

Heritage's Explorers Non-Current Guests Analysis

Christina Celletti-Combs, Karen Drake, Victoria Ieradi, Gina Kiger



Agenda

- Project Overview
 - Secondary Research
 - Primary Research
 - Methodology
 - Results & Interpretation
 - Recommendations
-



Project Overview



Semester Project

- Secondary & Primary Research
- Introduce new target market
- Recommendations based on findings



Objectives

- Overall objective: 40-80 years old > 18-40 years old
- Non-guests analysis for path 2
 - Identify where they go instead of Heritage's
 - Identify non-guests behaviors
 - Identify reasons why non-guests do not go to Heritage's

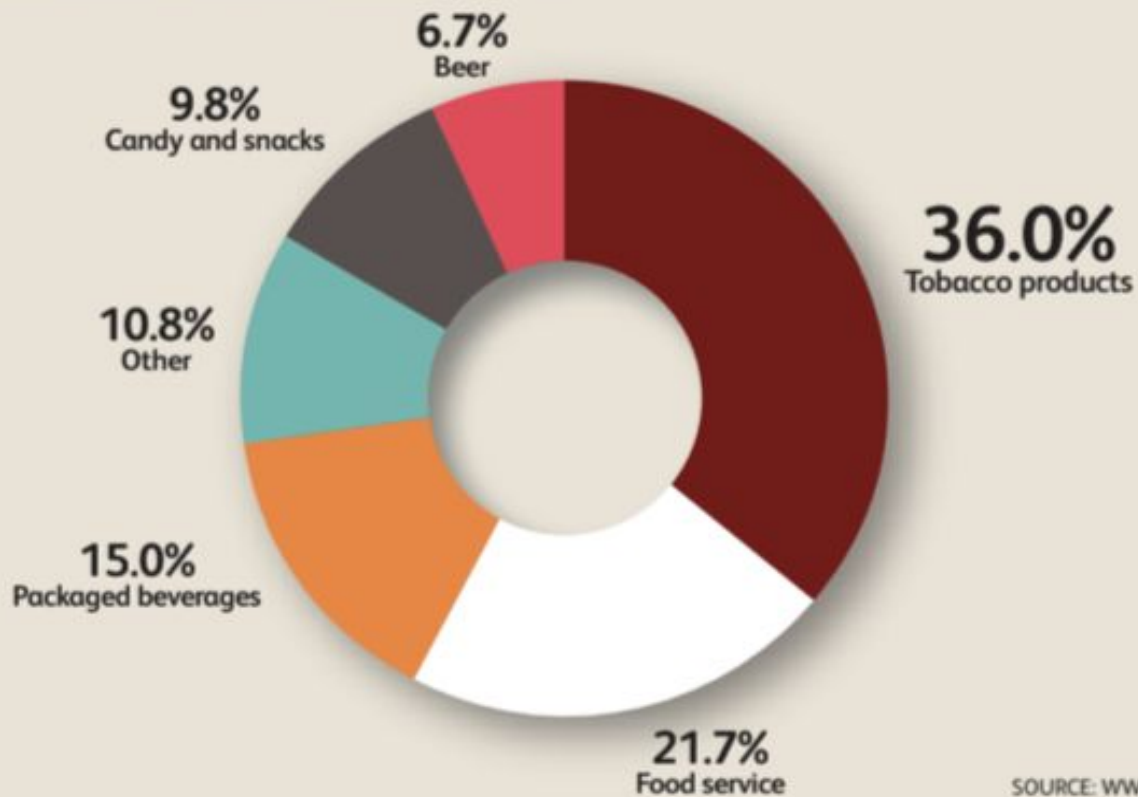




Secondary Research

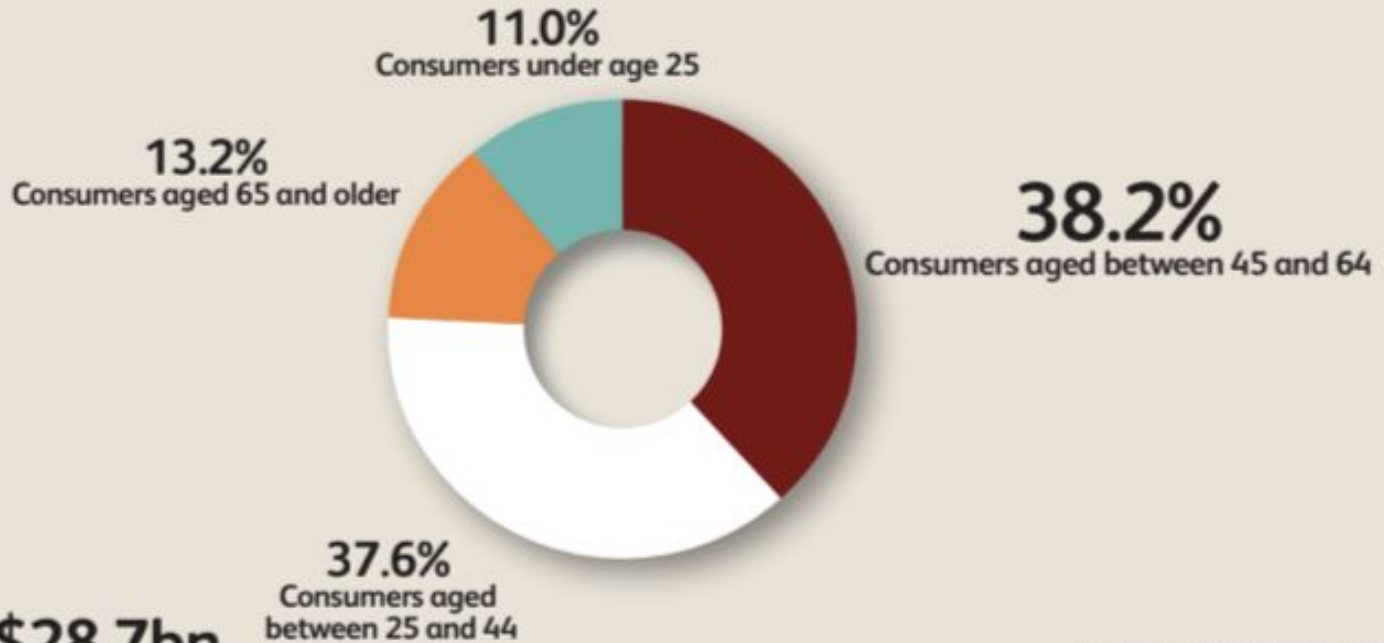


Products and services segmentation (2018)



SOURCE: WWW.IBTISWORLD.COM

Major market segmentation (2018)



Total \$28.7bn

SOURCE: WWW.IBISWORLD.COM

Secondary Research Conclusion

- Revise target market to 25-44 years old
- Introduce and utilize rewards programs and touch screens
- Conduct primary research to investigate further...
 - Are guests interested in these options?
 - What do non-guests think about Heritage's?



Primary Research Methodology



Survey Design

1. Determined necessary information
2. Qualifying question in beginning
3. Question type
 - a. Multiple choice
 - b. Slider scales
 - c. Matrix
 - d. Open-ended
4. Qualtrics
5. Constructs
6. Revisions based Heritage's feedback
7. Final survey approval & distribution

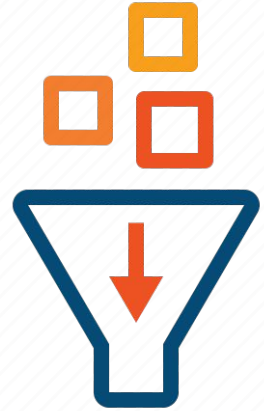


Construct on "Please indicate your level of agreement with the following statements about convenience stores."

Construct on "Please indicate your level of agreement with the following statements regarding your shopping behavior."

