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CUSTOMER SATISFACTION MEASUREMENT IN FOOD INDUSTRY

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I would like to thank to my family for supporting me during my whole life and my years of studies. Finally, I owe a special thanks to my Grandmother for being with me whole my life …

TEXT OF OATH

I declare and honestly confirm that my study titled "CUSTOMER SATISFACTION MEASUREMENT IN FOOD INDUSTRY", and presented as Master's Thesis has been written without applying to any assistance inconsistent with scientific ethics and traditions and all sources I have benefit from are listed in bibliography and I have benefited from these sources by means of making references.

27/07/2012 Elvin EKER

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ABSTRACT

Customer Satisfaction is one of the key concepts in food industry since the industry is mainly driven by wide range of customer preferences and expectations. A customer-focused management culture and a customer relations management system should be established as to obtain immediate feedback and to provide quick response. Periodic measurement of customer satisfaction is a must for such a system. In this study, we propose a survey-based customer satisfaction measurement method and its statistical analysis for the sales and logistics activities of a food firm. We first group the customers in different classes and then develop specific measures based on customer needs and expectations. We finally provide managerial recommendations based on our analysis.

We aim to design a customer feedback channel via the customer satisfaction measurement for both the quality of the firm`s service and products. The food firm that involved in this study plans to take corrective and preventive actions as to improve its customer relations management system.

Keywords: Customer Satisfaction Measurement, Customer Relations Management, Food Industry

ÖZET

Gıda sanayinde müşteri tercih ve beklentilerinin geniş çaplı değişimiyle birlikte müşteri memnuniyeti en önemli kriterlerden biri haline geldi. Müşteri odaklı yönetim mantığı ve müşteri memnuniyeti yönetim sistemi hızlı geri dönüşler sağlamaktadır. Müşteri memnuniyetinin düzenli olarak belli dönemlerde ölçülmesi ilgili sistemin gereğidir. Bu çalışmayla birlikte, gıda firmasına ilişkin satış ve lojistik aktivitelerin anket uygulamalı bir müşteri memnuniyeti ölçümleme metodu ile istatistiksel analizi hazırlanmıştır. Öncelikle farklı sınıflardaki müşteriler gruplandırmıştır ve müşteri beklentilerine ve ihtiyaçlarına göre özel ölçümler yapılmıştır. Çalışma sonunda analizlerimize bağlı olarak yönetsel öneriler sunulmuştur.

Firmanın ürün ve hizmet servisleriyle ilgili geri bildirimlerinin müşteri memnuniyeti ölçümlenmesiyle sağlanabileceği bir müşteri geribildirim kanalı düzenlenmeye çalışılmıştır. Çalışmada yer alan firma müşteri ilişkileri yönetimine ilişkin düzenleyici önleyici faaliyetler almayı planlamaktadır.

Anahtar sözcükler: Müşteri Memnuniyeti Ölçümü, Müşteri İlişkileri Yönetimi, Gıda Sanayi

1. INTRODUCTION

In this chapter we introduce the basics of customer satisfaction and its measurement techniques. We also introduce the food firm where the proposed measurement method is applied. This chapter also highlights the importance of service quality and its relationship with customer satisfaction.

1.1 Customer Satisfaction

The concept of customer satisfaction is new to many companies. It is important to make it clear and explain what's meant by the term.

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition:

i) Because customer satisfaction is a subjective, no quantitative state, measurement won't be exact and will require sampling and statistical analysis.
ii) Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.
iii) There should be some connection between customer satisfaction measurement and bottom-line results.

In "Satisfaction" can refer to a number of different facts of the relationship with a customer. For example, it can refer to any or all of the following:

i) Satisfaction with the quality of a particular product or service
ii) Satisfaction with an ongoing business relationship
iii) Satisfaction with the price-performance ratio of a product or service
iv) Satisfaction because a product/service met or exceeded the customer's expectations.

Each industry could add to this list according to the nature of the business and the specific relationship with the customer.

1.2 Measuring Customer Satisfaction

Measuring customer satisfaction is a relatively a new concept to many companies that have been focused exclusively on income statements and balance sheets.

The problem companies face, however, is exactly how to do all of this and do it well. They need to understand how to quantify measure and track customer satisfaction. Without a clear and accurate sense of what needs to be measured and how to collect, analyze and use the data as a strategic weapon to drive the business

Plans constructed using customer satisfaction research results can be designed to target customers and processes that are most able to extend profits.

It's no surprise to find that market leaders differ from the rest of the industry in that they're designed to hear the voice of the customer and achieve customer satisfaction. In these companies:

i) Marketing and sales employees are primarily responsible for designing (with customer input) customer satisfaction surveying programs, questionnaires and focus groups.
ii) Customers are informed about changes brought about as the direct result of listening to their needs.
iii) Customer satisfaction is incorporated into the strategic focus of the company via the mission statement.
iv) A concentrated effort is made to relate the customer satisfaction measurement results to internal process metrics.

To be successful, companies need a customer satisfaction surveying system that meets the following criteria:

i) The system must be relatively easy to design and understand.
ii) It must be credible enough that employee performance and compensation can be attached to the final results.
iii) It must generate actionable reports for management.

1.2.1 The Research Objectives and Scope of Study

The first study of this study is to develop and test a comprehensive research

framework which describes the relationship between fundamental variables of customer satisfaction.

Service quality, customer expectations, overall satisfaction, customer segmentation, customer demographic characteristics and relationships between all concepts and variables are developed after the detailed analysis of existing literature.

Customer perception is a growing and key issue for continuous improvement and different organizations are becoming more customer-focused. More and more companies and organizations are using customer satisfaction as an indicator on their performance of delivered products and services. The thesis focuses on the customers of the food authorities, and on the importance of understanding and receiving feedback from the customers. The intent of the thesis is to establish a conceptual framework for customer satisfaction measurement within the food sector and to determine how consistent and applicable food sector user data from customer feedback and surveys is gathered internationally. In addition, the goal is to identify what type of customer satisfaction surveys are more effective and represents the true customer perception. If we can truly understand the customer needs, then it is possible to provide quality services to the customers. Moreover, the aim is to determine how to utilize results from customer satisfaction measurements, future prospects and how to link customer input into the decision-making process.

1.2.2 Customer Satisfaction for EFQM

The European Foundation for Quality Management (EFQM) is a framework, which can be used by organizations to assess the quality of their processes, in a number of areas.

The framework is a self-assessment tool which explores what an organization can do to change service or adapt its products in order to improve for customers, based on 'The Excellence Model Framework'.

EFQM is used by at least 30,000 organizations.

EFQM uses the 'RADAR' methodology:

Results (Aimed/required result as part of strategy)

Approaches (Methods of how the results are achieved planned and developed)

Deploy (Carry out approaches systematically)

Assess & **R**efine (Monitor results achieve to adapt approaches if necessary)

http://www.efqm.org/en/tabid/171/default.aspx

Customer satisfaction is the key factor determining how successful the organization will be in customer relationship (Reichheld, 1996); therefore it is very important to measure it. EFQM is based on idea of customer satisfaction, a management approach of an organization centered on quality, based on the participation of all its members and aiming at long-term success through customer satisfaction and benefits to all members of society (ISO 8402). The achievement of true customer satisfaction involves: customer oriented culture; an organization that centers on the customer, employee empowerment, process ownership, team building and partnering with customers and suppliers.

