

Belmont Campus Store Fall 2016 Customer Satisfaction Survey

What prompted your most recent shopping trip at our store? (check all that apply)

Other: (fill in blank)
I was comparing textbook prices for a particular textbook. I searched online, not within the physical store.
Had to buy books for class
Textbooks
saw storm trooper t-shirt on Instagram
I was buying a present for a student

#	Answer	Bar	Response	%
1	A friend/family member brought me		4	7.02%
2	I was looking for a specific item		37	64.91%
3	It is a fun place to shop		8	14.04%
4	I had a gift card to use		5	8.77%
5	I had a coupon to use		7	12.28%
6	I was making a return		0	0.00%
7	I saw there was a sale going on		1	1.75%
8	I was just browsing		11	19.30%









Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	9	4.18	7.91	2.81	84	57

Please rate your satisfaction with....

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Response	Average Value
1	The overall cleanliness of the store	1	-	1	13	35	50	4.62
2	How neatly the merchandise was presented	1	-	4	14	33	52	4.50
3	The ease of finding what you were looking for	1	2	4	16	31	54	4.37
4	The amount of space you had to shop comfortably	1	8	8	11	20	48	3.85
5	The availability of items you wanted	2	2	4	17	31	56	4.30
6	The selection of merchandise	1	4	1	18	32	56	4.36
7	The price of merchandise	6	10	6	16	18	56	3.54

Statistic	The overall cleanliness of the store	How neatly the merchandise was presented	The ease of finding what you were looking	The amount of space you had to shop comfortably	The availability of items you wanted	The selection of merchandise	The price of merchandise
Min Value	1	1	1	1	1	1	1
Max Value	5	5	5	5	5	5	5
Mean	4.62	4.5	4.37	3.85	4.3	4.36	3.54
Variance	0.53	0.65	0.84	1.45	1.02	0.92	1.93
Standard Deviation	0.73	0.8	0.92	1.2	1.01	0.96	1.39
Total Responses	50	52	54	48	56	56	56
Total Respondents	50	52	54	48	56	56	56

Which areas did you visit, or browse, during your trip? (check all that apply)


#	Answer	Bar	Response	%
1	Women's apparel		36	64.29%
2	Men's apparel		19	33.93%
3	Children's apparel		2	3.57%
4	Gifts		15	26.79%
5	Textbooks/Course materials		33	58.93%
6	School/Office supplies		18	32.14%
7	Technology/Computer accessories		4	7.14%
8	Food/Beverage		2	3.57%
9	Health/Beauty		0	0.00%
	Total		129	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	8	3.54	4.28	2.07	129	56

Who were you shopping for during your most recent visit to our store? (check all that apply)

Other: (fill in blank)

Sibling



#	Answer	Bar	Response	%		
1	Myself		49	85.96%		
2	My spouse/significant other		3	5.26%		
3	My children		4	7.02%		
4	Other adults		8	14.04%		
5	Other children		2	3.51%		
6	Departmental purchase (if employed at Belmont)		0	0.00%		
7	Other: (fill in blank)		1	1.75%		
Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	7	1.73	1.87	1.37	67	57

Please rate your satisfaction with...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Response	Average Value
1	The availability of associates	2	-	1	17	27	47	4.43
2	The helpfulness of associates	2	1	3	11	31	48	4.42
3	The friendliness of the associate who rang up your purchase	2	-	-	12	34	48	4.58

Statistic	The availability of associates	The helpfulness of associates	The friendliness of the associate who rang up your purchase
Min Value	1	1	1
Max Value	5	5	5
Mean	4.43	4.42	4.58
Variance	0.81	1.01	0.76
Standard Deviation	0.9	1.01	0.87
Total Responses	47	48	48
Total Respondents	47	48	48

Was the cashier (or person helping you) wearing a name tag?

#	Answer	Bar	Response	%
1	Yes		14	25.45%
2	No		0	0.00%
3	Didn't notice		41	74.55%
	Total		55	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	3	2.49	0.77	0.88	55	55

If you remember the associate's name that helped you, please enter it here.

Text Entry

Emily

Liz



Statistic

Value

Respondents



2

Did you shop for textbooks today?

