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THE FOOD SHOPPING EXPERIENCE OF OLDER CONSUMERS IN TURKEY: USING THE CRITICAL INCIDENT TECHNIQUE (CIT)

Abstract

The effect of decreasing in population growth rate and average life expectancy tends to rise, leading to increase in the population of elderly people in the general population. For the near future, "older people" will represent an important segment for retailers, marketers and researchers.

This study aims to identify and evaluate the variables that the retailers must focus on food shopping experience of older consumers whose ages are equal and older than 60 in Turkey, by using Critical Incident Tehnique (CIT), positive and negative aspects of food shopping acivity. Respondents were selected from both east and south parts of Turkey (Mersin and İzmir). Data was gathered from 88 voluntary respondents and collected data including 621 positive and negative incidents was analysed by using content analysis.

The findings reveal that the retailers urgently must focus on older consumers shopping experiences' on food in Turkey. There are 3 major areas, which are staff relations with consumers, internal and external store facilities. Especially internal store environment which means design of shelf lenghts, size of trolleys, availability of barcod readers, design of instore, etc. and staff issues are the most problematic categories for elderly people in İzmir and Mersin.

Finally, we hope that the findings of this study will help to develop further understanding of the food shopping experience of older consumers in Turkey.

Key Words: Older Consumers, Demographic Aging, Food Shopping Experience, Satisfaction.

1. INTRODUCTION

The shopping experience for elder people mostly may be a social activity in addition to being a consumer activity (Curch, Thomas, 2006: 6). Graham et al (1991), in examining the use of shopping centers by elders as places of social exchange, found that two-thirds of the sample showed some degree of malingering behavior; in other words, going to shopping centers was a leisure activity and a place for sociability, whether active or passive. Therefore, behaviour of mature consumers with regard to retail offerings, shopping, advertising response, social support and market interactions, elderly consumers' perceptions of self, age differences in information- processing strategies and the leisure activities of elderly will change (Goulding, 1999:177).

 Aging is a universal truth for all countries in the world and day by day its importance is growing up. Nowadayds the effect of decreasing in population growth rate and average life expectancy tends to rise, leading to increase in the population of elderly people in the general population. Depending on this situation the world is going into the process of demographic aging. However, in developed countries there are so many researches on older consumers, this situation is a relatively new phenomenon in developing countries. In light of increasing expansion of the size and the purchasing power of the older population segment, managers and marketers are expected to pay more attention than ever before they did to understand older people's purchase behavior in order to design age-related products (Yang et al, 2005:66).

 Ten percent of the population of the world belongs to the people whose ages are equal and older than 65 and the agreegate population of 60 and plus will be approximately 1 billion in 2020, when the agreegate population of the world is equal to 7.5 billion people (Ergun, 2010). The proportion of people aged 65 and above 65 years old in Turkey is seven percent and generally, the estimated data and projection show that in 2020 the population of 60 and above 60 years will be thirteen percent of total, and in 2025 this percent will increase to the fifteen percent of the total population (www.tuik.gov.tr,2009). Also Nielsen's research shows that significant demographic and economic shifts over the next 10+ years will dramatically reshape the growth and decline of consumer packaged goods (CPG) products in the future.

According to Nielsen's projections, the top product categories in 2020 will include ethnic health and beauty products, medications and remedies, health aids, vitamins and cooking essentials, such as flour, shortening, sugar, yeast and eggs (www.nielsen.com, May, 2009).

Generally in the articles that consist of consuming process of elder people argue that the group of older people has been neglected by the reserachers so far. Reasons for this situation are summarized by Tynan and Drayton as a supposed lack of spending power, the negative attitudes, and steretyped perceptions of the elderly as people in physical and psychological decline and a lack of marketing information on this group (Burt and Gabbott, 1994, 43). Briefly, the aims of this study list as follows:

(1) Taking the advantage from the experiences of elderly consumers, identify factors perceived by consumers during a shopping trip.

(2) Discuss the dis/satisfaction areas in food shopping for developing the performance of food retailers' services of older consumer segment.

(3) To conclude with a discussion of the implications of the research for marketing managers, and suggest new approaches for future researches.

To achieve these objectives, we use the critical incident technique (Hence, CIT), which is a popular in service research and valid and reliable research technique that yields rich qualitative data. The definition and method of CIT was explained in the methodology phase.

