling and robust digital security systems."

Keywords Used: Very Secure, Transactions, Professional Handling, Robust Digital Security

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during peak times, employees manage to respond quickly, with the assistance of efficient technology."

Keywords Used: Peak Times, Respond Quickly, Assistance of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly, often leveraging technology to expedite solutions."

Keywords Used: Listen Carefully, Resolve Promptly, Leveraging Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are intuitive and extremely convenient, making the shopping experience seamless."

Keywords Used: Intuitive, Extremely Convenient, Seamless Experience

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is consistently high, mirroring the standards of in-store products."

Keywords Used: Consistently High Quality, Mirroring Standards, In-store Products

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R101

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a cutting-edge appearance with the latest equipment, creating a modern and inviting atmosphere."

Keywords Used: Cutting-edge Appearance, Latest Equipment, Modern, Inviting Atmosphere

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always spotless and conveniently located, making my shopping trips more enjoyable."

Keywords Used: Spotless, Conveniently Located, Enjoyable Shopping Trips

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store's layout is well-organized, and the digital kiosks make finding products quick and easy."

Keywords Used: Well-organized Layout, Digital Kiosks, Quick, Easy

Question: Do you get any promotional offers from the store?

Response: "I often receive promotional offers through the store's app, which adds great value to my shopping experience."

Keywords Used: Often Receive, Promotional Offers, Store App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably meets its promises, which strengthens my confidence in their services."

Keywords Used: Reliably Meets Promises, Strengthens Confidence

Question: Do the stores perform the service right the first time?

Response: "Services are performed correctly the first time, reflecting the store's commitment to quality."

Keywords Used: Performed Correctly, First Time, Commitment to Quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through both digital kiosks and knowledgeable staff, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Digital Kiosks, Knowledgeable Staff, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during peak times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Peak Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help, supported by technology that enhances their ability to provide accurate information."

Keywords Used: Willing to Help, Supported by Technology, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, with technology aiding them in providing detailed answers."

Keywords Used: Knowledgeable, Courteous, Technology Aiding, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to the professional handling and secure digital systems in place."

Keywords Used: Very Secure, Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online platform is user-friendly and ensures a seamless shopping experience from home."

Keywords Used: User-friendly Online Platform, Seamless Shopping, From Home

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases matches the high standards of in-store products, with reliable delivery times."

Keywords Used: Matches High Standards, In-store Products, Reliable Delivery Times
Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R102

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern architecture and state-of-the-art equipment make shopping a pleasant experience."

Keywords Used: Modern Architecture, State-of-the-art Equipment, Pleasant Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "Facilities are consistently clean and conveniently located, enhancing the overall shopping experience."

Keywords Used: Consistently Clean, Conveniently Located, Enhancing Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is very intuitive, and the use of digital kiosks makes locating products straightforward."

Keywords Used: Intuitive Layout, Digital Kiosks, Locating Products, Straightforward

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers through the store's app, which adds significant value to my shopping."

Keywords Used: Frequently Receive, Promotional Offers, Store App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently meets its commitments, which strengthens my trust in their service."

Keywords Used: Consistently Meets Commitments, Strengthens Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed correctly on the first attempt, showcasing their efficiency."

Keywords Used: Executed Correctly, First Attempt, Showcasing Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through both the staff and digital kiosks, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Staff, Digital Kiosks, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, supported by technology that enhances their efficiency."

Keywords Used: Willing to Assist, Supported by Technology, Enhances Efficiency

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Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

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Response: "I feel very secure during transactions, thanks to the professional handling and secure digital systems in place."

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Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online platform is user-friendly and provides a seamless shopping experience, with timely delivery."

Keywords Used: User-friendly Online Platform, Seamless Shopping Experience, Timely Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is on par with in-store products, and the delivery is reliable."

Keywords Used: On Par with In-store Products, Reliable Delivery

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R103

Gender: Male

Age Group: 40-50 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a sleek, contemporary design with state-of-the-art equipment that enhances the shopping environment."

Keywords Used: Sleek, Contemporary Design, State-of-the-art Equipment, Enhances Environment

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The physical facilities are always clean and conveniently located, making my shopping experience much more pleasant."

Keywords Used: Always Clean, Conveniently Located, Pleasant Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is highly intuitive, and the digital kiosks make finding products straightforward."

Keywords Used: Highly Intuitive Layout, Digital Kiosks, Finding Products, Straightforward

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers through the store's app, which adds significant value to my shopping."

Keywords Used: Regularly Receive, Promotional Offers, Store App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

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Keywords Used: Reliably Meets Commitments, Strengthens Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed correctly on the first attempt, showcasing their efficiency."

Keywords Used: Executed Correctly, First Attempt, Showcasing Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through both the staff and digital kiosks, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Staff, Digital Kiosks, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, supported by technology that enhances their efficiency."

Keywords Used: Willing to Assist, Supported by Technology, Enhances Efficiency

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, with technology aiding them in providing detailed answers."

Keywords Used: Knowledgeable, Courteous, Technology Aiding, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to the professional handling and secure digital systems in place."

Keywords Used: Very Secure, Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store's online services are exceptional, with a user-friendly interface and prompt delivery."

Keywords Used: Exceptional Online Services, User-friendly Interface, Prompt Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases matches the high standards of in-store products, and the delivery is reliable."

Keywords Used: Matches High Standards, In-store Products, Reliable Delivery

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R104

Gender: Female

Age Group: 50-60 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's contemporary design and advanced equipment make shopping a delightful experience."

Keywords Used: Contemporary Design, Advanced Equipment, Delightful Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and conveniently located, making every visit pleasant."

Keywords Used: Always Clean, Conveniently Located, Pleasant Visit

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is highly intuitive, and the digital kiosks make finding products straightforward."

Keywords Used: Intuitive Layout, Digital Kiosks, Finding Products, Straightforward

Question: Do you get any promotional offers from the store?

Response: "I regularly receive valuable promotional offers through the store's app, enhancing my shopping experience."

Keywords Used: Regularly Receive, Valuable Promotional Offers, Store App, Enhancing Experience

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably meets its commitments, reinforcing my trust in their service."

Keywords Used: Reliably Meets Commitments, Reinforcing Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed correctly the first time, showcasing their efficiency."

Keywords Used: Executed Correctly, First Time, Showcasing Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through both the staff and digital kiosks, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Staff, Digital Kiosks, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, supported by technology that enhances their efficiency."

Keywords Used: Willing to Assist, Supported by Technology, Enhances Efficiency

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, with technology aiding them in providing detailed answers."

Keywords Used: Knowledgeable, Courteous, Technology Aiding, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to the professional handling and secure digital systems in place."

Keywords Used: Very Secure, Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store's online platform is very user-friendly and offers a seamless shopping experience, with efficient delivery."

Keywords Used: User-friendly Online Platform, Seamless Shopping Experience, Efficient Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is excellent and matches the high standards of in-store products."

Keywords Used: Excellent Quality, Matches High Standards, In-store Products

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R105

Gender: Male

Age Group: 30-40 years

Frequency of Visits: Once a week

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store features a sleek and contemporary design with top-notch equipment, making the shopping environment very appealing."

Keywords Used: Sleek, Contemporary Design, Top-notch Equipment, Appealing Environment

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always spotless and conveniently located, greatly enhancing the shopping experience."

Keywords Used: Spotless, Conveniently Located, Enhancing Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is well-organized, and the digital kiosks make finding products extremely easy."

Keywords Used: Well-organized Layout, Digital Kiosks, Extremely Easy

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers through the store's app, which adds significant value to my shopping."

Keywords Used: Frequently Receive, Promotional Offers, Store App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably meets its commitments, which strengthens my trust in their service."

Keywords Used: Reliably Meets Commitments, Strengthens Trust

Question: Do the stores perform the service right the first time?