Data Collection

- Heritage's Website
- Heritage's Facebook Page
- In-store customers at checkout
- Flyers in stores
- Rohrer College of Business Students emailed
- Social media platforms
 - Facebook
 - Twitter
 - Snapchat
 - Instagram
 - LinkedIn
- ***Coffee coupon mailed upon completion***



Data Analysis

- 325 respondents
- Tests run on SPSS
 - One-way ANOVA
 - Frequencies
 - Constructs
 - Independent sample- t tests
 - Regressions
 - Chi-square
- *Heritage's Ages*: 18-40, 41 and over
- *Secondary Research Ages*: 18-24, 25-44, 45-84
- *Data Ages*: 18-21, 22-25, 26-49, 50+





Primary Data Results and Interpretations



Research Question #1

What convenience stores do respondents shop at instead of Heritage's?

- Secondary_Age p-value=
0.043 (df= 10)

	Age Group			Total
	18 - 24	25 - 44	45 and above	
Wawa	137	45	76	258
Other Conv. Stores	14	5	16	35
Gas Stations	0	3	2	5
Fast Food	1	1	1	3
Heritage's	1	3	1	5
Other	7	2	2	11
Total	160	59	98	317

Research Question #1

*What convenience stores do
respondents shop at instead of
Heritage's?*

Convenience store	Mean
Wawa	6.48
Heritage's	3.64
Royal Farms	3.17
7-Eleven	5.70
Xpress Mart	2.81
Pantry One	2.28

Scale: 1= extremely unfamiliar to 7= extremely familiar

Research Question #1

What convenience stores do respondents shop at instead of Heritage's?

Store	Mean scores
Wawa	3.17
7-Eleven	0.97
<i>Heritage's</i>	<i>0.32</i>

** Scale: choices were 0 - 15 times/week**

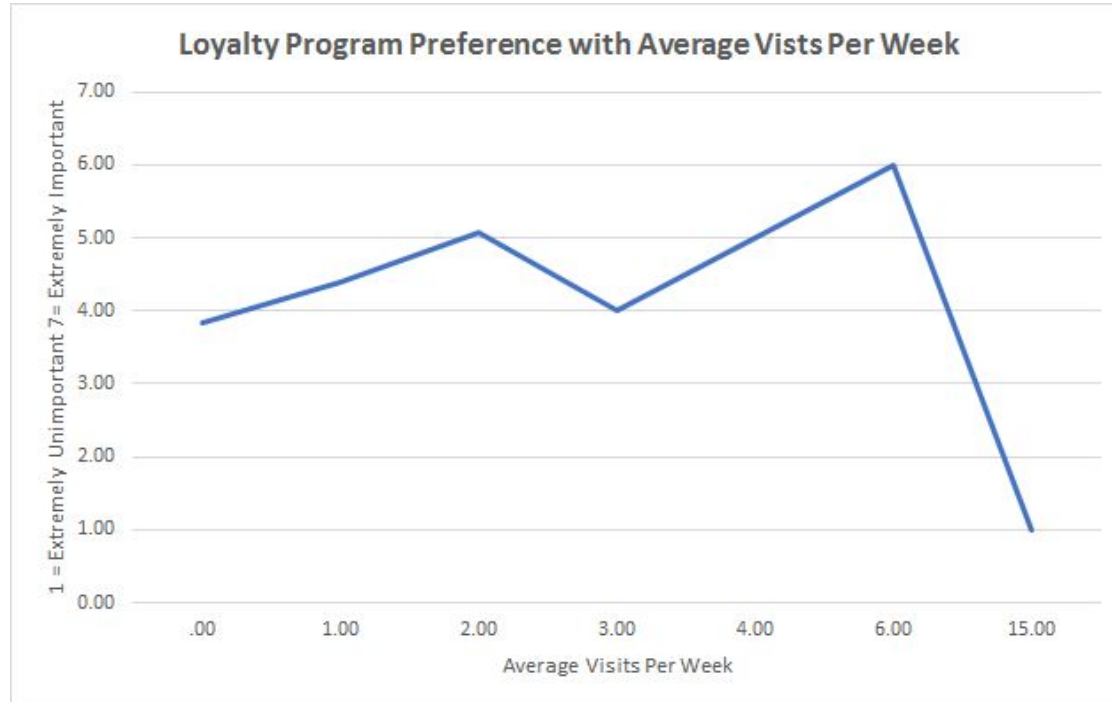
Research Question #2

What are the behaviors of non-guests regarding convenience store purchases?