The paper is organized by three parts. The first one is the conceptual framework of the older people's shopping experience, dis/satisfaction of consumers' literacy. We discuss the concepts by the window of marketing. The second part is full of the methodology. We firstly describe shortly the Critical Incident Technique Approach on this phase and discuss the implementation process of it. Then within the third part, we discuss the study's findings and offer directions for the further researches.

2. CONCEPTUAL FRAMEWORK

A number of conceptual models have been examined. In this study, conceptual framework has been constituted in three steps. At first step, Satisfaction and Dissatisfaction of Elderly Consumers from the food shopping have been explained. Then the literature review about Elderly Consumers and Aging in Turkey has been studied. The last step of conceptual

framework consists of the Food Retailers Role in Turkey. We admit that there are not enough studies in Turkey, so this study will be helpful for marketing scholars, researchers and managers of marketing departments.

2.1 Satisfaction and Dissatisfaction

Satisfaction is the factor that drives the success of private organizations and it has been shown to be linked with improving the loyalty of consumers but encouraging repeat purchase or usage of a service and also is deemed to be essential for attaining competitive advantage (Hare, 2003:246). The purchasing behaviors of elderly consumers have attracted significant attention of marketing researches and managers of firm in developed countries. Because of the technological improvements on their healthcare, provide longer life spans and larger expenses with higher life standards (Turan&Çolakoğlu, 2009:277). By reviewing the literacy of food shopping of older people, researches signpoint that there are many potentially negative factors influencing the food choice behavior of older people and nutritional status of them with one key area identified as the food shopping environment (Hare, Kirk, Lang, 1999: 213).

 For years, various researches in all areas of the social sciences have studied the role of attitudes in human interaction, and many segments of the population have been studied in terms of their attitudes towards elderly individuals (Hillery&Kang, 1997:126). Studies on both retailing sector and elderly consumers are also relatively rare in Turkey. Purchasing behavior of older people also is mostly different from the younger ones. Because they have got more time to spare in the retailing stores as being retired of their jobs. A recent survey which has been done at the Ohio State in the USA (2007), shows that retailers must focus on Older Consumers because (www.aging.ohio.gov.) they:

- Have more than $ 1.6 trillion inspending power and a net worth that's nearly twice the U.S. average;
- Account for more than 40 percent of all consumer spending;
- Spend more than $1 trillion on donegoods and services each year;
- Purchase 41 percent of all new cars and 25 percent of new toys;
- Account for 60 percent of all healthcare spending;

- Spend more per capita on groceries, over-the-counter products, travel and leisure than any other age group;
- Spend $7 billion online annually; and are the most brand loyal age group

Depending on this reason they spend more time to analyze the products or other factors that effect their purchasing phase. This picture shows that those kind of people are more self confident of their choice of products. They prefer minimizing the risky positions aobut the product and ask the salesperson and prefer being friends with the salesperson, during the trip of buying process. They also prefer shopping with the people whom they know and rely on (Marangoz, 1998:100). Consumer satisfaction is essential for marketers. Reliazing the factors that effect consuming negatively and positively can be helpful for understanding the needs of people.

In 1979, the study of Mason and Bearden researched the factors of dissatisfaction of the older US consumers in food shopping in terms of store-related elements and listed as follows (Mason&Bearden, 1979:367):

- Difficulties in seeing labels,
- Package sizes too large,
- Foods primarily marketed to older people,
- Meat being packaged,
- Feeling overcharged,
- Supermarkets being too cold,
- Trolleys difficult to use,
- Buses difficult to use.

These factors are not special to US consumers; they have been also proved for UK consumers. According to the research made by Leighton et all (1996), it was found that reaching high and low shelves, carrying baskets, and reading price displays were the most difficult areas while shopping (Hare, Kirk, Tim, 1999:216). One other article written by Meneely, Strugnell and Burns (2009) has proved that older consumers in Northern Ireland face a range of in-store difficulties when shopping for food, with 35% of questionnaire participants encountering problems with the in-store environment and/or related to the products available for purchase. Bell et al (1997) found that six categories for dis/satisfaction by using CIT technique. These were listed as follows:

- Physical environment,
- Merchandise related,
- Non-core services,
- Interpersonal,
- Process,
- Price.