In the other words:

- Improvement of the firm's reputation and image
- Reduction of customer turnover, increased attention to customer needs in EFQM planning,
- Reduction of marketing costs and lower transaction costs,
- Reduction of costs related to product /service failures,
- And lastly increased satisfaction among personal and greater stability of the workforce. (David M. Szymansk, 2000)

1.2.3 Structure of Thesis

This thesis consists of five parts. The first part gives an introduction to the study and describes the outlines of the scope. The second part presents the idea behind and concepts of customer satisfaction and the methods used to measure the degree of satisfaction. Furthermore, the differences in the customer focused management style between the public and private sectors are discussed. The third part of the thesis focuses on the international benchmarking that was undertaken in order to map current practices in use by food sector administrations in different countries. The fourth part discusses the results of the analysis as well as presents conclusions of this thesis. And the last part is about the conclusion.

1.3 A Customer Satisfaction Study in Food Industry

The Food Firm established since 1973 with high-quality choice for consumers and the company continues its leadership in the food industry, dairy, meat, aquatic product range meets the needs of different consumer products brand with a very wide range of products. Closely follow the global trends, the company maintains its leadership role in many product line. The company operates with a workforce of more than four thousand.

The company's products, not just at home and also a product group of the worlds' major exporting countries and becoming recognized as "World's Brand". The company has not only within the borders of Turkey Middle East countries and also has the services to Turkic Republics, Germany, Romania and so on. Countries such as which are continue.

Turkey Customer Satisfaction Index (TMME) study, which is being done by Kalder, conducted in 2009 and according to the research the food firm was became the first in the category of dairy and meat sector.

The company follow up the customers in different categories to take advantage and to provide the right control in the best way .

2. MAIN CONSEPTS TECHNIQUES AND RELEATED LITERATURE

This chapter introduces the concept and process of customer satisfaction measurement, its background, how customer satisfaction is formed and discusses who the actual customers of the road authorities are. In addition, the different methods and models related to satisfaction measurement and service quality are covered. Many public organizations have adopted the customer focused management style from the private sector and the challenges regarding the differences between the natures of public and private sectors are presented. Finally, the establishment of a system in gathering customer data is discussed.

Today, customer focus and satisfaction is a driving force for many companies and organizations. Measuring customer satisfaction provides an indication on how an organization is performing or providing products or services. Customer satisfaction has traditionally been studied within market research and the term customer satisfaction measurement is widely used in particularly business terminology. There are various definitions of customer satisfaction and according to Rope (1994), to actually define satisfaction has proven to be hard and contradictory because of its multiple dimensions.

Customer satisfaction is generally understood as the satisfaction that a customer feels when comparing his preliminary expectations with the actual quality of the service or product acquired. In other words, customers are typically concerned with the value and quality of the product or service they receive. In addition, customers generally want the best possible product or service for a low cost. The perception of the best product or service and lowest price can, however, vary significantly by customer segment or industry. In order to obtain an overall picture of customer perception, a company or organization needs to measure the customer. (Czarnecki, 1998.)

2.1 The Process of Customer Satisfaction Managment

In order to be successful in providing quality of one’s services or products, it is important to obtain feedback from customers. According to Fink (1995), a survey is a

system for collecting information, to describe and compare knowledge, behavior and attitudes. Surveys generally involve determination of objectives for the data collection, choosing a reliable data collection method, analyzing gathered data, reporting and presenting the results. The objectives of a survey are usually identified though detected needs, but might also be defined through other surveys, reports, experts or focus groups and panels. (Fink, 1995.)

Measuring customer satisfaction is now an important area of research for most organizations. The first step of customer satisfaction measurement is to link the measurement to organizational strategy. If the measurements don't reflect the aspirations and goals of the organization, they are of little value and do not support improvements work. Hence, the organization needs to define long-term goals and develop these goals and objectives that should be measured and followed in terms of the various stakeholders. (Czarnecki, 1998.)

The process of measurements includes several steps. First, the objectives of the research have to be identified and defined. Next steps include the development of a research plan, the definition of attributes that are to be measured and which research method to use, the gathering of data and the processing and analyzing of data. Finally the data should be utilized, results reported and presented. Furthermore, the results from the CSM and findings from all the various steps should be used to improve the current CSM program and practices. (Naumannn, 1995.) Figure 4 presents the different steps and the general process of customer satisfaction measurement.

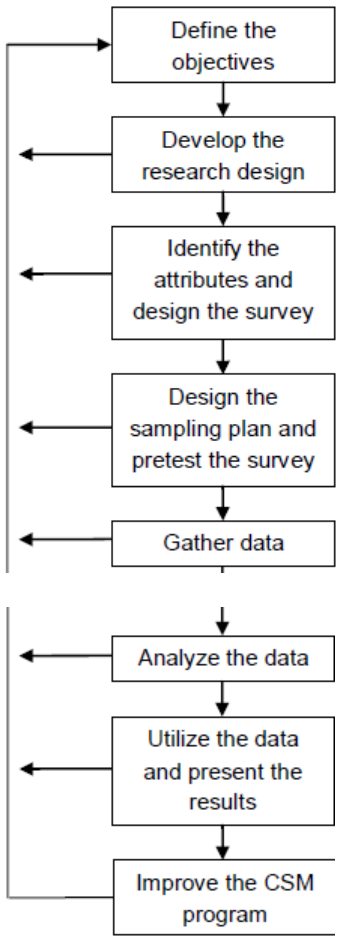


Figure 1 The process of CSM (modified from Naumann . 1995)

CSM is often a popular program to outsource because it may take extensive labor to undertake a survey. Moreover, the work does not occur consistently, only one or a few times per year. However, when developing and defining the factors to measure in the surveys, specialists and employees from within the organization are best suited. This because the internal specialists are most familiar with the goals and day-to-day activities of the organization. (Czarneck, 1998.)

In the form of comments or numbers the comments are based on feedback and responses in the respondents, i.e. the persons who have agreed to participate in the research, own words. Numeric data is obtained when respondents are asked to rate or rank items and it is often analyzed by statistical methods (Fink 1995). Customer satisfaction is typically formed by two components: the satisfaction rating in itself and the importance rating by the costumer. The satisfaction rating is generally

described with different scales, e.g. excellent, good, fair and poor. According to Czarnecki (1998), the importance can be discovered in several ways:

- priority ranking (asking the customer different questions designed to determine the importance)
- attribute ranking (forcing the customer to make trade-off decisions)
- statistical analysis (testing the relative impact of changes to your products or services over time)

By having the customers to rank and determine the relative importance of products or services, you can establish your priorities for service and product development and find out where improvements are needed (Matzler, 1998). Companies and organizations typically don't have enough resources to make all the improvements simultaneously and thus prioritization can help the organization to focus on the issues that are valued most by its customers. An example of a satisfaction rating question followed with a priority ranking question is presented in Figure 2.