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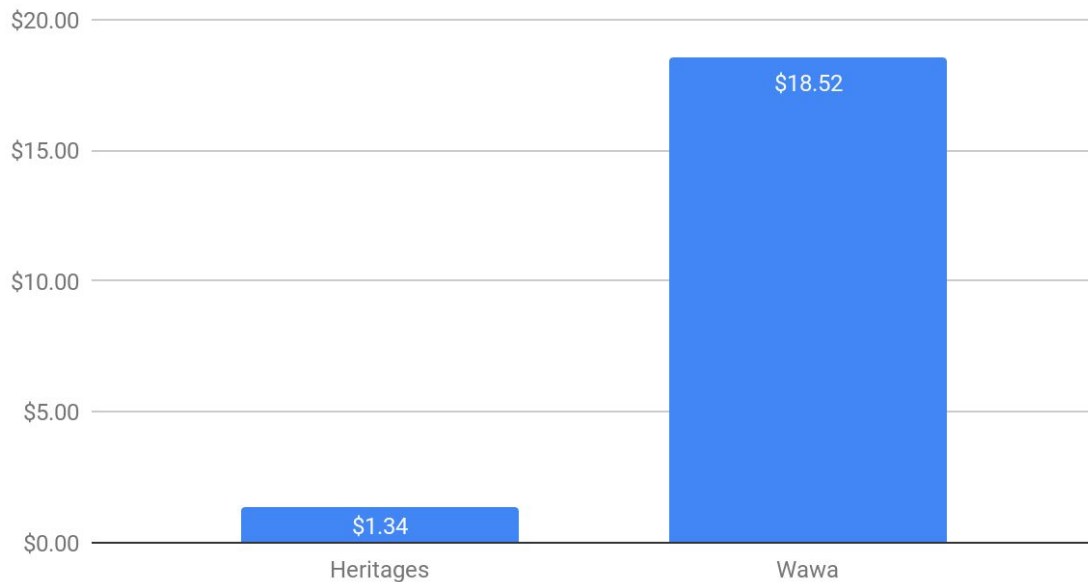


Research Question #2

What are the behaviors of non-guests regarding convenience store purchases?

- Heritages: 72% *respondents reported spending \$0*
- Wawa: 70% *respondents reported spending up to \$20*

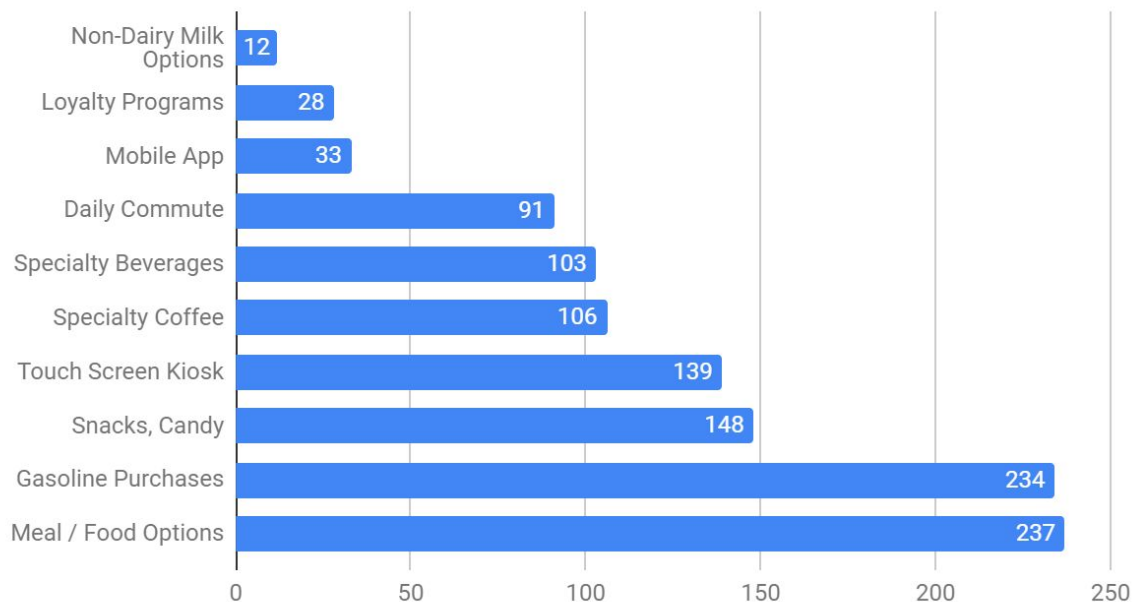
Average Amount Spent at Heritages vs Average Spent at Wawa