As the elderly shopper places importance on quality of service and product, often more so than on cost. Most of the researches indicate that socioeconomic status, transportation facilities and the personal interaction aspect of shopping is a major concern of elderly shoppers (Church & Thomas, 2006:5)**.** Especially in Turkey physical, spatial, personal aspects of shopping researches shows that elder ones have been stressing on such problematic areas during their shopping experience. These are using the heavy trolleys, complexity of shelves, and other internal shopping environment experiences. In this study to measure the food shopping experience, we utilized the factors which have been identified by Hare in 2003 and generated into statements. This is the list of eight factors and 22 sub factors of each of them (Figure 1).

(Insert Figure 1 Here)

In addition to the measuring of the importance of various store attiributes, Lumpkin, Greenberg and Goldstucker (1985) also placed into the store facilities into 4 main categories (Figure 2.). Except of "dressing rooms", findings which were listed in these cetegories and sub cetegories are mostly the same in all store attributes.

(Insert Figure 2 Here)

Older consumers who go to the groceries have approximatelly same problems listed above. When we focus on a supermarket store environment, the centre of the retailer main offer is the notion of the "product". The retailer's product proposal has been one of the key researched attributes of retail store image (Theodoridis & Chatzipanagiotou, 2009:710).

2.2 Elderly Consumers and Aging in Turkey

Demographic studies indicate that the elderly population in Europe is growing. By the year 2010, 20 percent of Europeans will be over the age of 62 (Goulding, 1999: 177). The age of 60 and above are generally defined as older consumers and in addition to this the fact of increasing the population of older people and in this term their psychological, social, economics and physical needs change, compared to the previous years. Because of decreasing of income (mostly being of retired), increase in problems on their health, having disappointments on social network, they are affected differently by this process. However, some researches' findings define the older people with the age of 55 and above ages while others define the age of 65 and above as the beginning of aging (Gilly, Zeithaml,1985: 354, Marangoz, 2006:80).

The aging consumers are certainly a complicated market for developing countries. Most of the retailers will see this segment more vulnerable than before. Because world's population is getting older and older people could not adapt to change easily. To consider how to approach this market, marketers should be aware of what can help to influence aging market (Leventhal,1997:280):

- Understand values,
- Mature consumers are more responsive to emotional stimuli,
- Mature consumers have an increased demand for facts
- The older consumer takes more time in making a buying decision
- The older consumer is less influenced by peer pressure
- The older consumer has a strong need to have trust in company's product/service
- Refrain from gimmicks,
- Not all older consumers are created aqual.
- Develop sensitive graphics standarts for the older consumer.

The growth in the aging population is likely to affect business in a number of ways. First, companies will have to understand the consumption needs of older people and how the older market responds to various marketing activites of the firm. Second, businesses are likely to be influenced by the aging workforce, which has implications for employee benefits, job training, job discrimination, elder-care programs and pension design. Finally, as the population ages many younger workers must provide care for older family members and companies are beginning to feel the pinch of elder-care benefits and employee absenteeism (Moschis, Lee, Mathur, 1997:282).

While developed countries are preparing for aspect of aging population, developing countries haven't got many preparations for this stiuation. Regional plans, elder-care programs, centres for studies aging have been developed and conducted in Europe and USA. Also university programs have been established. University of North Texas the department of applied Gerontology is a center for studies in aging. It provided the academic base for the Center's new educational, research and service programs. It was founded as the Center for Studies in Aging in 1968. (http://www.unt.edu/aging/public/history.shtml,)

The portion of the elderly people in the agreegate population of Turkey seemed to take place below 5%, by the end of the 20th centry and also according to the census results of 2007, aged 65 and above is constituted 5.7 percent of the agreegate population (45.3 % Men; 54.7% Women) (DPT, 2007: 7). Between the years of 2000-2050, the percentage change in the total population of the age groups' examined, according to other age groups, older group has showed a marked increase. In 2050, Turkey's population is projected to have 16 million of the elderly.

2.3 The Role of Food Retailers in Turkey

Since 1950's retail development has continued and it became most important sectors in Turkey. Retail market in Turkey has developed rapidly after 2001, with the increasing the share of organized markets, new retail institutions has been founded, foreign investment has been expanding and increasing competition, profit margins are shrinking (Mucan, 2007: 5).

AC Nielsen estimates that there are over 200,000 small, medium and large size players in the market. Bakkals, open bazaars and markets are the most traditional formats of retailers in Turkey (JPM, 2007: 9). And smaller formats, such as discount stores and supermarkets have grown up faster than the other formats. Older consumers mostly prefer to go supermarkets / discount stores which can be called neighbourhood or convenience stores.