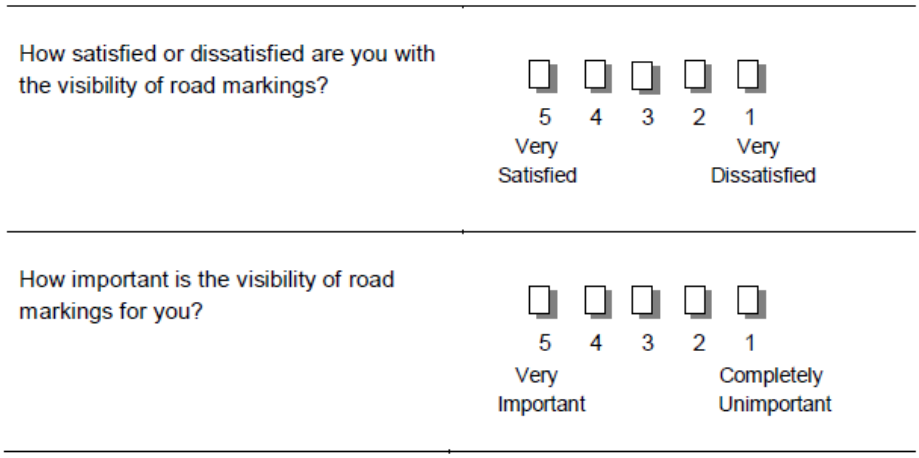


Figure 2 A satisfaction rating question followed by a question defining importance

Market research is usually used either for constant tracking of activities or for determination of specific problem areas. Constant tracking research is for example customer satisfaction measurements conducted on a regular basis or typical omnibus surveys. Research undertaken in order to determine specific problem areas are separate or so called ad hoc surveys that generally are one-time studies and carried out occasionally. The sample in ad hoc surveys can be specified by regions or certain

customer groups such as for example professional or private drivers. Usually these separate surveys may be more costly and time-consuming. (Lotti, 1994.)

Conducted CSM can often be seen only as a single "snapshot" in time, but by undertaking surveys regularly trend information over time can be obtained. Trend data can help the company or organization to identify issues that need to be addressed or improved. Open-ended questions can also provide valuable information on specific issues. In order to get real benefits from customer feedback, customer satisfaction measurements cannot only be a one-time activity. It is necessary for the company or organization to form an ongoing and constantly reviewed quality management system and customer feedback framework. (Czarnecki 1998, Krivobokova 2009.)

2.1.1 Techniques of Measuring Customer Satisfaction in Literature

Today, CSM is usually a central part of quality management. As Kessler (1996) has stated: "If you are not measuring it, you are not managing it". Measurements support companies or organizations to create an understanding for the demands and needs. Furthermore, CSM discovers the issues that need to be improved and reveals the factors that affect and create a successful relation between the company or organization and its customers. A good customer relation requires extensive quality image, which is formed by the organization's ability to handle the processes that are prioritized by customers. Lotti (1994) sums it up and states that customer satisfaction measurement is pointless if it does not result in such produced quality that satisfies the customers. (Lotti 1994.)

Customer satisfaction measurements are often complex to perform. There is always a risk that the results obtained from the measurements diverge from the reality. Measurements can be carried out with a focus on the attitudes of the customer, the behavior of the customer or the effects that the customer has on the company or organization in question. Companies and organizations that regularly measure customer satisfaction show that they care about their customers and that they want to improve their products or services. The CSM process is continuous and the measured and received feedback forms a base for ongoing work. Based on the results

from CSM, new goals are set and these are then measured and monitored. (Lotti 1994, Sörqvist 2000.)

In the evaluation of the level of customer satisfaction, the following factors are generally measured:

- overall satisfaction with products or services
- satisfaction with specific parameters of a product or service

These specific attributes measured in the surveys should be based either on results from earlier undertaken studies or established by an expert in the field. This evaluation of level of satisfaction can also be expanded by an analysis of the importance or priority of each of the parameters to the costumers. Typical issues to focus on when measuring customers's needs and views are which current services of the organization are seen as most important, what deficiencies the services have and what kind of services are still missing. (Krivobokova 2009, Sandholm 2000.)

Listening to customers and the awareness of customer's needs and wishes form the basis for customer service. The most commonly used tools for gathering public input and the main approaches to understanding the customers' needs and views are polls or surveys, focus groups and interviews. Surveys are useful especially in measuring the level of satisfaction and in gauging the issues that are important to the customers. Focus groups are gatherings of small groups of different stakeholders recruited to discuss certain topics and issues. In-depth interviews are typically used to interview key individual stakeholders where the aim is for example to collect individual case stories. (Stricker. 2003.)

Another source of customer feedback is complaints. Customer complaints can often be used as a basis for improving quality of existing services. Thus, it is important to ensure that it is easy for the customers to express their views, for example by having a telephone number known by the customers. However, it is not certain that all customers complain when they are dissatisfied. Nevertheless, the type and occurrence of the complaints can provide an overview and give some idea of where problems regarding the quality of the organization's products or services might be occurring. Hence, Sandholm (2000) suggests, that it could be a good idea to

actually compile, study and process the complaints. The absence of complaints regarding specific issues does not mean that the quality of the service or product would be satisfactory. (Sandholm, 2000).

Each of the survey approaches has their different strengths and the method to use depends on the circumstances of the research. When choosing the survey method to use, one also needs to consider how the method affects the customer. Some methods are more challenging and time consuming than others, what might result in lower response rates. Response rates also depend on the level of interest the respondent has in the topic or for example on the layout of the questionnaire. (Adams. 2006, McGivern 2009.)

2.1.2 Segmenting the Market

Organizations from all different sectors, whether they are commercial companies or government agencies, deal with a wide range of people. This means that the organizations have a customer base with diverse needs. By segmenting and identifying different groups within their customers, organizations can adjust their services to meet the different needs. According to Garnham (1999), different customers and stakeholder groups have different expectations and needs on the road network. Hence, segmenting the customers allows the road administration to determine the specific needs for the different groups of customers. When conducting market research, it can be useful to compare different customer groups and to explore if the organization is achieving higher levels of customer satisfaction with one customer segment compared to the other segments etc. (Adams . 2006, Garnham . 1999.)

2.1.3 CSM Models

Customer satisfaction measurements have had a central position especially in the United States. The focus on service quality as a concept has increasingly grown mostly because of its relation to costs, profitability, customer satisfaction, customer retention and positive word of mouth (Buttle, 1996). The original idea of CSM has its roots in the concept Total Quality Management (TQM). According to Vavra (1997), the TQM approach was introduced in the late 1970s and the basis of the concept is to

improve quality and performance and to increase customer satisfaction. Key principles of the concept are customer focus, continuous improvement and decision making. According to the method, improvements in quality of products or services will lead to higher levels of customer satisfaction. Decision-making processes and quality decisions in a company or organization should thus be based on measurements and market research. (Vavra, 1997.)

Another well-known and extensively applied model in customer satisfaction and service quality measurement is the SERVQUAL model. SERVQUAL is a service quality framework developed by Parasuranam. in the 1980s. The main idea of the model is to identify service quality gaps by measuring both perceptions and expectations of customers (Lotti, 1994). The model comprises 22 attributes and the service quality is measured by using five dimensions: Tangibles, Reliability, Responsiveness, Assurance and Empathy (Wisniewski, 2001).

By using the model SERVQUAL, managers can define which areas need to be targeted for performance improvement. Wisniewski (2001) argues that performance improvements can be prioritized by combining the largest negative gaps with an assessment of where expectations are highest. Wisniewski (2001) further argues that positive gaps indicate that the expectations are not just being met but also exceeded, which provides managers with a tool to review whether they might be "over-supplying" a specific feature or "over-performing" in a specific area of service. This aspect of the model is particularly relevant for the public sector as they are dealing with increasing budget cuts.