Research Question #3

What products would need to be sold at Heritage's for respondents to shop there more often?

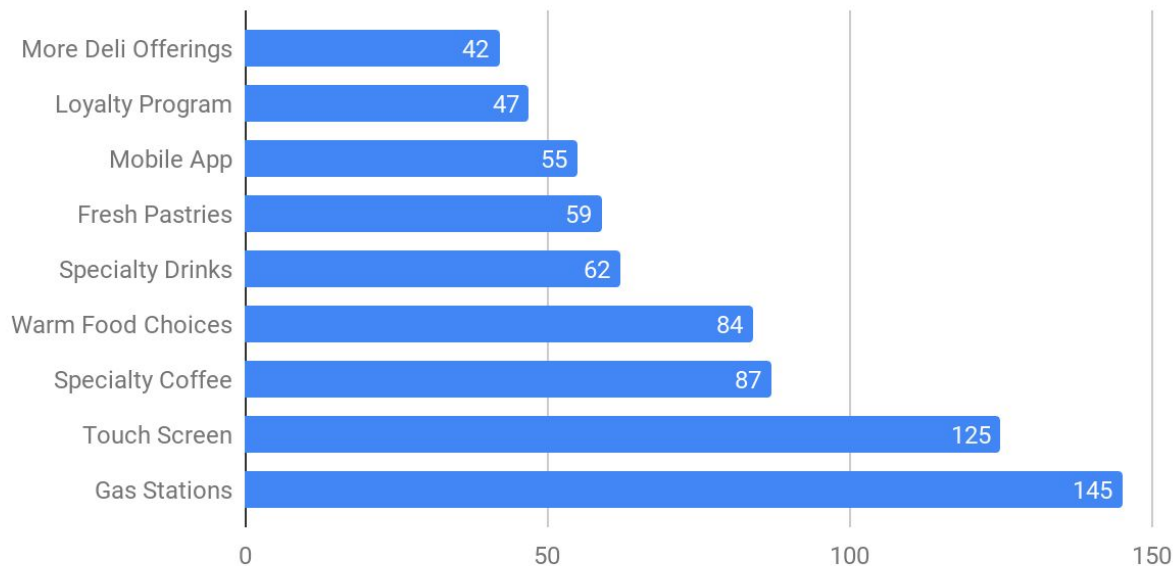
Factors for Favorite Convenience Store



Research Question #3

What products would need to be sold at Heritage's for respondents to shop there more often?

What products need to be added for respondents to shop at Heritage's more often?