In a research conducted on 518 supermarket customers in İzmir, the most effective factors of supermarket preference are, in a sequence; product variety, ease of access, product quality, adequate pricing and product promotions (Tabak, Özgen, Aykol, 2005:144). Changing in consumption trends is also important in understanding the future of the Turkish retail industry. The share of spending on food in total consumption has declined from 42% in 1987 to 32% today (JPM, 2007: 11). The reason of this decline may be explained with income levels. Increase of revenues, expanding the expenditures through transportation, communication, education, restaurants and hotels. However, it's expected that food spending will balance itself in the total consumption.

3. METHODOLOGY

The purpose of this study is to use the measurement of satisfaction/dissatisfaction as an indicator of older people's perceptions of their food-shopping experience, rather than to develop the theory as satisfaction in any way. To allow older consumers to recall the factors that contribute to a positive and negative experience of food shopping, Critical Incident Technique (CIT) was used. This qualitative technique was developed and formally documented first by Flanagan in 1954 who had initially developed the approach during the 1950s to use within the military as part of an aviation psychology programme to explore why pilots could not learn to fly (Douglas et al, 2009:305) and identify traits that enabled World War II pilot candidates to perform more effectively in combat situations and over the years, it has found widespread acceptance in the general marketing and service literatures (Badrinarayanan and Madhavaram, 2008: 33). It's better than the other qualitative techniques due to allowing for personal experiences to be recorded. By the technique, critical incidents are generated by asking individuals, usually subject-matter experts, to describe through interviews incidents they (or someone else) handled well or poorly and since it focuses on behavior, it can be leveraged in numerous events or circumstances as long as the inherent bias of retrospective judgment is understood (Serrat, 2010:5).

There was no pre-determined size, as CIT allows, the sample size to be determined by adequate coverage of incidents. Enough incidents are deemed to be collected, when the respondents have not produced any incidents any more than two sub-categories. Such guidelines were applied to this study and the number of respondents and incidents are similar to comparable studies (Gabbott and Hogg, 1996; Hare, Kirk and Lang, 2001). Respondents were asked about both positive and negative experiences of their food shopping trip which was defined as being any aspects perceived by them to be related to their food shopping and to have made it a good or a bad experience and respondents were also asked to recall the factors, elements or service encounters in their shopping trip that they felt were good and bad. After that they describe the positive and negative experiences with that factor or others, through prompt questions such as "what happened?"; "why was it good or bad?" and "how could it have been better?"

Using CIT, 100 volunteers were interviewed by the authors of the article. A total of 100 elderly people are selected from the supermarkets, common centers randomly. 88 out of 100 questionnaires were eligible to determine. 12 interviews were cancelled due to insufficient data and no incidents given. Some respondents gave as many as 10 and more than 10 incidents; however, some of them give just one incident for both positive and negative side. Summary of the data was calculated within excel-pivot tables and SPSS. All of the interviews were conducted and 621 incidents were collected from people aged 60 and above 60. We classifiedthe age scale according to the research of World Health Organization (WHO) in Kiev, the following interval scale is accepted for the time of life. The scale is like that, "45-59: middle ages", 60-74: old ages", 75-89: senescence", and 90 and plus: advanced senescence" (Çivitçi and Ağaç, 2010:1050). For this study 60 years old is accepted as a base and we classified our scale according to Turkish people's life span.

Data was analyzed by using content analysis, and guidelines by using Flanagan (1954), Hare, Kirk and Lang, (1999, 2001), Mason and Bearden (1979), and Bell et.all (1997), where categories and sub-categories are generated. We have preferred the same method to measure our data. We've collected the data between the day of 1st August and 15 August 2010. Firstly, we developed the form of questionnaire and pre-tested it to ten older people around of us, and then according to the results, we re-formed the questions and made the form be more understandable for older consumers to reply. Classification was done into five categories and

sub categories were adapted from the article of Hare and others (2001) into the style of Turkish. Content validity was determined by using the test of coverage incidents described previously and reliability of the categorizing and coding was tested by formulating a coding scheme and using 2 independent researchers to code 88 incidents. Then Cronbach Alpha test showed the reliability value of 0.89, which indicates the high level of confidence.

4. FINDINGS

There are 88 respondents and their 621 incidents were created on the prompting of this study both positive and negative incidents (Table 1). Basic features of the group of respondents are shown in Table 2. The greater part of sample size is women (% 65). It shows that women are dominant on food shopping trip more than men. The most respondents' ages are the interval of 60 to 65 (62%).