Furthermore, Wisniewski (2001) suggests that the gap analysis approach can be useful at comparing the needs of different customer segments or of customers in different regions. For example if a regional office consistently has smaller gaps than the rest of the regional offices, it is more likely to meet the customers' expectations than the other offices. The functionality of SERVQUAL has, however, also been criticized both on theoretical and operational grounds by a number of researches (e.g. Buttle, 1996). For example according to Buttle (1996), SERVQUAL's five dimensions are not universals. Moreover, he argues that there is a high degree of intercorrelation between the different dimensions.

2.1.4 Expectations and Experiences

Service quality or customer satisfaction is formed by the difference between the customers' expectations of a service and the actual perceived service. In other words, customer dissatisfaction occurs if the expectations are greater than the performance (Wisniewski 2001). An analysis of gaps between customer expectations and the performance of a company or organization is a cornerstone to monitor the overall corporate performance (Czarnecki, 1998). Customer satisfaction always requires an experience of the operations of a company or an organization. The level of customer satisfaction is formed by the correlation between a customer's expectations and his experiences. In other words, the customer always compares the experiences with the expectations he has of the company or organization. Customer satisfaction occurs when a customer's experiences of a service match the expectations and customers are impressed when they get more than they anticipated. In addition, the level of customer satisfaction is formed by the image of the company or organization. Many companies and organizations have made customer satisfaction their top priority by developing a carefully designed customer satisfaction framework. (Bergman. 1994.) Figure 3 provides a summarized overview of which key factors result in satisfied customers.

Figure 3 The customer satisfaction equation (redrawn from Craig 1993.)

In the 1980's, Professor Noriaki Kano developed the Kano model, which is visualized in Figure 4. The model describes how customer satisfaction is created and it separates quality dimensions into three different types of needs which together determine the customers' perception of quality. These needs are divided as followed:

- stated needs
- implied needs
- unconscious needs

According to the model in the Figure 4, the stated needs are expected by the customer to be satisfied and these needs are regarded as important. Hence, customers are satisfied when the stated needs are satisfied. The implied needs are so obvious to the customer that the customer does not even mention these when asked for example in a survey. The implied needs do not create greater customer satisfaction as these needs are considered as obligatory to fulfill. But on the other hand, if these needs are not fulfilled, the level of customer satisfaction will decrease dramatically. The unconscious needs are needs that are unexpected by the customer but what may result in high levels of customer satisfaction. The absence of these needs will, however, not lead to dissatisfaction. (Bergman . 1994, Sandholm 2000.)

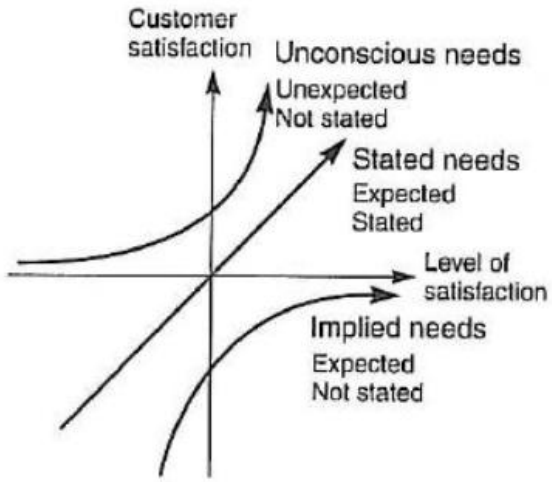


Figure 4 The Kano model (Sandholm 2000.)

The level of satisfaction is determined by comparing the expectations of the customer with the experience generated from the contact or encounter between the customer and the company or organization. If a customer's expectations were higher than the actual experience, the level of satisfaction is negative, i.e. the customer is not satisfied with the company. If the level of satisfaction is very negative, the company or organization often gets negative feedback and complaints. When a customer's expectations meet the experiences, the level of satisfaction is neutral. If the customer had high expectations, the customer relation with the company will strengthen. A customer with low expectation from before will not be fully satisfied, even if he is not disappointed with the company or organization. If a customer's experiences exceed

the expectations, the level of satisfaction is positive and the customer is satisfied. The essential thing is to influence the customers's expectations in order to have an effect on the level of satisfaction. This because the same level of action and operation with different levels of expectations will result in different degrees of satisfaction. (Rope . 1994)

Because the level of satisfaction is highly affected by customers' expectations, it is essential to understand how the expectations are formed. A company or organization is in many cases able to influence these expectations so that a higher or maximum level of satisfaction can be achieved. According to Sörenqvist (2000), the following factors have shown to have a great impact on the customers' expectations:

- previous experiences
- marketing and publicity
- image and reputation
- significance and interest
- information from others
- the price of the product or service

Other factors that affect the customer's expectations are for example the characteristics of the customer, such as socio-demographic characteristic like age, residence, gender, marital status, education or income level (Lotti, 1998). Some researchers have, however, criticized the great emphasis and focus on customer's expectations (e.g. Vuorela 1988). The customer's expectations might be unclear, vague, unrealistic or inappropriate. Some customers might not even have specific expectations of certain products or services. The customers' expectations are only the tip of the iceberg. Thus, it is also necessary to ascertain the needs and problems experienced by the customers. (Öster 2008, Matzler. 1998.)

Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories. (Gustaffson, 2005)

The satisfaction judgment is related to all experiences made with certain business concerning its given product, the sales process and the after-sale service. Whether the customer is satisfied after purchase also depends on the offer's performance in relation to the customer's expectation. (Kotler, 2000)

Factors which determine the extent of expectations are: customer needs, total customer value and total customer cost. It is mentioned by researchers who study customer choice that choosing a product or service is only one of the stages customers go through. A purchase decisions is influenced by the buyer's characteristics. These include cultural, social, personal and psychological factors. (Chaston, 2001)

2.2 Customer Satisfaction Measurement Program

Customer satisfaction is formed by the customers' subjective experiences of the organizations' products or services. Moreover, customer satisfaction is strongly connected with the present and that is why customer satisfaction has to be claimed again and again in daily contacts with the customers. Customer perception should thus be measured on a systematic and continuous basis. If the gathering and obtaining of customer feedback and information are not ongoing, a management system reacting on customer input cannot be established. According to Sandholm (2000), customer perceptions and customer feedback regarding their needs and expectations must be fed back to the organization and used as a basis for improvement work in order for a company or organization to be successful in quality management. (Rope . 1994.)

2.2.1 Required Decisions

An important step in the CSM process is to identify customers' requirements or quality dimensions and the appreciated characteristics of a product or service. In other words, the customer requirements will define the quality and level of standard of our services. According to Hayes (1998), knowledge of customer requirements and expectations is essential to provide a better understanding of how customers define

the quality of your services. If you understand these requirements, you are in a better position to develop measures to achieve satisfied customers. (Hayes 1998.)

In order to determine the level of customer satisfaction, continuous and systematic measurement is required. If customer feedback is not measured continuously and only gathered one time with the intention to identify possible problem areas, an organizational strategy based on and reacting to customer input cannot be formed. Systematic and continuous measurement activity is also required if the aim is to maintain the standard of an organization's operations by using information concerning customer satisfaction. (Rope . 1994.)