Response: "Services are executed correctly the first time, showcasing their efficiency."

Keywords Used: Executed Correctly, First Time, Showcasing Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through both the staff and digital kiosks, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Staff, Digital Kiosks, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help, supported by technology that enhances their ability to provide accurate information."

Keywords Used: Willing to Help, Supported by Technology, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and tech-savvy behaviour of employees instills a great deal of confidence in their service."

Keywords Used: Professional, Tech-savvy, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, with technology aiding them in providing detailed answers."

Keywords Used: Knowledgeable, Courteous, Technology Aiding, Detailed Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to the professional handling and secure digital systems in place."

Keywords Used: Very Secure, Transactions, Professional Handling, Secure Digital Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when busy, employees manage to respond quickly, with the help of efficient technology."

Keywords Used: Respond Quickly, Help of Technology, Efficient

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen attentively and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Attentively, Resolve Promptly, Using Technology, Expedite Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer; technology helps employees remember and cater to my preferences."

Keywords Used: Highly Valued, Technology Helps, Remember Preferences, Cater

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, largely due to the seamless integration of technology."

Keywords Used: Consistently Pleasant, Satisfying, Seamless Integration of Technology

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management Technology, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, particularly with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my high standards."

Keywords Used: Very Pleased, Quality, Value, High Standards

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store's online platform is user-friendly and efficient, providing a seamless shopping experience and timely deliveries."

Keywords Used: User-friendly Online Platform, Efficient, Seamless Shopping Experience, Timely Deliveries

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases matches the high standards of in-store products, with reliable delivery times."

Keywords Used: Matches High Standards, In-store Products, Reliable Delivery Times

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am exceedingly satisfied with the employees' attentive and knowledgeable assistance."

Keywords Used: Exceedingly Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been an excellent decision, as it meets all my shopping requirements efficiently."

Keywords Used: Excellent Decision, Meets Requirements, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided consistently exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Consistently Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store implicitly to provide high-quality products that meet my expectations."

Keywords Used: Trust Implicitly, High-quality Products, Meet Expectations

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue to patronize this store for my future shopping needs."

Keywords Used: Absolutely, Continue to Patronize, Future Shopping Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and frequent discounts offered are highly advantageous, providing significant savings."

Keywords Used: Loyalty Rewards, Frequent Discounts, Highly Advantageous, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers are accorded special discounts and perks, which is very gratifying."

Keywords Used: Accorded Special Discounts, Perks, Very Gratifying

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store due to its exceptional quality and superior service, supported by cutting-edge technology."

Keywords Used: Highly Recommend, Exceptional Quality, Superior Service, Cutting-edge Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Without a doubt, I look forward to many more visits, especially given the seamless integration of technology in the services."

Keywords Used: Without a Doubt, Look Forward, Many More Visits, Seamless Integration of Technology

Participant Code: R106

Gender: Female

Age Group: 40-50 years

Frequency of Visits: Occasionally

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is visually impressive with modern architecture and advanced equipment, which makes the shopping experience quite enjoyable."

Keywords Used: Modern Architecture, Advanced Equipment, Enjoyable Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The restrooms and fitting rooms are always clean and well-maintained, adding to the convenience of shopping."

Keywords Used: Clean, Well-maintained, Convenience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding products is quite straightforward thanks to the intuitive layout and digital kiosks."

Keywords Used: Straightforward, Intuitive Layout, Digital Kiosks

Question: Do you get any promotional offers from the store?

Response: "I receive regular promotional offers through their app, which definitely enhances my shopping experience."

Keywords Used: Regular Promotional Offers, App, Enhances Experience

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store always keeps its promises, which has built my trust over time."

Keywords Used: Keeps Promises, Built Trust

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed correctly the first time, which shows their dedication to quality."

Keywords Used: Performed Correctly, Dedication to Quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are very helpful and information is easily accessible through both staff and digital kiosks."

Keywords Used: Helpful Employees, Accessible Information, Digital Kiosks

Question: Do employees give prompt service to your query?

Response: "Service is prompt, even during busy times, largely due to the efficiency of their technology systems."

Keywords Used: Prompt Service, Efficiency, Technology Systems

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help, and technology enhances their ability to provide accurate information."

Keywords Used: Willing to Help, Technology Enhances, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and knowledgeable behaviour of employees definitely instills confidence."

Keywords Used: Professional, Knowledgeable, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are very knowledgeable and courteous, providing thorough and polite answers."

Keywords Used: Knowledgeable, Courteous, Thorough Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions thanks to their professional handling and secure systems."

Keywords Used: Very Secure, Professional Handling, Secure Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when the store is busy, employees respond quickly and efficiently."

Keywords Used: Respond Quickly, Efficiently, Busy Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly, often using technology to find quick solutions."

Keywords Used: Listen Carefully, Resolve Promptly, Technology Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel very valued as a customer, with employees remembering my preferences and offering personalized service."

Keywords Used: Valued Customer, Personalized Service, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "My visits are always pleasant and satisfying, thanks to the seamless integration of technology and excellent service."

Keywords Used: Pleasant Visits, Satisfying, Seamless Integration, Excellent Service

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "The billing process is quick and efficient, especially with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could benefit from a wider selection of niche products to cater to specific customer needs."

Keywords Used: Wider Selection, Niche Products, Cater to Needs

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Advanced self-checkout stations and interactive digital displays would enhance the overall shopping experience."

Keywords Used: Advanced Self-checkout, Interactive Digital Displays, Enhance Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, though expanding the range of unique products would be beneficial."

Keywords Used: Meets Expectations, Expanding Range, Unique Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always leave the store feeling satisfied and content with my shopping experience."

Keywords Used: Satisfied, Content, Shopping Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my expectations."

Keywords Used: Very Pleased, Quality, Value, Meets Expectations

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store's online services are excellent, providing a seamless and convenient shopping experience with prompt deliveries."

Keywords Used: Excellent Online Services, Seamless, Convenient, Prompt Deliveries

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases matches the high standards of in-store products, with reliable delivery times."

Keywords Used: Matches High Standards, In-store Products, Reliable Delivery Times

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the attentive and knowledgeable assistance provided by the employees."

Keywords Used: Extremely Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it consistently meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided always exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store to always provide high-quality products that meet my standards."

Keywords Used: Trust, High-quality Products, Meet Standards

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue shopping here for my future needs."

Keywords Used: Absolutely, Continue Shopping, Future Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and discounts offered are very beneficial, providing significant savings."

Keywords Used: Loyalty Rewards, Discounts, Beneficial, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Regular Customers, Special Perks, Discounts, Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store because of its excellent quality and service, backed by advanced technology."

Keywords Used: Highly Recommend, Excellent Quality, Advanced Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Certainly, I look forward to visiting the store again, especially with the excellent integration of technology."

Keywords Used: Certainly, Look Forward, Excellent Integration, Technology

Participant Code: R107

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store features a sleek, contemporary design and state-of-the-art equipment that enhances the shopping experience."

Keywords Used: Sleek, Contemporary Design, State-of-the-art Equipment, Enhances Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The restrooms and fitting rooms are always clean and well-maintained, which makes shopping very convenient."

Keywords Used: Clean, Well-maintained, Convenient

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is very intuitive, and the digital kiosks make locating products straightforward."

Keywords Used: Intuitive Layout, Digital Kiosks, Locating Products, Straightforward

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers through their app, which significantly enhances my shopping experience."

Keywords Used: Regularly Receive, Promotional Offers, App, Enhances Experience

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store reliably meets its promises, which reinforces my trust in their service."

Keywords Used: Reliably Meets Promises, Reinforces Trust

Question: Do the stores perform the service right the first time?

Response: "Services are consistently performed correctly the first time, which showcases their efficiency."