(Insert Table 1 Here)

(Insert Table 2 Here)

The majority of the sample living with their husband or wife (62%), percentage of sixteen of them living alone by themselves and living with at least three people at home is the percentage of 12, and the last remaining part of them living four and above people in the house together. None of the respondents has ever used e-shopping technique but 12 % of them prefer shopping by calling phone instead of going to the supermarket.

Figure 3 shows the percentage of distribution of the positive incidents into this five categories and Figure 4 shows the negative incidents' distribution of percentage. As shown in Table 3, we classified our incidents under five categories and then determined each of them into sub categories according to the style of Turkish supermarket applications. We identified sub

categories for each one, in terms of Turkish groceries designing style and in and out of store facilities of retailers. Some positive and negative incidents of this research are stated in Appendix A.

(Insert Figure 3 Here)

There are 178 incidents in positive. %34 of them is related with staff issues (helpful staff etc.), % 31 of them is related with internal shopping facilities (design, toilets, etc.), and % 20 of them is concerned about retail practices (complaint handling, hygiene, stock management, etc.) of the supermarkets.

(Insert Figure 4 here)

There are 443 incidents in negative. % 31 of them is related with the facilities of internal shopping (design, toilets, etc.); % 22 of them is related with merchandise (price, choice, quality, etc.) and % 20 of them is related with the staff issues (unhelpful staff or inadequate staff).

(Insert Table 3 Here)

5. CONCLUSION

The main result of this study can be drawn from the results to understand deeply of older consumers. Adding to this point shows that the managers must also pay attention to meet the basic and specific needs of older people that they are dissatisfied while doing their food shopping trip.

Affected by the globalization, there are so many new grocery shops (both Turkish and foreign ones) have started to operate in Turkey's marketplace. Results indicate that the allocation of the incidents is mostly negative (71%) and positive incidents are not enough for a real satisfying (29%). Therefore, the retailers should be aware of the elderly's negative feelings. The basic areas that the incidents are positive are staff issues (60 positive), internal shopping environment (56 positive). Especially, helpfulness of staff is accepted as quite satisfying for elderly (59 positive). Also, design of internal shopping environment is not so bad (56 positive) but is not enough for elderly. The basic areas that the respondents have negative thoughts are related with internal shopping environment (141 negative), merchandise related (96 negative), and staff issues (87 negative). Most part of the respondents is not satisfied with the design of the internal shopping environment of the marketplace (104 negative). Generally, in Turkey supermarkets do not have any toilets/restrooms, for consumers or any places for sitting down while waiting for cashier. Elderly are complaining about being without toilets (20 negative) and sitting down places (17 negative). Beside this, some staff is not patient and helpful when they ask something more than two times. Helpfulness of staff (63 negative) and number of staff (24 negative) are other negative incidents that we have issued our research. Incidents which are about merchandise are rather inadequate. Also promotions are not well designed for them (41 negative) so, promotions constitue most part of the issues which about merchandise. For Turkey's results show that price is not as satisfied as for elderly because of being accepted as the second problematic incident in the merchandise related category (32 negative).

According to this research those shortcomings create troubles for the people whose ages are above 60 due to having health problems at these ages. Because of ease of accessibility and also minimized package size, they are shopping with small quantities and choose this type of neighbourhood stores.

Both internal and external store environment are also important for them. Furthermore, store facilities such like sitting places in and out of the marketplace, cash quantities, and canopies especially for outside of the store also while waiting for the transportation and cafes for them to have a rest, are offering preferences. After retirement, people's hobbies change, they like to go groceries and have much more time to spend to analyze and compare the products, internal and external facilities of the grocery, staff issues and others etc. Also promotions and price should be redesigned for elderly by marketing managers. This segment's size is growing day by day so the retailers in Turkey must pay more attention to this age group. Staff must be also educated especially to have good relationship management with that age group, because the people in this segment are also potential for effective word of mouth marketing.

Finally, because of the limitation of dataset, our study has not adressed the overall view of older Turkish consumers. But this research is designed as a preliminiary research for further research on food shopping for "active" older people. In the further research phase we also identified the future research on this subject.