#	Answer	Bar	Response	%
1	Yes		33	58.93%
2	No		23	41.07%
	Total		56	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.41	0.25	0.50	56	56

Did you make a textbook purchase?

#	Answer	Bar	Response	%
1	Yes		31	93.94%
2	No		2	6.06%
	Total		33	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.06	0.06	0.24	33	33

Please rate your satisfaction...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Response	Average Value
1	The price of your textbook purchase	4	4	6	11	4	29	3.24
2	The availability of the format you preferred (rental, e-book, used, new)	2	5	-	12	7	26	3.65

Statistic	The price of your textbook purchase	The availability of the format you preferred (rental, e-book, used, new)
Min Value	1	1
Max Value	5	5
Mean	3.24	3.65
Variance	1.62	1.68
Standard Deviation	1.27	1.29
Total Responses	29	26
Total Respondents	29	26

What was your reason for not purchasing a textbook(s)? Check all that apply.

Other: (fill in the blank)

Could not find dorm delivery on website

#	Answer	Bar	Response	%
1	Price too high		0	0.00%
2	My textbook(s) was not available		0	0.00%
3	I want to wait and see if I need it		1	50.00%
4	Other: (fill in the blank)		1	50.00%
	Total		2	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
3	4	3.50	0.50	0.71	2	2

What format of textbooks do you prefer? Please rank in order of preference. (drag and drop the numbers to the right to indicate your order of preference)

#	Answer	Rank1	Rank2	Rank3	Responses	Mean
1	Printed book	24	3	0	27	1.11
2	E-books (digital format)	1	2	24	27	2.85
3	E-book/print combination	2	22	3	27	2.04
	Total	27	27	27	-	-



Statistic	Printed book	E-books (digital format)	E-book/print combination
Min Value	1	1	1
Max Value	2	3	3
Mean	1.11	2.85	2.04
Variance	0.1	0.21	0.19
Standard Deviation	0.32	0.46	0.44
Total Responses	27	27	27

When purchasing printed course materials (textbooks), which type do you prefer?

#	Answer	Rank1	Rank2	Rank3	Responses	Mean
1	New	3	11	17	31	2.45
2	Used	22	6	3	31	1.39
3	Rented books	6	14	11	31	2.16
	Total	31	31	31	-	-



Statistic	New	Used	Rented books
Min Value	1	1	1
Max Value	3	3	3
Mean	2.45	1.39	2.16
Variance	0.46	0.45	0.54
Standard Deviation	0.68	0.67	0.73
Total Responses	31	31	31

Did you shop for merchandise today? (anything other than textbook purchases)

#	Answer	Bar	Response	%
1	Yes		26	47.27%
2	No		29	52.73%
	Total		55	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.53	0.25	0.50	55	55

Did you make a purchase? (not including textbook purchases)

#	Answer	Bar	Response	%
1	Yes		20	80.00%
2	No		5	20.00%
	Total		25	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.20	0.17	0.41	25	25




Please rate your satisfaction with...

#	Question	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Response	Average Value
1	The price of your item	-	1	2	11	6	20	4.10
2	The availability of the item you were looking for	-	1	-	9	9	19	4.37
3	The selection of items to choose from	-	-	1	8	10	19	4.47

Statistic	The price of your item	The availability of the item you were looking for	The selection of items to choose from
Min Value	2	2	3
Max Value	5	5	5
Mean	4.1	4.37	4.47
Variance	0.62	0.58	0.37
Standard Deviation	0.79	0.76	0.61
Total Responses	20	19	19
Total Respondents	20	19	19


What was your reason for not making a purchase? (check all that apply)

Other: (fill in the blank)

#	Answer	Bar	Response	%
1	The item(s) was too expensive		5	100.00%
2	What I wanted was not available		1	20.00%
3	I was looking but did not intend to make a purchase today		2	40.00%
4	Other: (fill in the blank)		0	0.00%
	Total		8	100.00%






Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	3	1.63	0.84	0.92	8	5

How satisfied were you with your overall shopping experience on your most recent visit?

