

# Store study

Using Smartphone/Tablet Questionnaire App (SODA)

—Indonesia (Jakarta) —



SurveyMY

# What is “MobileMY”?

It is our mobile survey system which allows answering offline using a smartphone/tablet App.

It enables, for instance, a survey to evaluate services and a display of goods at a store with photographs taken then and there

Compared with conventional paper-based surveys:

- it allows respondents to answer a questionnaire and simultaneously take photos or movies, which clarifies information about a display of goods, etc. for you to analyze contents of replies from them.
- Respondents can save their response data offline, and you will be able to output total results of a survey as soon as they upload the data.
- As it is essentially a CAPI, interviewers’ burden will be greatly reduced.



1. Evaluations of your stores (conditions of cleaning, attending to your customers, etc. ),
  2. Evaluations of your competitors (line-ups of products, conditions of attending to their customers, etc.), and the like
- You can set a question pattern along the theme.

## Scenes for MobileMY

### Self Interviews

A respondent having smartphone/tablet will download the mobile App and participate in a survey at any given location.

### Lifestyle Studies

Answering a questionnaire and taking pictures/shooting movies off-line. Studies on usage of household products, food diaries, etc.

### Event Studies

Evaluate an event from the visitors perspectives. Capture their points of interest. Instantly record a respondent's evaluation and photographs of booths/exhibits, etc. drawing his attention.  
Evaluation of an entire event venue or individual booths, exhibits, etc.

### Store Studies

Evaluation of a store through the eyes of consumers.  
Visit a store and evaluate its actual conditions, such as a selection of goods.

### By Interviewers

Usable as an offline survey system (CAPI) by providing interviewers with devices where the system has been installed.

# Survey results

# Survey Summary

**Country and area: Jakarta, Indonesia**

**Target: Stores visited by interviewers who own smartphone or tablet and downloaded questionnaire App (SODA)**

**Questions: 8 categories (including photo capture)**

**Samples: 14 stores**

**Fieldwork: 19th - 22nd Sep 2013**

**Examples of items asked**

- Displays of goods**
- Goods that stand out among all and photographs of those**
- Overall evaluations and the reasons**

## Types of stores visited

| Type of Store     | Number of stores |
|-------------------|------------------|
| Hypermarket       | 3                |
| Supermarket       | 2                |
| Convenience store | 3                |
| TOKO Kecil        | 3                |
| Warung            | 3                |

# Stores visited and their locations (provided by GPS and mapped by Google Earth)



# Store 1 (Lottmart-Hypermarket)

Type: Hypermarket  
 Store name: Lotte mart  
 Outside



Evaluation the store: 8 points  
 Reason: It's a Korean store. It's bright and has a feeling of cleanliness in it. Also offers an abundant line-up of products.

**Snack such as crisps**

Products which stood out: Lays

**Sports drink**

Products which stood out: Pocari sweat

**Instant noodle**

Products which stood out: Indomie goreng

**Chocolate snack**

Products which stood out: Silver queen

**Lactic acid fermentation beverages**

Products which stood out: Cimory

**Condiments**

Products which stood out: Masako

**Frozen food**

Products which stood out: Fiesta

**Ice cream**

Products which stood out: Walls

# Store 2 (Bali Deli-Supermarket)

Type Supermarket  
 Store name Bali Deli  
 Outside



Evaluation the store 9 points  
 Reason This is a new store. Very clean but quite expensive

**Snack such as crisps**

Products which stood out

Trattoria

**Sports drink**

Products which stood out

Pocari

**Instant noodle**

Products which stood out

Mie sedap

**Chocolate snack**

Products which stood out

Belgian

**Lactic acid fermentation beverages**

Products which stood out

Green fields

**Condiments**

Products which stood out

Kara

**Frozen food**

Products which stood out

Farm house

**Ice cream**

Products which stood out

Baskin robbins

# Store 3 (Family mart- Convenience store)

Type Convenience store  
Store name Family mart  
Outside



Evaluation the store 8 points  
Reason It's a new store. Quit big and convenient. Offers an abundant line-up of products.

## Snack such as crisps



Products which stood out

Calbee



## Sports drink



Products which stood out

Mizone



## Instant noodle



Products which stood out

Mie sedap



## Chocolate snack



Products which stood out

Toblerone



## Lactic acid fermentation beverages



Products which stood out

Ultra milk



## Condiments



Products which stood out

Sasa



## Ice cream



Products which stood out

Baskin robbins



# Store 4 (Toko udin—TOKO Kecil)

Type Toko Kecil  
 Store name Toko udin  
 Outside 

Evaluation the store 5 points  
 Reason Not enough items

Snack such as crisps



Products which stood out

Snack 

Sports drink



Products which stood out

Pocari 

Instant noodle



Products which stood out

Indomie 

Chocolate snack



Products which stood out

Beng beng 

Lactic acid fermentation beverages



Products which stood out

Ultra Mik 

Condiments



Products which stood out

Sasa 

# Store 5 (Yasmin-Warung)

Type Kios/Warung  
Store name Yasmin  
Outside



Evaluation the store 3 points  
Reason Small stall

## Snack such as crisps



Products which stood out

Garuda



## Instant noodle



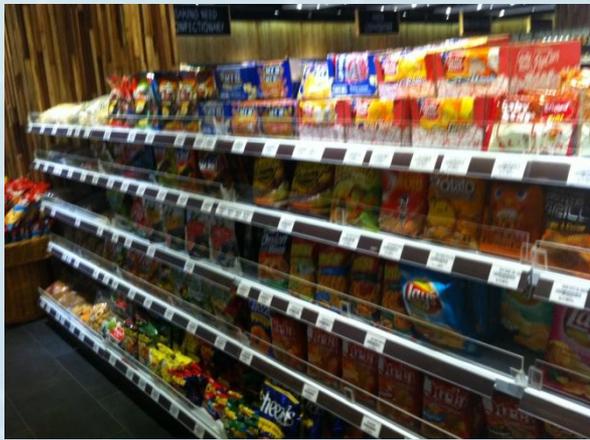
Products which stood out

Indomie



# Display of goods (top) and products which stood out (bottom) – Snacks

Supermarket



Convenience store



TOKO Kecil



# Display of goods (top) and products which stood out (bottom) – Instant noodles

Hypermarket



Convenience store



Warung



# Display of goods (top) and products which stood out (bottom) – Condiments

Hypermarket



Convenience store



TOKO Kecil



# Display of goods (top) and products which stood out (bottom) – Sports drinks

Hypermarket



Convenience store



Warung



# Display of goods (top) and products which stood out (bottom) – Frozen food

Hypermarket



Hypermarket



Convenience store