6. LIMITATION

This research is accepted by the authors as a preliminary research for the further ones. The limitation of research is to just research on the older people who live in two cities out of 81 cities of Turkey. This research was limited to those elderly people who used day centres, grocery shops in two cities. However, it does not represent the whole elderly people living in Turkey. This sample of group reflected the active portion of elderly shoppers.

7. FURTHER RESEARCH

We think that this study will be aguideline for the other to care of the importance level of that age group. In this study, examined the perception of the consumers, in the future studies; we plan to examine the view of the owner/manager of the grocery shops and compare with this

study. In the following studies we also plan to research on the older consumers' segmentation in terms of non-food shopping attitudes of our country.

8. MANAGERIAL IMPLICATION

This study shows that the grocery shops are mostly not well-designed for elderly people who live in Turkey. Everyday, new grocery supermarkets start to operate in the global environment and when designing these supermarkets the suggestions that are indicated above should be considered to be preferable and be handled easily by all people.

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Appendix A

There are some positive and negative incidents that older consumers prefer & complaints about shopping places, in the following table.

Categories	Positive	Negative
Merchandise Related	"They provide great discounts on the products if we use their loyalty cards" (Male, 66-71, living alone). " I can find any of the products that I want to buy there,it is good for me to do just one stop to	"When a product's expiration date is soon, they make a discount, it is not good for us to finish before that date" (Female,72-77; living with son) "Quality of the vegetables and fruit are not good so firstly we do not prefer to go there"(F, 60-65, living with husband)

	shop" (Female, 84 and above, living alone) "I like the grocery part in supermarkets" (F, 60-65)	"The discounts of the products must be announced during shopping in the market, otherwise we can not get the latest discount on"(Male, 66-71, living with wife)
Staff Issues	"Staff is helpful to reach the highest shelves" (M, 66-71, living alone). "Staff brings the handicapped vehicles to me when they notice me and ask me If I need anyone's helping for shopping" (F,66-71, living with daughter). "Staff always treats me good and helpful; they hold my arım and pick me up to the bus stop. When I get on a bus, bus driver don't take money from me " (F, above 84, living alone)	"Some of the staff is aggressive when we ask for instance a place of any product more than two times. They are unpatient and feel from their body language; it is not to good ask something to him/her" (F, 72-77, living alone). "During the day time, there is just one or two cashier open and it is hard for us to wait to pay and aslo for evening time the staff are not enough to get paying and help us to find anything or paying." (M, 72-77, living alone) Some staff is not helpful for informing us about the discounts on the products during shopping" (F, 60-65, living with husband).
External Shopping	"Sometimes staff helps us to park and leave there by their directions" (F, 60-65, living alone). "Parking garage is well proportioned to park my car" (M, 66-71, Living with wife). "Markets which are in the city center is better for us, so I like these markets"(F, 60-65, living with her son)	"There are not any close auto parking places to park our car, living in the south part of Turkey we are unpleased to drive our car which seems like a Turkish hot bath after shopping" (M, 77-83, living with wife). "There are not enough green places out of the shopping areas" (F, 77-83, living alone) "Out of the market, most of the places are seized with fast food places, but there isn't any sitting place comfortably for public." (M, 60-65, living with his wife)
Internal Shopping	"In some groceries, they provide availability of a small desk or a stool to reach to the highest shelves for short people it is a good application" (F, 66-71, living alone). "The light of the internal side is enough" (M, 66-71, living alone). "The air condition system is good for shopping" (M, 60-65,	"Depending on our ages, it provides difficulties for us to find a place to sit down during the shopping or waiting for the cashier" (F, 84 and above, alone). "There are not any toilets designed for the customers, depending on the health problems sometimes we do not finish our shopping due to this problem" (M, 77-83, living with wife). "I am a handicapped person and it is hard for me to drive my vehicle around the strip of shelves by myself" (F, 60-65, living with her

	living with family) "The shelves are tidy enough to find the products" (F, 60-65, living alone).	daughter). "Inside of markets are not hygienic, they are selling the floured foods in an open shop window" (F, 60-65, living with her son)
Retail practices.	"Once, my husband went to shopping, and forgot the eggs he bought on the cashier. A week later I went there and told them about the situation and they said that they registered these forgetton product and they offer me the fresh one" (F, 60-65, living with family). " It is good for us providing service buses for transportation from home to markets and vice versa and their air conditions are good" (F, 60-65, living alone). "The staff cleans the store all the time during your shopping, it is good" (F,60-65, living alone).	"When the products are on discount, just a few, for instance one time when I went there to buy a ventilator. Unfortunately I could not find any of them", (F, 60-65, livingwith husband) "it is hard to read the barcoding of the products on the shelves, they are two small and complex to find and read the product you want to buy, mostly I have a problem on this issue on the cashier" (F., 66-71, living with husband). "The transportation vehicles that a grocery provides are not big and comfortable to travel. When we get on the bus with our sachet bags, it is difficult to hold them easily if also they are crowded, it is terrible for us to find a place to put them in the bus"