#	Answer	Bar	Response	%
1	Very Dissatisfied		1	1.85%
2	Dissatisfied		1	1.85%
3	Neutral		8	14.81%
4	Satisfied		19	35.19%
5	Very Satisfied		25	46.30%
	Total		54	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	5	4.22	0.82	0.90	54	54

How likely are you to shop in our store again in the next 3 months?

#	Answer	Bar	Response	%
1	Very Unlikely		1	1.89%
2	Unlikely		2	3.77%
3	Undecided		6	11.32%
4	Likely		23	43.40%
5	Very Likely		21	39.62%
	Total		53	100.00%



Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	5	4.15	0.82	0.91	53	53

On a scale from 0-10, how likely are you to recommend our store to a friend or colleague?

Detractors	Passive	Promoters	NPS®
12	14	28	29.63%






Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
2	10	8.07	4.41	2.10	54	54

Are you a member of the Belmont Bonus Rewards Club?

#	Answer	Bar	Response	%
1	Yes		34	62.96%
2	No		20	37.04%
	Total		54	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.37	0.24	0.49	54	54


Please rate your satisfaction with the Belmont Bonus Rewards Club.

#	Answer	Bar	Response	%
1	Very Dissatisfied		1	2.94%
2	Dissatisfied		1	2.94%
3	Neutral		7	20.59%
4	Satisfied		14	41.18%
5	Very Satisfied		11	32.35%
	Total		34	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	5	3.97	0.94	0.97	34	34

Why have you not joined the Belmont Bonus Rewards Club? Please select the best answer.

Other
I dont want to join
I haven't even heard of the rewards club.
this was online purchase
Nevertheless heard of it
I bought on line.

#	Answer	Bar	Response	%
1	The cashier informed me and I intend to join		2	10.00%
2	The cashier informed me, but I would like more information		2	10.00%
3	The cashier did not inform me, but I would like more information		3	15.00%
4	The cashier did not inform me, but I do not want information		5	25.00%
5	Other		8	40.00%
	Total		20	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	5	3.75	1.88	1.37	20	20

What would you like to see us carry in the store? (brands, merchandise categories, etc)

Text Entry

Comfort colors. I would love a simple short sleeve Comfort Colors t-shirt that simply says BELMONT on the front with a blank back.

more used or rentable textbooks

Yeti thermos

More options for blank staff paper, more variety of notebooks

I think you got it all covered, I just wish that Belmont merchandise was sold at other stores.

I have no idea

Adidas

Some more neutral-colored, modern-styled apparel.

More university logo Christmas items and novelties

Laptop cases



Statistic	Value
Respondents	24

How could we make your experience easier or better?

Text Entry
More space It felt very cramped
Making note of out-of-stock items before actually purchasing them would be helpful. I did not get an out-of-stock notification until after I placed my order.
Notify of out of stock book orders nearer to time of order, or otherwise make stock issues more readily discoverable.
have all the books that we need available
Get a bigger space!
n/a
Nothing
None
I am unsure as to whether or not my purchase counted towards the Belmont Rewards Program?
You guys did wonderful!!!





Statistic	Value
Respondents	22

Please indicate your gender.

#	Answer	Bar	Response	%
1	Male		8	14.81%
2	Female		46	85.19%
	Total		54	100.00%






Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	2	1.85	0.13	0.36	54	54

Please indicate your age group.

#	Answer	Bar	Response	%
1	Under 25		48	88.89%
2	25-34		1	1.85%
3	35-44		0	0.00%
4	45-54		4	7.41%
5	55-64		0	0.00%
6	65 and older		1	1.85%
	Total		54	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	6	1.33	1.06	1.03	54	54

Please indicate your affiliation with Belmont (check all that apply)

Other						
Prospective parent						
#	Answer	Bar	Response	%		
1	Student		45	83.33%		
2	Faculty		0	0.00%		
3	Staff		0	0.00%		
4	Athlete		1	1.85%		
5	Alumni		0	0.00%		
6	Prospective Student		6	11.11%		
7	Parent/Family member of student		3	5.56%		
8	Visitor-local		0	0.00%		
9	Visitor- out of town		1	1.85%		
10	Here for an event on campus		0	0.00%		
Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	11	2.21	6.20	2.49	57	54