Keywords Used: Performed Correctly, First Time, Showcases Efficiency

Question: Do the employees make information easily obtainable by all the customers?

Response: "Information is readily accessible through both the staff and digital kiosks, ensuring customers are well-informed."

Keywords Used: Readily Accessible, Staff, Digital Kiosks, Well-informed

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to the integration of advanced technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Advanced Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, and technology greatly enhances their ability to provide accurate information."

Keywords Used: Willing to Assist, Technology Enhances, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and knowledgeable behaviour of employees instills a lot of confidence."

Keywords Used: Professional, Knowledgeable, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are very knowledgeable and courteous, providing thorough and polite answers."

Keywords Used: Knowledgeable, Courteous, Thorough Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to their professional handling and secure systems."

Keywords Used: Very Secure, Professional Handling, Secure Systems

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees respond quickly and efficiently."

Keywords Used: Respond Quickly, Efficiently, Busy Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly, often using technology to expedite solutions."

Keywords Used: Listen Carefully, Resolve Promptly, Technology Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel highly valued as a regular customer, with employees offering personalized service and remembering my preferences."

Keywords Used: Highly Valued, Personalized Service, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "My visits are always pleasant and satisfying, largely due to the seamless integration of technology and excellent service."

Keywords Used: Pleasant Visits, Satisfying, Seamless Integration, Excellent Service

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, especially with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could benefit from a wider selection of niche and specialty products to cater to specific customer needs."

Keywords Used: Wider Selection, Niche Products, Cater to Needs

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More advanced self-checkout stations and interactive digital displays would greatly enhance the overall shopping experience."

Keywords Used: Advanced Self-checkout, Interactive Digital Displays, Enhance Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, though expanding the range of unique products would be beneficial."

Keywords Used: Meets Expectations, Expanding Range, Unique Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always leave the store feeling satisfied and content with my shopping experience."

Keywords Used: Satisfied, Content, Shopping Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my expectations."

Keywords Used: Very Pleased, Quality, Value, Meets Expectations

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online shopping experience is fantastic, with an easy-to-navigate website and prompt delivery."

Keywords Used: Fantastic Online Shopping, Easy-to-navigate Website, Prompt Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is on par with in-store products, with reliable and timely deliveries."

Keywords Used: On Par with In-store Products, Reliable Deliveries, Timely

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the attentive and knowledgeable assistance provided by the employees."

Keywords Used: Extremely Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it consistently meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided always exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store to always provide high-quality products that meet my standards."

Keywords Used: Trust, High-quality Products, Meet Standards

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue shopping here for my future needs."

Keywords Used: Absolutely, Continue Shopping, Future Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and discounts offered are very beneficial, providing significant savings."

Keywords Used: Loyalty Rewards, Discounts, Beneficial, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Regular Customers, Special Perks, Discounts, Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store because of its excellent quality and service, backed by advanced technology."

Keywords Used: Highly Recommend, Excellent Quality, Advanced Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Certainly, I look forward to visiting the store again, especially with the excellent integration of technology."

Keywords Used: Certainly, Look Forward, Excellent Integration, Technology

Participant Code: R108

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Twice a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store is beautifully designed with modern equipment, making the shopping experience visually pleasing and efficient."

Keywords Used: Beautifully Designed, Modern Equipment, Visually Pleasing, Efficient

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The restrooms and fitting rooms are always clean and conveniently located, enhancing the overall shopping experience."

Keywords Used: Clean, Conveniently Located, Enhancing Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "Finding products is easy due to the well-organized layout and helpful digital kiosks."

Keywords Used: Easy, Well-organized Layout, Helpful Digital Kiosks

Question: Do you get any promotional offers from the store?

Response: "I frequently receive promotional offers via their app, which adds great value to my shopping trips."

Keywords Used: Frequently Receive, Promotional Offers, App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently fulfils its promises, which builds my trust in their reliability."

Keywords Used: Consistently Fulfils Promises, Builds Trust, Reliability

Question: Do the stores perform the service right the first time?

Response: "Services are always performed correctly the first time, demonstrating their commitment to quality."

Keywords Used: Performed Correctly, First Time, Commitment to Quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are very helpful and information is easily accessible through both staff and digital kiosks."

Keywords Used: Helpful Employees, Accessible Information, Digital Kiosks

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to their effective use of technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Effective Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, with technology greatly enhancing their ability to provide accurate information."

Keywords Used: Willing to Assist, Technology Enhances, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees definitely instills confidence."

Keywords Used: Professional, Courteous, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, always providing thorough and polite answers."

Keywords Used: Knowledgeable, Courteous, Thorough Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to their professional handling and robust digital security systems."

Keywords Used: Very Secure, Professional Handling, Robust Digital Security

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even when the store is busy, employees respond quickly and efficiently."

Keywords Used: Respond Quickly, Efficiently, Busy Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly, often using technology to find quick solutions."

Keywords Used: Listen Carefully, Resolve Promptly, Technology Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel very valued as a customer, with employees remembering my preferences and offering personalized service."

Keywords Used: Valued Customer, Personalized Service, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, thanks to the seamless integration of technology and excellent service."

Keywords Used: Pleasant Visits, Satisfying, Seamless Integration, Excellent Service

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, especially with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always feel a sense of satisfaction and contentment after visiting, due to the consistently positive experience."

Keywords Used: Satisfaction, Contentment, Consistently Positive Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my expectations."

Keywords Used: Very Pleased, Quality, Value, Meets Expectations

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online services are superb, offering a user-friendly platform and efficient delivery."

Keywords Used: Superb Online Services, User-friendly Platform, Efficient Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is excellent and matches the high standards of in-store products."

Keywords Used: Excellent Quality, Matches High Standards, In-store Products

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the attentive and knowledgeable assistance provided by the employees."

Keywords Used: Extremely Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it consistently meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided always exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store to always provide high-quality products that meet my standards."

Keywords Used: Trust, High-quality Products, Meet Standards

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue shopping here for my future needs."

Keywords Used: Absolutely, Continue Shopping, Future Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and discounts offered are very beneficial, providing significant savings."

Keywords Used: Loyalty Rewards, Discounts, Beneficial, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Regular Customers, Special Perks, Discounts, Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store because of its excellent quality and service, backed by advanced technology."

Keywords Used: Highly Recommend, Excellent Quality, Advanced Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Certainly, I look forward to visiting the store again, especially with the excellent integration of technology."

Keywords Used: Certainly, Look Forward, Excellent Integration, Technology

Participant Code: R109

Gender: Male

Age Group: 50-60 years

Frequency of Visits: Occasionally

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store has a very modern and stylish design, and the equipment is up-to-date, which makes the shopping experience enjoyable."

Keywords Used: Modern, Stylish Design, Up-to-date Equipment, Enjoyable Experience

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The facilities are always clean and well-maintained, adding to the convenience and overall pleasant shopping experience."

Keywords Used: Clean, Well-maintained, Convenience, Pleasant Shopping Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store's layout is well thought out, making it easy to find everything in one place without hassle."

Keywords Used: Well Thought Out Layout, Easy to Find, Without Hassle

Question: Do you get any promotional offers from the store?

Response: "I often receive promotional offers via their app, which adds significant value to my shopping experience."

Keywords Used: Often Receive, Promotional Offers, App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently keeps its promises, which has reinforced my trust in their reliability."

Keywords Used: Consistently Keeps Promises, Reinforced Trust, Reliability

Question: Do the stores perform the service right the first time?

Response: "Services are performed correctly the first time, which demonstrates their commitment to quality."

Keywords Used: Performed Correctly, First Time, Commitment to Quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are very helpful, and information is easily accessible through both staff and digital kiosks."

Keywords Used: Helpful Employees, Easily Accessible Information, Digital Kiosks

Question: Do employees give prompt service to your query?