According to Rope . (1994), certain decisions are required in order to design and construct a system for gathering customer data. Decisions are needed in the following areas:

- how often to measure: constantly or in certain time intervals
- which customers to include in the sample : everyone or special segments/customer groups
- what issues or attributes to measure (satisfaction levels concerning issues defined and decided beforehand or overall level of satisfaction)
- which measurement method to use

All of these issues affect what type of data that will be gathered and with which level of precision. The data gathering system will always be a compromise that is designed depending on and taking into consideration the possibilities to utilize the data, the economical aspect and functionality of the system. If the customer satisfaction measurement system is designed to be too complicated, it will be hard to execute and the data will be difficult to handle and analyze and the system will not be cost-effective. (Rope . 1994.)

2.2.2 Choosing the Best Research Method

The goal of most CSM programs is good-quality-data. The quality of data gathered in customer satisfaction measurements is influenced by a number of different factors. One factor is the data-gathering technique, i.e. are the measurements

undertaken by mail, telephone or personal surveys. But how do you decide which is the best survey method for a particular research project? The data-gathering technique also relates to issues like sample selection and identification of respondents, Naumann . (1995) states.

When you are planning to undertake some form of market research or measurement, there are multiple factors that need to be taken into consideration when choosing the best, most appropriate and optimal survey mode or research method for your project. Each data gathering method has unique advantages, disadvantages and special features (Burns . 2008). According to Adams . (2006), the following factors affect what type of research method is the best research method for you:

- the type of information that you need – qualitative, quantitative or both
- the resources you have access to – both technology and human resources
- the type or groups of people you need to interview
- the methods and resources that can be used for the data handling and analyzing

Furthermore, Adams . (2006) states that your choice of method to use is also constrained by the time and money you have available for the project.

There are many options to consider when choosing the best and most appropriate research method. Before you make your decision regarding what research method to use to collect information, you ought to compare the strengths and limitations of each method. An advantage of a written survey is the relatively low cost of administration and data analysis. For telephone surveys the key advantage is good quality control and reasonable cost. The advantages and disadvantages related to different qualitative and quantitative research methods are summarized in Table 3. The use of especially qualitative research methods has grown in popularity. According to Elmore-Yalch (1998), this is mostly due to the lower costs, the excellent means to understand the in-depth motivation and feelings of customers and the benefit of improving the efficiency of quantitative research. (Czarnecki 1998.)

	Advantages	Disadvantages
Observational Research	useful tool for discovering exactly how people use services or goods	costly; time consuming; observations can be interpreted differently
Interviews and focus groups	costly; in-depth interviews useful if the respondents are geographically scattered	cannot be assumed to statistically represent the whole population
Panels and workshops	panels can be less expensive as respondents don't have to be recruited every time; encourage creativity	require a greater time commitment from the participants; the group setting may intimidate some participants
Online qualitative research	cost effective; data is directly fed into the researcher's computer program	not all potential respondents have computer skills or access to the Internet
Mail surveys	cost effective; extra material (e.g. maps) can be included; respondents usually perceive this method as less intrusive; possible to conduct longer surveys; efficient to reach a large audience	time-consuming; affects the collection of initial thoughts; lower response rates; no control over who is actually responding
Face-to-face interviews	a more personal approach; higher response rates; extra material can be used; flexibility possible in the interviewing process	time-consuming; costly; hard to get a wide enough geographic coverage; hard to conduct with large sample sizes
Telephone interviews	higher response rates; reasonable cost; easy to include respondents from wide or different geographical regions; good quality control	more households are becoming cell-only; difficult to include stimulus or extra material
Internet / e-mail surveys	data is directly fed into the researcher's computer program; effective method to reach a wider audience	uncertainty of who actually responded to the survey in Internet research; harder for respondents to stay anonymous when using e-mail surveys

Tablo 1 Advantages and disadvantages of qualitative and quantitative research methods

2.2.3 Identification of Survey objectives

The first and most important step in a CSM program is to clarify and define the objectives. Only by clarifying the objectives, you will be able to select and design a good and functioning CSM program (Naumann . 1995). Otherwise, there is a risk that you are collecting too much low-impact data. Moreover, clarifying objectives allows a company or organization to adopt a clear direction for the CSM program and efforts. According to the views of Naumann . (1995), the following three questions must be answered in order to develop good and concise objectives:

- why are we doing this (i.e. why are we undertaking CSM)
- who will use the data
- in what form should the data be in order to be valuable

The most common answer to the question "why are we doing this?" is that a company or organization is trying to better understand the customers' needs and preferences or to determine whether there have occurred any problems related to the provided products or services. Some organizations might want to measure the customers' perception of delivered quality to learn whether improvement works have been noticed by the customers and resulted in higher levels of satisfaction. Naumann . (1995) summed the most common CSM objectives up and state that these are:

- to get closer to the customer
- to measure continuous improvement from the customer's perspective
- to use customer input as the driver for process improvement
- to link CSM data to internal performance measures

2.2.4 Focusing and determining list of attributes

As a basis for improvement work, both data and analysis of these data are required. In order to have a substantial basis for decision-making, sufficient collection of data is needed. It is essential, that the data collected apply to the topic in question. In can be tempting to try to gather information concerning a variety of issues when undertaking market research and customer satisfaction measurement. All of these

studied issues might not even be relevant to the research problem and if one tries to concentrate on too many issues it will most likely result in increased costs and longer deadline for the delivery of research findings (Adams . 2006, Bergman . 1994.)

A critical component of customer satisfaction research is to determine the extent of which existing services and products meet the needs and expectations of the customer. These expectations can be formalized as a set of attributes that capture and represent issues that are seen as important by the customers. When determining the attributes that should be included in the CSM, it is important to look at the issue both from the internal or organizational perspective and the external or customer perspective. According to Elmore-Yalch (1998), a combination of qualitative and quantitative research methods and techniques can be used to identify the critical performance attributes.

The organizational knowledge should, however, be the first source of information in the process, as the internal employees know their work and their customers. Moreover, the employees are often also customers, Elmore-Yalch (1998) points out. An internal exploratory research will help the organization to finalize the study objectives and survey questionnaire, make meaningful recommendations for quality improvement and recommendations that are consistent with the organization's strategy. By undertaking research concerning the customers' views, the organization can form an understanding of the perceptions and organizational performance from the customers' perspective. (Elmore-Yalch 1998.)

Focusing and determining the list of performance attributes is potentially the most important step the whole CSM process (Elmore-Yalch 1998). In other words, the essential thing is to ask the right questions so that the improvement focus within a company or an organization relates to what is important to the customers (Kessler 1996). Focusing on a handful of measures is much more important than too many detailed questions. The customer management plan should be reviewed on a regular basis to ensure that it still is relevant and valid (Stickler . 2003).

Ultimately, usefulness of CSM survey and research methods comes from improved decisions and customer/stakeholder satisfaction, including their use to determine contractor performance and possible bonuses. It is important that survey

and research methods are related to outcomes. Experimentation is desirable because even if the methods have shortcomings, as all of them do, some may be more effective than others for effective decision-making or good outcomes.

2.2.5 Sampling Methods

An important step in a research project is to define who to include in the research, i.e. whom to collect data from. Due to financial constraints, it is not possible to administer a survey to all customers. Samples are created because it is generally impossible to interview everyone who are interested in or affected by the subject of the research project. A sample is a selection or a portion of a larger group or in other words the population. However, the sample needs to be representative of all of these different groups of people. These groups of people form a so called population of interest and the sample should represent the whole population of interest for the survey to be accurate. The process of sampling ensures that the results of a survey based on a sample of customers are generalizable to all customers. This aspect is particularly important when undertaking quantitative research, as the data produced from such research need to be reliable and valid. However, no sample is completely accurate as it usually includes some degree of error or bias. (Adams. 2006, Hayes, 1998.)