Tables:

Table 1: **Allocation of the incidents**

Incident	Frequency	Percentage
Positive	178	29%
Negative	443	71%
Total	621	100%

Table 2: Basic features of the older respondents

Valid age	Percentage	Gender	Percentage
60-65	62%	Female	65%
66-71	19%	Male	35%
72-77	11%	Total	100%
78-83	5%		
84 and plus	3%		
Total	100%		

Table 3: The basic categories and sub-categories of incidents.

1) Merchandise related 23 (+) , 96 (-)	Pos.	Neg.	
Price	4	32	
Choice	8	9	
Promotions	8	41	
Quality	3	14	
2)Staff issues 60 (+) , 87 (-)			
Helpful staff	59	63	
Number of staff	1	24	
3)External shopping environment 12 (+) , 67 (-)			
Auto parks	11	25	
Green areas	1	16	
Sitting places	0	26	
4)Internal shopping environment 56 (+) , 141 (-)			
Design	56	104	
Toilets	0	20	
Sitting places	0	17	
5) Retail practices 27 (+), 52 (-)			
Complaints handling	7	8	
Hygiene	11	11	
Stock management	4	13	
Comfort of Service buses provided by food shopping market	5	20	
Totally	**178**	**443**	**621**

 Figures:
Figure 1: Factors identified as influencing satisfaction

Source: Hare, 2003:249

Figure 2: Measuring the store attributes with categories.

Convenience-Store Location and Mobility

Variety in One Store	Convenient Parking
Delivery to Home	Availability of Advertised Products
Phone in Orders	Store Location Close to Home
Transportation to Store	Variety of Stores Close Together

In-Store Convenience and Physical Environment

Readable Labels/Tags on Products	Convenient Entrance/Exit
Knowledgeable Salespersons	Comfortable Physical Environment
Convenient/Fast Checkout	Ease of Finding Items
Rest Area in Store	Small Store So Items Can Be Found Easily
Package Carryout	Wide Aisles
Help in Finding Items in Store	Large, Private Dressing Rooms
Uncrowded Stores	Limited Variety So Items Can Be Found Easily

Price and Quality Aspects

Product Quality	Sales (Marked-Down Prices)
Attractive Prices	Credit or Credit Card Availability
Store Reputation	Ability to Return Unsatisfactory Products
Well-Known Labels/Brand of Product	

Special Needs of the Elderly
Discounts for Senior Citizens
Sizes and Styles Suited to My Own Age
Salespersons My Own Age

Source: Lumpkin, Greenberg, Goldstucker, 1985:83

Figure 3: The distribution of positive incidents into 5 sub-categories.

positive

- merchandise related
- staff issues
- external shopping facilities
- internal shopping facilities
- retail practices
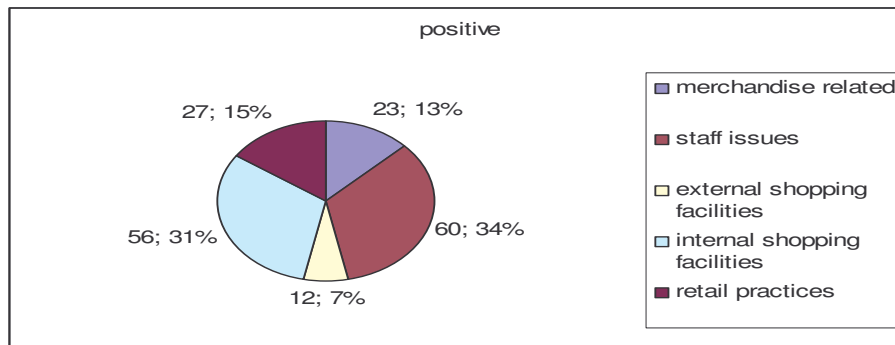
23; 13%
60; 34%
12; 7%
56; 31%
27; 15%

Figure 4: The distribution of negative incidents into 5 sub-categories.