Response: "Service is always prompt and efficient, even during busy times, thanks to their effective use of technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Effective Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to assist, with technology greatly enhancing their ability to provide accurate information."

Keywords Used: Willing to Assist, Technology Enhances, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees instills a lot of confidence in their service."

Keywords Used: Professional, Courteous, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are very knowledgeable and courteous, always providing thorough and polite answers."

Keywords Used: Knowledgeable, Courteous, Thorough Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to their professional handling and robust digital security systems."

Keywords Used: Very Secure, Professional Handling, Robust Digital Security

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond quickly and efficiently."

Keywords Used: Respond Quickly, Efficiently, Busy Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly, often using technology to find quick solutions."

Keywords Used: Listen Carefully, Resolve Promptly, Technology Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel very valued as a customer, with employees remembering my preferences and offering personalized service."

Keywords Used: Valued Customer, Personalized Service, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, thanks to the seamless integration of technology and excellent service."

Keywords Used: Pleasant Visits, Satisfying, Seamless Integration, Excellent Service

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, especially with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could enhance its selection by incorporating more niche and specialty products."

Keywords Used: Enhance Selection, Incorporate More, Niche, Specialty Products

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "Introducing more advanced self-checkout stations and interactive digital displays would significantly enhance the shopping experience."

Keywords Used: Advanced Self-checkout Stations, Interactive Digital Displays, Significantly Enhance

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, but expanding the variety of unique and high-demand products would be beneficial."

Keywords Used: Generally Meets Expectations, Expanding Variety, Unique, High-demand Products, Beneficial

Feelings

Question: How do you feel about your visit to the store?

Response: "I always leave the store feeling satisfied and content with my shopping experience."

Keywords Used: Satisfied, Content, Shopping Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my expectations."

Keywords Used: Very Pleased, Quality, Value, Meets Expectations

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the online platform is exceptional, providing a seamless shopping experience and reliable delivery."

Keywords Used: Exceptional Online Platform, Seamless Shopping Experience, Reliable Delivery

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases is excellent and matches the high standards of in-store products."

Keywords Used: Excellent Quality, Matches High Standards, In-store Products

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the attentive and knowledgeable assistance provided by the employees."

Keywords Used: Extremely Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it consistently meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided always exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store to always provide high-quality products that meet my standards."

Keywords Used: Trust, High-quality Products, Meet Standards

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue shopping here for my future needs."

Keywords Used: Absolutely, Continue Shopping, Future Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and discounts offered are very beneficial, providing significant savings."

Keywords Used: Loyalty Rewards, Discounts, Beneficial, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Regular Customers, Special Perks, Discounts, Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store because of its excellent quality and service, backed by advanced technology."

Keywords Used: Highly Recommend, Excellent Quality, Advanced Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Certainly, I look forward to visiting the store again, especially with the excellent integration of technology."

Keywords Used: Certainly, Look Forward, Excellent Integration, Technology

Participant Code: R110

Gender: Female

Age Group: 30-40 years

Frequency of Visits: Once a month

Response Type: Positive

Functional Performance

Question: Have the stores contained modern-looking pieces of equipment and building outlooks?

Response: "The store's modern architecture and advanced equipment create a very inviting shopping environment."

Keywords Used: Modern Architecture, Advanced Equipment, Inviting Shopping Environment

Question: Do the stores have clean, attractive, and convenient physical facilities (restrooms, fitting rooms)?

Response: "The restrooms and fitting rooms are always clean and conveniently located, which enhances the shopping experience."

Keywords Used: Clean, Conveniently Located, Enhances Shopping Experience

Question: Is it easier for customers to find the desired goods in one place?

Response: "The store layout is very intuitive, making it easy to find everything in one place."

Keywords Used: Intuitive Layout, Easy to Find, One Place

Question: Do you get any promotional offers from the store?

Response: "I regularly receive promotional offers through their app, which adds significant value to my shopping trips."

Keywords Used: Regularly Receive, Promotional Offers, App, Adds Value

Question: When stores promise to do something by a certain time, do they do so?

Response: "The store consistently meets its promises, which builds my trust in their reliability."

Keywords Used: Consistently Meets Promises, Builds Trust, Reliability

Question: Do the stores perform the service right the first time?

Response: "Services are performed correctly the first time, which demonstrates their commitment to quality."

Keywords Used: Performed Correctly, First Time, Commitment to Quality

Question: Do the employees make information easily obtainable by all the customers?

Response: "Employees are very helpful, and information is easily accessible through both staff and digital kiosks."

Keywords Used: Helpful Employees, Easily Accessible Information, Digital Kiosks

Question: Do employees give prompt service to your query?

Response: "Service is prompt and efficient, even during busy times, thanks to their effective use of technology."

Keywords Used: Prompt Service, Efficient, Busy Times, Effective Technology

Question: Do you think employees are willing to assist their customers?

Response: "Employees are always willing to help, with technology greatly enhancing their ability to provide accurate information."

Keywords Used: Willing to Help, Technology Enhances, Accurate Information

Question: Do you agree that the behaviour of employees in stores instills confidence in customers?

Response: "The professional and courteous behaviour of employees definitely instills confidence."

Keywords Used: Professional, Courteous, Instills Confidence

Question: Do the employees at the store have the knowledge to answer my questions and do they respond with courtesy?

Response: "Employees are knowledgeable and courteous, always providing thorough and polite answers."

Keywords Used: Knowledgeable, Courteous, Thorough Answers

Question: Do you feel safe in your transactions with employees in the stores?

Response: "I feel very secure during transactions, thanks to their professional handling and robust digital security systems."

Keywords Used: Very Secure, Professional Handling, Robust Digital Security

Question: Do you feel that employees in stores are too busy to respond to customers' requests?

Response: "Even during busy times, employees manage to respond quickly and efficiently."

Keywords Used: Respond Quickly, Efficiently, Busy Times

Question: Do the employees attentively listen to the issues and resolve them immediately?

Response: "Employees listen carefully and resolve issues promptly, often using technology to find quick solutions."

Keywords Used: Listen Carefully, Resolve Promptly, Technology Solutions

Technical Performance

Question: Do you feel that employees treated their customers in a valued way as regular customers?

Response: "I feel very valued as a customer, with employees remembering my preferences and offering personalized service."

Keywords Used: Valued Customer, Personalized Service, Remember Preferences

Question: How do you feel about your visit to the store?

Response: "My visits are consistently pleasant and satisfying, thanks to the seamless integration of technology and excellent service."

Keywords Used: Pleasant Visits, Satisfying, Seamless Integration, Excellent Service

Question: Do you get the goods of your need from the store?

Response: "I always find what I need, with the store's inventory management technology ensuring availability."

Keywords Used: Always Find, Inventory Management, Ensuring Availability

Question: Do the employees help in reducing the time in search of desired products?

Response: "Employees and in-store technology significantly reduce the time spent searching for products."

Keywords Used: Reduce Search Time, Employees, In-store Technology

Question: Do you feel that time spent on the billing counter is reasonable?

Response: "Billing is quick and efficient, especially with the option of self-checkout kiosks."

Keywords Used: Quick Billing, Efficient, Self-checkout Kiosks

Perceived Service Quality

Question: Are you satisfied with the physical facilities and services the store offers?

Response: "I am very satisfied with the pristine facilities and high-quality services provided by the store."

Keywords Used: Very Satisfied, Pristine Facilities, High-quality Services

Question: In what areas is the store lacking?

Response: "The store could benefit from a wider selection of niche and specialty products to cater to specific customer needs."

Keywords Used: Wider Selection, Niche Products, Cater to Needs

Expected Service Quality

Question: What are the features you have desired to be in the store?

Response: "More advanced self-checkout stations and interactive digital displays would greatly enhance the overall shopping experience."