Sampling plans are usually developed because of the difficulties related to identifying the sample to be surveyed. In other words, a sampling plan is usually established in order to know how many respondents are required to participate in the study, whom to include in the survey and how to contact these respondents. According to Adams . (2006), another benefit with a sampling plan is that it can help identify any potential problems early on in the research process. Further on, Adams . (2006) list the following steps that should be included in an effective sampling plan:

- to identify precisely the population of interest
- to choose the sampling method or methods to use
- to decide how many respondents that need to be surveyed from each group
- to identify how the sample will be contacted

Another essential step is to calculate how much it will cost to gather all the data from the sample as this generally is one of the largest costs in a research project (Adams, 2006).

Sampling methods are usually divided into two types: probability sampling and non-probability sampling. The most common types of probability sampling are simple and stratified random sampling. In simple random sampling, everyone of the population has an equal chance of being selected for the survey. Hence, probability sampling provides a statistical basis for the sample to be representative of the whole target population. The advantage of simple random sampling is that you are able to get an unbiased sample without too much difficulty. The disadvantage is that a simple random sample may not include all of the attributes of a population that are of interest. If you for example have results from previous studies showing that younger and older drivers differ in their customer satisfaction, the risk in simple random sampling is that you might not get a large enough proportion of e.g. older drivers in your sample. (Fink, 1995.)

Stratified random sampling can be used when you need to be sure that you select and get the right proportions of people with certain characteristics such as age, gender, residential area, level of education, health status, etc. In stratified random sampling the population is divided into subgroups and a random sample is then selected from each of these subgroups. The disadvantage with this type of sampling is that it is more complicated than simple random sampling. Furthermore, the subgroups must be selected correctly as too many subgroups may lead to a large and expensive survey. Another type of probability sampling is cluster sampling. In cluster sampling, clusters are randomly selected and all members of the selected cluster or clusters are included in the sample. You can decide either to survey all the members or to select randomly among the members. Cluster sampling is generally used in large surveys and can for example be used to focus on and survey randomly selected regions or counties. The difference between stratified sampling and cluster sampling is that you in stratified sampling have to create the groups. (Fink, 1995)

Non-probability sampling is the second type of sampling. In non-probability sampling, samples are chosen based on the aims of the survey and on the different

characteristics of the target population. In other words, some members of the population have a chance of being chosen to participate in the survey whereas some do not. A typical example of non-probability sampling is the use of focus groups. Focus groups are often used especially in market research to examine the customers' views and needs. (Fink, 1995)

The size of a sample reflects the amount of people or places (e.g. regions, departments, schools etc) that need to be surveyed to get accurate and reliable results. Factors that affect the sample size are time, costs and how exact the information needs to be. For example if you increase the size of the sample, you will also increase the costs of the data collection and analysis. There are different formulas and statistical calculations to use to estimate the needed sample size for a survey, but often it is based on experience. In smaller surveys, a sample size of 500 already provides a good picture of the overall results. If the goal is to analyze a sample according to different customer or population groups, the sample size needs to be bigger. An increase in the sample size also has a positive effect on the standard error, i.e. the standard error or sampling variation decreases. The relation between these two variables is presented in Figure 7. (Fink 1995, Lotti 1994.)

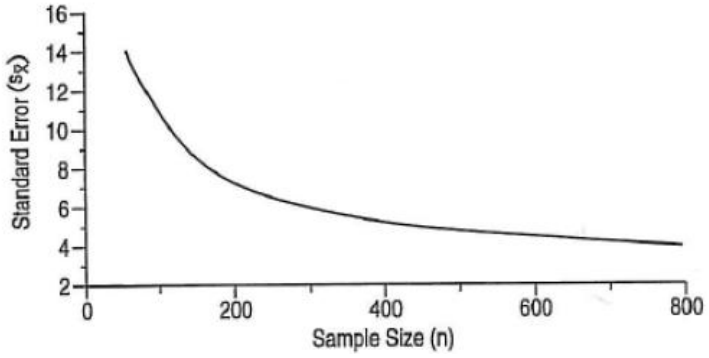


Figure 5 The relation between sample size and standard error (Fink 1995.)

Whichever sampling method that is chosen to be used for the survey, there is generally a loss of information because of non-response. In other words, all of the selected members of the target population will most likely not respond to the survey. The ideal would be a response rate of 100%, but this is usually impossible and would require increased costs and 41 times. The proportion of the non-responses should

always be reported by the determination of how substantial it is and to which customer groups it is focused. (Lotti, 1994)

According to Naumann (1995), determining of the appropriate sample size is a complex decision involving many tradeoffs. An important aspect is the amount of time available for the survey. The larger the sample, the more time it takes to gather and analyze the data. Other factors that influence the choice of sample size are money, type of questionnaire and staffing (if research not outsourced). (Naumann, 1995)

When conducting customer satisfaction measurements or surveys, it is unlikely that all customers will return a completed survey. According to Hayes (1998), response rate can be defined as the percent of returned and completed surveys of all the surveys that were administered or distributed. Especially for mail surveys, response rates tend to be low. When planning the survey and sampling process, you must take into account the response rate. Hayes (1998) suggests that to obtain and achieve a certain sample size, you need to distribute more surveys than otherwise would be needed for the analysis. Furthermore, Hayes states that the following formula can be used to calculate the distribution sample size:

Distribution size = Needed Sample Size / Response Rate

The formula does acquire us to estimate the expected response rate beforehand and to conclude the needed sample size for a given level of confidence. The estimated response rate can for example be based on similar surveys conducted in the past. (Hayes, 1998)

In order to encourage people to participate in a survey and to increase the response rate, companies or organizations can try to offer and use incentives such as a chance to enter a prize draw. Other techniques used to increase response rates are for example to include a personalized cover letter, pre-notification of the survey and reminders. Especially in mail and online surveys at least one reminder is often sent usually to those who have not returned the questionnaire before a certain date. (Adams . 2006, McGivern 2009)

2.2.6 Reliability and Validity of a Survey

Measurement instruments can help -us better understand and measure the level of satisfaction of our customers to uncover any perceived problems with our services or products. In order to obtain our customers' opinions and current level of satisfaction, we need to accurately measure these attitudes. The goal of every CSM program is good-quality data. In other words, when developing the measures to be used for CSM, it is important to ensure that the data and results obtained from measurements provide reliable and valid information. There are a number of factors that influence the quality of various type of data for example the chosen measurement method as data gathering techniques and these again relate to sample selection, question complexity and identification of correct respondents. (Hayes 1998, Naumann, 1995.)