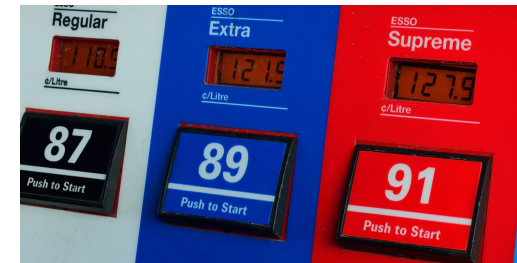


Recommendations



Recommendations

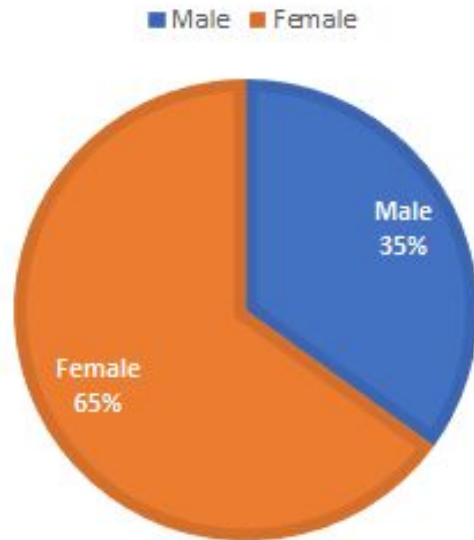
- Raise brand awareness
- Expand loyalty program from the milk club
- Extend store hours to 11:00 pm
- Consider gas stations
- Add touch screens, specialty coffee
- Keep the special ice cream and milk brands



Limitations

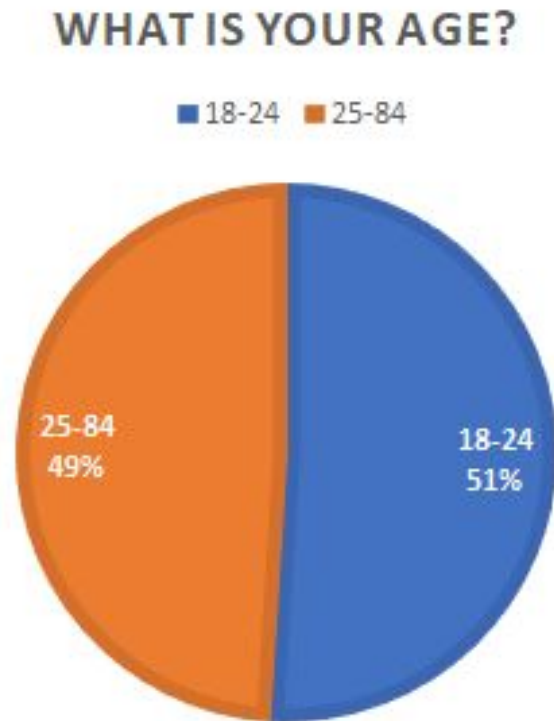
- Incomplete or inaccurate survey responses
- Unbalanced data
 - Gender
 - 64.6% female
 - 35.4% male

WHAT IS YOUR GENDER?



Limitations

- Incomplete or inaccurate survey responses
- Unbalanced data
 - Ages
 - 51%: 18-24 years old
 - 49%: 25-84 years old



Conclusion

- Non-guests behaviors & habits
 - Heritage's
 - Five other convenience store locations
- Introduce new target market of ages 25-44

NON-CURRENT GUEST

Heritage's Explorers



PROJECT OVERVIEW

- Primary and secondary research done on convenience store industry
- Objectives were to determine non-guest behaviors and habits towards Heritage's and competitors
- New Target market is ages 18 - 40, current is 40 - 80
- 33 stores are located in 5 counties in South Jersey



SECONDARY RESEARCH

- Convenience store shopper segments are 18-25 at 11%, 26-44 at 37.6%, 45-64 at 38.2%, and 65+ at 13.2%
- Promotional deals boost sales
- Mobile-coupons and loyalty programs are important in younger age demographics
- Speedy check out is attractive to convenience store shoppers



PRIMARY RESEARCH

- Survey created in Qualtrics, approved by Heritage's and distributed for collection
- Analysis done using SPSS software
- Respondents are not that familiar with Heritage's, favorite convenience store is Wawa
- Gas stations, hot food options, specialty coffees/beverages are top choices respondents want added
- Most popular time to visit a convenience store is 7:00pm - 10:59pm
- Respondents want a loyalty program based on visit rather than amount spent



RECOMMENDATIONS

- New target market should be modified to ages 25 - 44
- Extend store hours to 11:00 pm
- Add gas stations, touch screen order system, specialty coffee/beverages
- Renovate older stores to newer appearance
- Add mobile app and offer coupons
- Extend loyalty program past milk club to be based on number of visits to get a reward (ie. coupon, free coffee, etc.)
- Keep Heritage brand products to keep unique "neighborhood store" feeling



Thank you for your time!