Keywords Used: Advanced Self-checkout, Interactive Digital Displays, Enhance Experience

Perceived Gaps

Question: Has the store met your expectations related to the services and range of the products they offer?

Response: "The store generally meets my expectations, though expanding the range of unique products would be beneficial."

Keywords Used: Meets Expectations, Expanding Range, Unique Products, Beneficial Feelings

Question: How do you feel about your visit to the store?

Response: "I always leave the store feeling satisfied and content with my shopping experience."

Keywords Used: Satisfied, Content, Shopping Experience

Question: How do you feel about the purchases?

Response: "I am very pleased with the quality and value of my purchases, which consistently meet my expectations."

Keywords Used: Very Pleased, Quality, Value, Meets Expectations

Technology and Tangibility

Question: Does the store offer online services as well?

Response: "Yes, the store's online platform is user-friendly and efficient, providing a seamless shopping experience and timely deliveries."

Keywords Used: User-friendly Online Platform, Efficient, Seamless Shopping Experience, Timely Deliveries

Question: Do the online purchases satisfy the quality criteria?

Response: "The quality of online purchases matches the high standards of in-store products, with reliable delivery times."

Keywords Used: Matches High Standards, In-store Products, Reliable Delivery Times

Customer Satisfaction

Question: Are you satisfied with the assistance provided by the employees?

Response: "I am extremely satisfied with the attentive and knowledgeable assistance provided by the employees."

Keywords Used: Extremely Satisfied, Attentive, Knowledgeable Assistance

Question: What do you feel about the decision regarding the selection of the store?

Response: "Choosing this store has been a great decision, as it consistently meets all my shopping needs efficiently."

Keywords Used: Great Decision, Meets Needs, Efficiently

Question: Are you satisfied with the services provided by the store?

Response: "The services provided always exceed my expectations, reaffirming my loyalty to the store."

Keywords Used: Exceed Expectations, Reaffirming Loyalty

Brand Loyalty

Question: Do you trust the store to provide quality products?

Response: "I trust this store to always provide high-quality products that meet my standards."

Keywords Used: Trust, High-quality Products, Meet Standards

Question: Do you intend to make further purchases from the same store?

Response: "Absolutely, I will continue shopping here for my future needs."

Keywords Used: Absolutely, Continue Shopping, Future Needs

Future Benefits

Question: Do you see any gains in purchasing from this store?

Response: "The loyalty rewards and discounts offered are very beneficial, providing significant savings."

Keywords Used: Loyalty Rewards, Discounts, Beneficial, Significant Savings

Question: Do the store facilities its regular customers?

Response: "Regular customers receive special perks and discounts, which is very rewarding."

Keywords Used: Regular Customers, Special Perks, Discounts, Rewarding

Word of Mouth

Question: Would you recommend the store to your friends and family?

Response: "I highly recommend this store because of its excellent quality and service, backed by advanced technology."

Keywords Used: Highly Recommend, Excellent Quality, Advanced Technology

Repurchase Intention

Question: Would you like to visit the store in the future?

Response: "Certainly, I look forward to visiting the store again, especially with the excellent integration of technology."

Keywords Used: Certainly, Look Forward, Excellent Integration, Technology

Chi-Square Output Tables

Table 1: Functional Performance

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
African	Count	13.000	6.000	5.000	24.000
	% within row	54.167 %	25.000 %	20.833 %	100.000 %
	% within column	35.135 %	16.216 %	13.889 %	21.818 %
	% of total	11.818 %	5.455 %	4.545 %	21.818 %
Emirati	Count	5.000	5.000	17.000	27.000
	% within row	18.519 %	18.519 %	62.963 %	100.000 %
	% within column	13.514 %	13.514 %	47.222 %	24.545 %
	% of total	4.545 %	4.545 %	15.455 %	24.545 %
Other Arab	Count	1.000	10.000	2.000	13.000
	% within row	7.692 %	76.923 %	15.385 %	100.000 %
	% within column	2.703 %	27.027 %	5.556 %	11.818 %
	% of total	0.909 %	9.091 %	1.818 %	11.818 %
South Asian	Count	15.000	9.000	3.000	27.000
	% within row	55.556 %	33.333 %	11.111 %	100.000 %
	% within column	40.541 %	24.324 %	8.333 %	24.545 %
	% of total	13.636 %	8.182 %	2.727 %	24.545 %
Western	Count	3.000	7.000	9.000	19.000
	% within row	15.789 %	36.842 %	47.368 %	100.000 %
	% within column	8.108 %	18.919 %	25.000 %	17.273 %
	% of total	2.727 %	6.364 %	8.182 %	17.273 %
Total	Count	37.000	37.000	36.000	110.000
	% within row	33.636 %	33.636 %	32.727 %	100.000 %
	% within column	100.000 %	100.000 %	100.000 %	100.000 %
	% of total	33.636 %	33.636 %	32.727 %	100.000 %

Chi-Squared Tests

Value	df	p
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N 110

Table 2: Technical Performance

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
African	Count	14.000	3.000	5.000	22.000

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
Emirati	% within row	63.636 %	13.636 %	22.727 %	100.000 %
	% within column	35.000 %	7.500 %	16.667 %	20.000 %
	% of total	12.727 %	2.727 %	4.545 %	20.000 %
	Count	5.000	3.000	12.000	20.000
	% within row	25.000 %	15.000 %	60.000 %	100.000 %
	% within column	12.500 %	7.500 %	40.000 %	18.182 %
	% of total	4.545 %	2.727 %	10.909 %	18.182 %
	Count	4.000	12.000	5.000	21.000
Other Arab	% within row	19.048 %	57.143 %	23.810 %	100.000 %
	% within column	10.000 %	30.000 %	16.667 %	19.091 %
	% of total	3.636 %	10.909 %	4.545 %	19.091 %
	Count	13.000	14.000	5.000	32.000
South Asian	% within row	40.625 %	43.750 %	15.625 %	100.000 %
	% within column	32.500 %	35.000 %	16.667 %	29.091 %
	% of total	11.818 %	12.727 %	4.545 %	29.091 %
	Count	4.000	8.000	3.000	15.000
Western	% within row	26.667 %	53.333 %	20.000 %	100.000 %
	% within column	10.000 %	20.000 %	10.000 %	13.636 %
	% of total	3.636 %	7.273 %	2.727 %	13.636 %
	Count	40.000	40.000	30.000	110.000
Total	% within row	36.364 %	36.364 %	27.273 %	100.000 %
	% within column	100.000 %	100.000 %	100.000 %	100.000 %
	% of total	36.364 %	36.364 %	27.273 %	100.000 %

Chi-Squared Tests

	Value	df	p
X ²	27.283	8	< .001
N	110		

Table 3: Perceived Service Quality

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
African	Count	15.000	5.000	3.000	23.000
	% within row	65.217 %	21.739 %	13.043 %	100.000 %
	% within column	36.585 %	14.706 %	8.571 %	20.909 %
	% of total	13.636 %	4.545 %	2.727 %	20.909 %
Emirati	Count	4.000	1.000	13.000	18.000
	% within row	22.222 %	5.556 %	72.222 %	100.000 %
	% within column	9.756 %	2.941 %	37.143 %	16.364 %
	% of total	3.636 %	0.909 %	11.818 %	16.364 %
Other Arab	Count	4.000	9.000	5.000	18.000
	% within row	22.222 %	50.000 %	27.778 %	100.000 %
	% within column	9.756 %	26.471 %	14.286 %	16.364 %
	% of total	3.636 %	8.182 %	4.545 %	16.364 %
South Asian	Count	14.000	11.000	8.000	33.000
	% within row	42.424 %	33.333 %	24.242 %	100.000 %
	% within column	34.146 %	32.353 %	22.857 %	30.000 %
	% of total	12.727 %	10.000 %	7.273 %	30.000 %
Western	Count	4.000	8.000	6.000	18.000
	% within row	22.222 %	44.444 %	33.333 %	100.000 %
	% within column	9.756 %	23.529 %	17.143 %	16.364 %
	% of total	3.636 %	7.273 %	5.455 %	16.364 %
Total	Count	41.000	34.000	35.000	110.000
	% within row	37.273 %	30.909 %	31.818 %	100.000 %
	% within column	100.000 %	100.000 %	100.000 %	100.000 %
	% of total	37.273 %	30.909 %	31.818 %	100.000 %