According to Hayes (1998), the term reliability is used to describe the degree of error associated with a measure. There are various factors affecting the level of reliability, for example sample size, sample of people and numbers of items in the scale. A decreased sampling error can be achieved with an increased sample size. Similarly, an increased number of items in the questionnaire will lead to a higher reliability. Furthermore, Hayes (1998) states that reliability of scales is especially important when exploring the relationship between different variables. Low reliability leads to lower observed correlation between two variables. In other words, if the reliability for one or both of the variables is low, incorrect conclusions concerning relationships between different variables can be made. (Hayes, 1998)

A good and accurate sample represents the whole population, i.e. if important characteristics of the population are distributed evenly by all groups. This is an important aspect particularly in quantitative research. No matter how exact the sample is chosen, the sample will most likely include errors or biases. Typically these errors are non-sampling errors. Usually they occur due to imprecision in the definition of survey objectives or to errors in measurement methods and in design of survey. Another source of non-sampling errors or biases is non-response. Everyone selected to the sample will not participate in the survey and not all of the respondents

will answer all questions, which is called item non-response. Other factors that may result in biases are poorly worded questions and untrained interviewers. (Fink, 1995)

No results based on surveys are absolute and factors such as sample size may influence the research's reliability. By increasing the sample you can increase the reliability, but on the other hand this will also lead to increased costs. There are statistical methods that can be used to "correct" or compensate non-responses either to entire surveys or just some questions. A common method is "weighting" where the aim is to weight the data to correctly represent the population. (Fink 1995, Lotti 1994)

2.2.7 Response Formats and Scale Types

An important step in a survey's development process is to select a response format, i.e. how customers can respond to the items or questions in the survey. This because the response format determines how the data gathered from the survey can be used (Hayes,1998). According to Burns (2008), there are three basic question-response formats and each one of these has two variations. These different response formats and their variations are presented in Figure 9.

When using open-ended response format questions, respondents are instructed to respond in his or her own words. This kind of response format is suitable for and used especially in exploratory research. Open-ended questions can be divided into unaided and aided response formats. Categorical response format questions provides specific response options and this kind of format is used when the researcher already knows the possible response to a question. Response options ensure that respondents can answer questions quickly and effortlessly. Metric response questions usually provide the respondents to choose from a scale developed by the researcher. Respondents can for example be asked to rate their level of satisfaction in a scale from 1-10 or in scale descriptors such as "poor", "fair", "good", "very good" and "excellent". Alternatively, metric response format questions can be of a natural type where respondents may be asked to provide numbers in their answer. (Burns. 2008.)

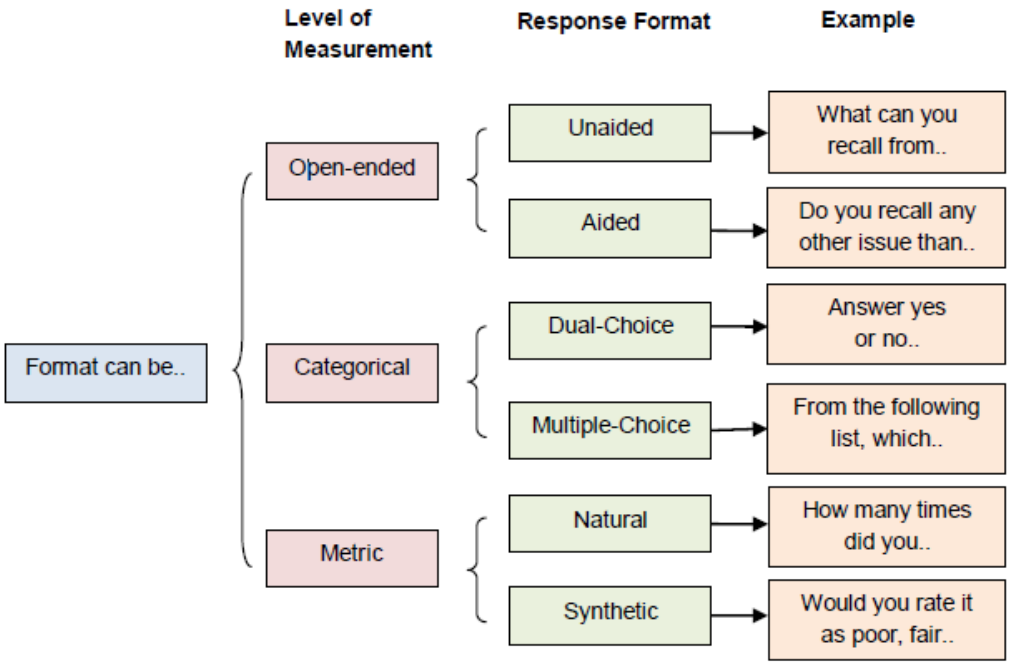


Figure 6 Level of measurement and response formats (modified from Burns . 2008.)

Probably the most widely used scale in survey research is the Likert Scale. When using the Likert Scale, respondents are asked to specify their level of agreement to a statement. In other words, the Likert Scale is designed to allow customers to respond in varying degrees. According to McGivern (2009), the response format of a typical Likert Scale consists of five points which can be listed as followed:

5 Agree strongly

4 Agree

3 Neither agree nor disagree

2 Disagree

1 Disagree strongly

According to Hayes (1998), the advantage of using a Likert-type format or scale rather than for example a "yes-no"-scale is the possibility to more variability of the scores. Moreover, scales with only two response options have, from a statistical perspective, less reliability than scales with five response options. Hayes (1998) also points out, that reliability seems to level off after five scale points, which suggests that there is not too much need to use more than five scale points. Another advantage

is that the Likert-type format allows you to determine the percentage of positive or negative responses for a certain attribute or issue. This can be done for example by combining the responses on the ends of the scale (e.g. combining strongly agree and agree to positive responses). (Hayes 1998.)

Another example of a response format or scale is ranking. In order to measure opinions or attitudes, respondents can be asked to rank a set of attitudes relevant to the issue. Ranking can thus provide an idea of how a person evaluates an object or a set of criteria. The main difference with regard to a Likert-type format is that with ranking we cannot establish the distance or intervals between the rankings. Problems with scales are also possible. Respondents might for example have the tendency to avoid using the extreme values of the scales. (McGivern 2009.)

3. A CUSTOMER SATISFACTION MANAGEMENT STUDY FOR THE LOGISTICS AND SALES ACTIVITIES OF A FOOD COMPANY

This chapter present detailed idea about the research will be conducted. This includes the purpose of the research, research approach, research strategy, sample selection methods, data collection methods and data analysis methods. At the end of the methodology part validity and reliability issues will be discussed to follow the quality standards of the research.

3.1 CRM and CSM in the Company

The firm classified the company's customer in four groups as they called below;

Traditional Customers: small dealers

Key Account Customers: big markets

Dealer Customers: big dealers

Out of Home Consumption Customers: school canteens, buffets

Customer Type	Customer Count in Survey	Total Customer Count
Traditional	1533	30533
Key Account	1204	3539
Out of Home Consumption	2712	12793
Dealers	92	120
Total	5541	46985