Chi-Squared Tests

Value	df	p
X ² 28.440	8	< .001
N	110	

Table 4: Expected Service Quality

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
African	Count	9.000	2.000	3.000	14.000
	% within row	64.286 %	14.286 %	21.429 %	100.000 %
	% within column	24.324 %	5.714 %	7.895 %	12.727 %
	% of total	8.182 %	1.818 %	2.727 %	12.727 %
Emirati	Count	1.000	3.000	18.000	22.000
	% within row	4.545 %	13.636 %	81.818 %	100.000 %
	% within column	2.703 %	8.571 %	47.368 %	20.000 %
	% of total	0.909 %	2.727 %	16.364 %	20.000 %
Other Arab	Count	5.000	12.000	1.000	18.000
	% within row	27.778 %	66.667 %	5.556 %	100.000 %
	% within column	13.514 %	34.286 %	2.632 %	16.364 %
	% of total	4.545 %	10.909 %	0.909 %	16.364 %
South Asian	Count	13.000	7.000	7.000	27.000
	% within row	48.148 %	25.926 %	25.926 %	100.000 %
	% within column	35.135 %	20.000 %	18.421 %	24.545 %
	% of total	11.818 %	6.364 %	6.364 %	24.545 %
Western	Count	9.000	11.000	9.000	29.000
	% within row	31.034 %	37.931 %	31.034 %	100.000 %
	% within column	24.324 %	31.429 %	23.684 %	26.364 %
	% of total	8.182 %	10.000 %	8.182 %	26.364 %
Total	Count	37.000	35.000	38.000	110.000
	% within row	33.636 %	31.818 %	34.545 %	100.000 %
	% within column	100.000 %	100.000 %	100.000 %	100.000 %
	% of total	33.636 %	31.818 %	34.545 %	100.000 %

Chi-Squared Tests

	Value	df	p
X ²	42.513	8	< .001
N	110		

Table 5: Customer Satisfaction

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
African	Count	16.000	4.000	6.000	26.000
	% within row	61.538 %	15.385 %	23.077 %	100.000 %
	% within column	42.105 %	11.111 %	16.667 %	23.636 %
	% of total	14.545 %	3.636 %	5.455 %	23.636 %
Emirati	Count	5.000	2.000	16.000	23.000
	% within row	21.739 %	8.696 %	69.565 %	100.000 %
	% within column	13.158 %	5.556 %	44.444 %	20.909 %
	% of total	4.545 %	1.818 %	14.545 %	20.909 %
Other Arab	Count	6.000	11.000	1.000	18.000
	% within row	33.333 %	61.111 %	5.556 %	100.000 %
	% within column	15.789 %	30.556 %	2.778 %	16.364 %
	% of total	5.455 %	10.000 %	0.909 %	16.364 %
South Asian	Count	7.000	15.000	5.000	27.000
	% within row	25.926 %	55.556 %	18.519 %	100.000 %
	% within column	18.421 %	41.667 %	13.889 %	24.545 %
	% of total	6.364 %	13.636 %	4.545 %	24.545 %
Western	Count	4.000	4.000	8.000	16.000
	% within row	25.000 %	25.000 %	50.000 %	100.000 %
	% within column	10.526 %	11.111 %	22.222 %	14.545 %
	% of total	3.636 %	3.636 %	7.273 %	14.545 %
Total	Count	38.000	36.000	36.000	110.000
	% within row	34.545 %	32.727 %	32.727 %	100.000 %
	% within column	100.000 %	100.000 %	100.000 %	100.000 %
	% of total	34.545 %	32.727 %	32.727 %	100.000 %

Chi-Squared Tests

	Value	df	p
X ²	40.518	8	< .001
N	110		

Table 6: Brand Loyalty

Contingency Tables

Nationality		Response			Total
		Overall Negative	Overall Neutral	Overall Positive	
African	Count	15.000	4.000	1.000	20.000
	% within row	75.000 %	20.000 %	5.000 %	100.000 %
	% within column	39.474 %	10.256 %	3.030 %	18.182 %
	% of total	13.636 %	3.636 %	0.909 %	18.182 %
Emirati	Count	3.000	1.000	15.000	19.000
	% within row	15.789 %	5.263 %	78.947 %	100.000 %
	% within column	7.895 %	2.564 %	45.455 %	17.273 %
	% of total	2.727 %	0.909 %	13.636 %	17.273 %
Other Arab	Count	4.000	12.000	1.000	17.000
	% within row	23.529 %	70.588 %	5.882 %	100.000 %
	% within column	10.526 %	30.769 %	3.030 %	15.455 %
	% of total	3.636 %	10.909 %	0.909 %	15.455 %
South Asian	Count	12.000	10.000	5.000	27.000
	% within row	44.444 %	37.037 %	18.519 %	100.000 %
	% within column	31.579 %	25.641 %	15.152 %	24.545 %
	% of total	10.909 %	9.091 %	4.545 %	24.545 %
Western	Count	4.000	12.000	11.000	27.000
	% within row	14.815 %	44.444 %	40.741 %	100.000 %
	% within column	10.526 %	30.769 %	33.333 %	24.545 %
	% of total	3.636 %	10.909 %	10.000 %	24.545 %
Total	Count	38.000	39.000	33.000	110.000
	% within row	34.545 %	35.455 %	30.000 %	100.000 %
	% within column	100.000 %	100.000 %	100.000 %	100.000 %
	% of total	34.545 %	35.455 %	30.000 %	100.000 %

Chi-Squared Tests

	Value	df	p
X ²	53.462	8	< .001
N	110		

Sample responded record for Thematic analysis

Thematic Analysis Complete - Excel												
File Home Insert Page Layout Formulas Data Review View Tell me what you want to do												
Cut Copy Paste Format Painter Font Paragraph Alignment Number Conditional Formatting Check Cell Exploratory Input Linked Cell Note Calculation Insert Delete Format Clear Sort & Filter Find & Select AutoSum Flair Editing Sign in Share												
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Participant	Gender	Age Group	Frequency of Visits	Question	Response	Overall Positive	Keywords	Code										
P001	Male	30-40 years	Once a week	What are the features purchased desired to be in the store?	Store offers more ergonomic layout with additional checkout options to manage crowd better during peak hours.	Overall Positive	Layout, Mobile App	Exp001										
P002	Female	40-50 years	Once a week	What are the features purchased desired to be in the store?	Would like to see more self-service options and better organization of the store layout to ease shopping.	Overall Neutral	Self-service, Organization	Exp002										
P003	Male	50-60 years	Once a week	What are the features purchased desired to be in the store?	Like the store to offer more interactive product demos and detailed product information for electronics.	Overall Positive	Interactive, Detailed Product Information	Exp003										
P004	Female	20-30 years	Once a month	What are the features purchased desired to be in the store?	Like to see more efficient customer service points and better managed stock levels to avoid frequent shortages.	Overall Negative	Efficient, Better Managed, Shortages	Exp004										
P005	Male	30-40 years	Once a month	What are the features purchased desired to be in the store?	Would like to see more technological integration such as digital signage and interactive product guides.	Overall Neutral	Technological Integration, Digital Signage, Interactive Guides	Exp005										
P006	Female	40-50 years	Once a month	What are the features purchased desired to be in the store?	Would appreciate more interactive displays and web-based shopping aids to make choosing products even easier.	Overall Positive	Interactive Displays, Tech-based, Easier	Exp006										
P007	Male	50-60 years	Once a week	What are the features purchased desired to be in the store?	Would like to see more efficient checkout processes and better customer engagement from the staff.	Overall Negative	Efficient Checkout, Better Customer Engagement	Exp007										
P008	Female	20-30 years	Once a month	What are the features purchased desired to be in the store?	Would like to see more environmentally friendly options and sustainable products as part of their offerings.	Overall Positive	Environmentally Friendly, Sustainable Products	Exp008										
P009	Male	30-40 years	Once a month	What are the features purchased desired to be in the store?	Like to see more self-service and digital signage to help manage the store more easily.	Overall Positive	Self-service Options, Digital Signage, Help Manage	Exp009										
P010	Female	40-50 years	Once a week	What are the features purchased desired to be in the store?	Would like to see more interactive kiosks and self-checkout options to streamline the shopping experience.	Overall Positive	More Interactive, Digital Kiosks, Product Information	Exp010										
P011	Male	50-60 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Negative	Interactive kiosks, Modern tech, Enhance	Exp011										
P012	Female	20-30 years	Once a week	What are the features purchased desired to be in the store?	Would like to see more self-service options and better organization of the store layout to ease shopping.	Overall Neutral	Advanced technological integration, Ease of shopping, Faster check	Exp012										
P013	Male	30-40 years	Once a week	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Positive	Eco-friendly products, Interactive tech, Shopping convenience	Exp013										
P014	Female	40-50 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Negative	Advanced technological facilities, Self-checkout, Speed-up	Exp014										
P015	Male	50-60 years	Once a month	What are the features purchased desired to be in the store?	Would appreciate more interactive displays and web-based shopping aids to make choosing products even easier.	Overall Positive	Digital tools, Navigation apps, Interactive	Exp015										
P016	Female	20-30 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Neutral	Innovative features, Mobile apps, Faster checkouts	Exp016										
P017	Male	30-40 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Positive	Integration of technology, Product locations, Enhancing	Exp017										
P018	Female	40-50 years	Once a week	What are the features purchased desired to be in the store?	Would like more interactive displays and web-based shopping aids to make choosing products even easier.	Overall Neutral	Digital integration, Apps, Real-time	Exp018										
P019	Male	50-60 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Positive	More self-service options, Self-checkouts/kiosks, Convenient	Exp019										
P020	Female	20-30 years	Once a month	What are the features purchased desired to be in the store?	Would appreciate more interactive displays and web-based shopping aids to make choosing products even easier.	Overall Negative	More digital features, Apps, Enhance shopping experience	Exp020										
P021	Male	30-40 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Positive	Interactive kiosks, Digital kiosks, Virtual sign	Exp021										
P022	Female	40-50 years	Once a week	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Neutral	More tech integration, Interactive screens, Mobile payment	Exp022										
P023	Male	50-60 years	Once a week	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Positive	Innovation technology, Augmented reality, Balance visualization	Exp023										
P024	Female	20-30 years	Once a month	What are the features purchased desired to be in the store?	Would appreciate more interactive displays and web-based shopping aids to make choosing products even easier.	Overall Negative	Digital tools, Inventory control, Quicker checkout	Exp024										
P025	Male	30-40 years	Once a month	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	Overall Positive	Technological integration, Interactive product demos, Self-checkout stations	Exp025										
P026	Female	40-50 years	Once a week	What are the features purchased desired to be in the store?	Would like a more ergonomic layout and additional checkout options to manage crowds better during peak hours.	<												

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Participant ID	Gender	Age Group	Frequency of Visits	Questions	Responses	Response Type	Keywords	Code			
R01	Male	30-40 years	Once a month	1. Do the online services save me time? 2. Do the online purchases satisfy the quality criteria?	"Yes, the store offers online services as convenient and enhances my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Positive	Online Services, Convenient Quality, Consistently High	online Shopping			
R02	Female	40-50 years	Twice a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, they offer online services but the interface could be more user-friendly and the delivery faster." "The quality of online purchases is usually good, though I've experienced delays in delivery which can be frustrating."	Overall Neutral	Online Services, User-friendly Good Quality, Delayed Delivery	online Shopping			
R03	Male	35-45 years	Once a week	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the online services are convenient and user-friendly, adding value to the overall service experience." "The online purchases have consistently matched the in-store offerings which gives me satisfaction."	Overall Positive	Online Services, Convenient User-friendly Consistently Matches	online Shopping			
R04	Female	20-30 years	Occasionally	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"They do offer online services but the experience is inconsistent with occasional delays and order issues." "Online purchase quality is hit or miss; sometimes satisfactory but other times disappointing due to poor handling."	Overall Negative	Inconsistent, Delays, Order Issues Hit or Miss, Disappointing, Poor Handling	online Shopping			
R05	Male	30-40 years	Once a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the store offers online services which are convenient but could be more user-friendly and reliable." "The quality of online purchases is generally good though delivery times and stock accuracy could be better."	Overall Neutral	Online Services, Convenient User-friendly Good Delivery Times, Stock Accuracy	online Shopping			
R06	Female	40-50 years	Three a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the online services are convenient and reliable complementing the in-store experience nicely." "Online purchases maintain the same high quality as in-store items with reliable delivery services."	Overall Positive	Online Services, Convenient Reliable High Quality, Reliable Delivery	online Shopping			
R07	Male	50-60 years	Once a week	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The online services exist but are unreliable and not user-friendly which discourages their use." "Online purchases often do not match the quality or the descriptions provided leading to frequent returns."	Overall Negative	Unreliable, Not User-friendly Near Matches, Frequent Returns	online Shopping			
R08	Female	20-30 years	Occasionally	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"There are online services but they're slow and integrate poorly with the in-store offerings." "The quality of online purchases is mediocre and often falls short of what I expect from all brands."	Overall Positive	Online Services, Fragmented Mediocre Quality, Poor Integration	online Shopping			
R09	Male	30-40 years	Once a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the online services are available but need significant improvement in terms of site interface and reliability." "The quality of online purchases generally meets my expectations though the delivery process could be faster."	Overall Neutral	Online Services, Needs Improvement User Interface Reliability Meets Expectations, Delivery Process, Faster	online Shopping			
R10	Female	40-50 years	Once a week	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the store's online services are very efficient and user-friendly." "The quality of online purchases matches that of in-store items, and delivery is also prompt and reliable."	Overall Positive	Convenient, User-friendly Efficient, Prompt, Reliable	online Shopping			
R11	Female	20-30 years	Occasionally	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store's online services are convenient and enhance my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Negative	No robust, Not reliable, Resulting in frustration Adequate, Order accuracy, Delivery insterst	online Shopping			
R12	Male	50-60 years	Twice a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store offers online services but, the interface could be more user-friendly and deliver faster." "The quality of online purchases is variable, but better than delivery and reliable delivery services."	Overall Neutral	Online Services, User-friendly Variable Quality, Inconsistent Delivery	online Shopping			
R13	Female	30-40 years	Once a week	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store's online services are convenient and enhance my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Positive	Efficient, User-friendly Seamless integration Consistently match, Prompt, Reliable	online Shopping			
R14	Male	40-50 years	Once a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store's online services are convenient and enhance my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Negative	Okish, Not user-friendly Generally good, Fullfillent, Deliver	online Shopping			
R15	Female	30-40 years	Twice a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the online services are convenient and reliable, complementing the in-store experience nicely." "Online purchases maintain the same high quality as in-store items, with reliable delivery services."	Overall Positive	Robust, Complement, User-friendly Fast, No overrated, Prompt	online Shopping			
R16	Male	50-60 years	Occasionally	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store's online services are convenient and enhance my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Neutral	Available, Near user-friendly, Reliable Decent, Order accuracy, Delivery time	online Shopping			
R17	Female	20-30 years	Once a week	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store's online services are convenient and enhance my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Positive	User-friendly, Efficient, Complementing High-quality, Reliable, Prompt	online Shopping			
R18	Male	40-50 years	Once a month	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"Yes, the online services are convenient and reliable, complementing the in-store experience nicely." "Online purchases maintain the same high quality as in-store items, with reliable delivery services."	Overall Neutral	Available, Improved, User-friendly Generally meets, Delivery times, Enhanced	online Shopping			
R19	Female	30-40 years	Once a week	1. Do the store offer online services as well? 2. Do the online purchases satisfy the quality criteria?	"The store's online services are convenient and enhance my shopping options, although I prefer in-store visits." "The quality of online purchases has been consistently high, matching the in-store experience."	Overall Positive	Convenient, User-friendly, Spot home Items Consistently High quality, Reliable	online Shopping			
R20	R107	R108	R109	R110	Functional Performance Technical Performance Expected Service Quality Perceived Service Quality Technology and Tangibles Feelings Customer Satisfaction Brand Loyalty Future Intent						

Thematic Analysis Complete - Excel													
File Home Insert Page Layout Formulas Data Review View Tell me what you want to do... Sign In Share													
Font Background Color Borders Styles Alignment Number Conditional Formatting Formulas Normal Bad Good Neutral Calculation Check Cell Explainer Input Linked Cell Note													
Clipboard Font Alignment Number Conditional Formatting Formulas Normal Bad Good Neutral Calculation Check Cell Explainer Input Linked Cell Note													
K25	A	B	C	D	E	F	G	H	I	J	K	L	M
	Participant ID	Gender	Age Group	Frequency of Visits	Questions Asked	Response	Overall Positive	Keywords	Code				
R001	P001	Male	30-40 years	Once a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am very satisfied with the assistance; the employees are also eager to help and ensure a comfortable experience." "Very positive about choosing this store. It offers everything I look for in terms of service and product quality." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Positive	Satisfied, Comfortable Positive, Product Quality Excellent Service, Helpful Staff	Consentment Consentment Consentment				
R002	P002	Female	40-50 years	Twice a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I never complain; as long as you're satisfied with the service it's hard to find fault." "I feel it's a good choice for routine purchases but sometimes wish there were more options for specific needs." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Neutral	Satisfied, Hard Find Good Choice, Specific Needs Satisfied, Excellent Service	Consentment Consentment Consentment				
R003	P003	Male	50-60 years	Once a week	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I'm generally satisfied with the assistance; the employees are knowledgeable and offer a wide product availability." "Choosing this store has always been a good decision for me; it offers reliability and quality that truly trust." "These services provide an excellent member and all my shopping needs effectively."	Overall Positive	Satisfied, Knowledgeable Good Decision, Reliability, Quality Excellent, Member Needs	Consentment Consentment Consentment				
R004	P004	Female	20-30 years	Occasionally	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"It can't really be said because other than not finding helpful assistance is a challenge." "Looking back, I believe I have given the best decision for myself." "Not particularly; the service levels are below what I would expect for such a well-known store."	Overall Negative	Not Satisfied, Challenge Question, Disappointment Not Satisfied, Below Expectations	Consentment Consentment Consentment				
R005	P005	Male	30-40 years	Once a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I'm moderately satisfied with the assistance; it meets significantly with different employees." "There must be something about my good decision; I will definitely come back again." "The overall services are available but lackluster than a lot of potential improvement."	Overall Neutral	Modestly Satisfied, Varied Good Feelings, Consistent Possible, Potential for Improvement	Consentment Consentment Consentment				
R006	P006	Female	40-50 years	Twice a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am very satisfied with the level of assistance; employees are attentive and able to assist quickly." "I feel that choosing this store was a good decision; I will definitely return many times." "I am extremely satisfied with the services; the store consistently provides a high standard of customer care."	Overall Positive	Great Decision, Reliable Team Very Satisfied, Attentive, Ready to Help	Consentment Consentment Consentment				
R007	P007	Male	50-60 years	Once a week	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am generally dissatisfied with the assistance; it lacks proximity and efficiency." "When questioned by the decision regarding the selection of items, I found no negative experiences." "The services are generally better than what I don't align with the standards I expect from such retailers."	Overall Negative	Disappointed, Lack Proximity Question, Dissatisfaction Below Par, Standards	Consentment Consentment Consentment				
R008	P008	Female	20-30 years	Once a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am extremely satisfied with the level of assistance; Employees are attentive, knowledgeable and able to assist quickly." "Choosing this store has always been a good decision for me; it meets all my shopping needs." "The services are adequate but don't stay excited at the top level of a store of this caliber."	Overall Positive	Extremely Satisfied, Attentive, Knowledgeable Good Decision, Excellent Service Very Satisfied, Service, Adapt	Consentment Consentment Consentment				
R009	P009	Male	30-40 years	Once a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I'm moderately satisfied with the assistance; it's not outstanding but generally meets the basic requirements." "I remain somewhat ambivalent about my choice to shop here. It consistently meets some needs but I could find better elsewhere." "The services are adequate but don't stay excited at the top level of a store of this caliber."	Overall Neutral	Modestly Satisfied, Not Outstanding Neutral, Mixed Feelings Adequate, Not Always Excited, Caliber	Consentment Consentment Consentment				
R010	P010	Female	40-50 years	Once a week	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am very satisfied with the assistance provided by the employees; they are knowledgeable and able to assist quickly." "I feel confident in my decision to shop here; I consistently receive my needs and expectations." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Positive	Highly Satisfied, Attentive, Ready to assist Good decision, Offers everything Fully satisfied with the services provided by the staff	Consentment Consentment Consentment				
R011	P011	Female	20-30 years	Occasionally	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am very satisfied with the assistance provided by employees; they are always eager to help." "Very positive about choosing this store as it offers everything I look for in terms of service and product quality." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Negative	Not particularly satisfied, Lack attentiveness, Efficient Question, Convenience, Prompt responses Lacking, slightly disappointed, Next expectation	Consentment Consentment Consentment				
R012	P012	Male	50-60 years	Twice a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"Assistance varies; sometimes less varied, other times it's hard to find help." "I feel it's a good choice for various purchases, but I sometimes wish there were more options for specific needs." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Neutral	Modestly satisfied, General helpful, Inconsistent at Convenience, Items, Not overly enthusiastic Adequate but not impressive Customer care	Consentment Consentment Consentment				
R013	P013	Female	30-40 years	Once a week	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am very satisfied with the assistance provided by employees; they are also eager to help." "Very positive about choosing this store as it offers everything I look for in terms of service and product quality." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Positive	Extremely Satisfied, Go-to store, Solid Customer support Very Positive, Considerate, Excellent expectation Fully satisfied with the services provided by the staff	Consentment Consentment Consentment				
R014	P014	Male	40-50 years	Once a month	1. Are you satisfied with the assistance provided by the employees? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I am very satisfied with the assistance provided by employees; they are also eager to help." "Very positive about choosing this store as it offers everything I look for in terms of service and product quality." "I am fully satisfied with the services provided by the staff; they consistently meet my shopping needs and expectations."	Overall Negative	Vague, Halfhearted, Incomprehensible Convenience, Politeness, Switch Not particularly satisfied, Don't meet expectations	Consentment Consentment Consentment				
R015	P015	Female	30-40 years	Twice a month	1. Are you satisfied with the level of assistance; employees are attentive and able to assist quickly? 2. What do you think about the decision regarding the selection of items? 3. Are you satisfied with the services provided by the store?	"I							