Total Customer count in the Survey and the Firm

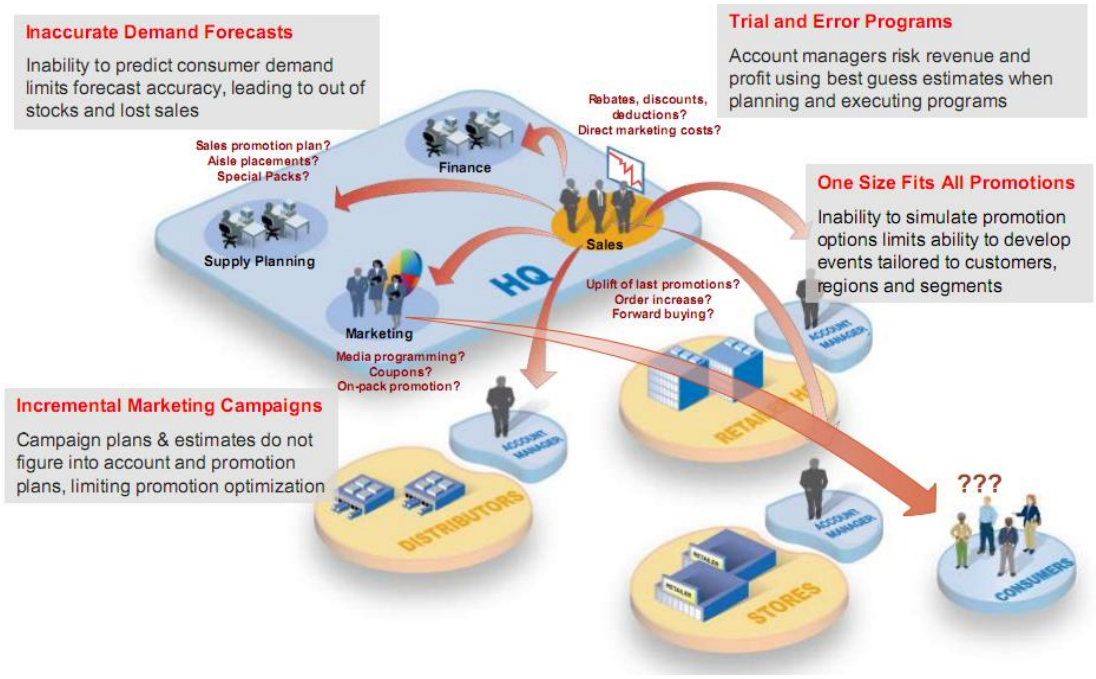
The Food Company uses the SAP CRM for Customer Relationship Management. Good relationship between the customer and the supplier contributes to reliable information flows, and reliable demand information flows in turn contribute to high efficiency—these are well-researched issues also in other industry environments. But in a fast-growing systems business such as food industry, the supplier needs to be able to adapt its offering to a wide variety of customer situations and needs. Understanding the customer's situation and need together with the right

offering contributes to good co-operation in improving the joint demand chain, which further leads to superior demand chain efficiency and high customer satisfaction. For companies selling products through the consumer distribution channels, between 15 and 20 of their revenue is spent on promotions, pricing discounts, rebates and other monetary incentives. Optimization of this spending is of paramount importance and concern as well as the most elusive of all business practices in the consumer economy.

SAP Trade Promotion Optimization enables;

- Trade marketing and sales teams to maximize promotional revenue, volume and profitability
- Easy-to-use planning processes embedded within

Figure 7 General Market Requirements - Industry trends are driving changes in sales



SAP 2011

Figure 8 Relevant Business Processes – Without CSM, promotion optimization potential is limited

For using this potential of CRM, Customer satisfaction measuring is necessary.

3.2 Design of the Survey

The questionnaire was developed based on research questions and frame of reference. The logical structure of questionnaire followed the order of service quality dimension in the frame of reference. For understanding the importance of satisfaction of each service quality dimension a 5-scale was used (1=very unsatisfied, 3=neutral, 5=very satisfied).The survey was developed for each customer type. Each survey type has same questions and also different ones. The survey has demographic questions, open ended and closed ended questions.

Question Wording

One of the major difficulty in writing good survey questions is getting the wording right. Even slight wording differences can confuse the respondent or lead to incorrect

interpretations of the question. Here, I outline some questions you can ask about how you worded each of your survey questions.

Can the Question be Misunderstood?

The survey author has to always be on the lookout for questions that could be misunderstood or confusing. For instance, if you ask a person for their nationality, it might not be clear what you want (Do you want someone from Malaysia to say Malaysian, Asian, or Pacific Islander?). Or, if you ask for marital status, do you want someone to say simply that they are either married or no married? Or, do you want more detail (like divorced, widow/widower, etc.)?

Some terms are just to vague to be useful. For instance, if you ask a question about the "mass media," what do you mean? The newspapers? Radio? Television?

Here's one of my favorites. Let's say you want to know the following:

What kind of headache remedy do you use?

Do you want to know what brand name medicine they take? Do you want to know about "home" remedies? Are you asking whether they prefer a pill, capsule or caplet?

What Assumptions Does the Question Make?

Sometimes we don't stop to consider how a question will appear from the respondent's point-of-view. We don't think about the assumptions behind our questions. For instance, if you ask what social class someone's in, you assume that they know what social class is and that they think of themselves as being in one. In this kind of case, you may need to use a filter question first to determine whether either of these assumptions is true.

Is the time frame specified?

Whenever you use the words "will", "could", "might", or "may" in a question, you might suspect that the question asks a time-related question. Be sure that, if it does, you have specified the time frame precisely. For instance, you might ask:

Do you think Congress will cut taxes?

or something like

Do you think Congress could successfully resist tax cuts?

Neither of these questions specifies a time frame.

How personal is the wording?

With a change of just a few words, a question can go from being relatively impersonal to probing into your private perspectives. Consider the following three questions, each of which asks about the respondent's satisfaction with working conditions:

- Are working conditions satisfactory or not satisfactory in the plant where you work?
- Do you feel that working conditions satisfactory or not satisfactory in the plant where you work?
- Are you personally satisfied with working conditions in the plant where you work?

The first question is stated from a fairly detached, objective viewpoint. The second asks how you "feel." The last asks whether you are "personally satisfied." Be sure the questions in your survey are at an appropriate level for your context. And, be sure there is consistency in this across questions in your survey.

Is the wording too direct?

There are times when asking a question too directly may be too threatening or disturbing for respondents. For instance, consider a study where you want to discuss battlefield experiences with former soldiers who experienced trauma. Examine the following three question options:

- How did you feel about being in the war?
- How well did the equipment hold up in the field?
- How well were new recruits trained?

The first question may be too direct. For this population it may elicit powerful negative emotions based on their recollections. The second question is a less direct one. It asks about equipment in the field, but, for this population, may also lead the discussion toward more difficult issues to discuss directly. The last question is probably the least direct and least threatening. Bashing the new recruits is standard protocol in almost any social context. The question is likely to get the respondent talking, recounting anecdotes, without eliciting much stress. Of course, all of this may simply be begging the question. If you are doing a study where the respondents may experience high levels of stress because of the questions you ask, you should reconsider the ethics of doing the study.

Other Wording Issues

The nuances of language guarantee that the task of the question writer will be endlessly complex. Without trying to generate an exhaustive list, here are a few other questions to keep in mind:

- Does the question contain difficult or unclear terminology?
- Does the question make each alternative explicit?
- Is the wording objectionable?
- Is the wording loaded or slanted?

3.3 Data Analysis

For quantitative data analysis, Minitab 15.0 is used for data input and analysis and for analysing the data chi-square goodness of fit test was used. The statistics results were presented by graphical form with detail description.

3.3.1 Chi-Square Goodness-of-Fit Test

The chi-square test (Snedecor and Cochran, 1989) is used to test if a sample of data came from a population with a specific distribution.

An attractive feature of the chi-square goodness-of-fit test is that it can be applied to any distribution for which you can calculate the cumulative distribution function. The chi-square goodness-of-fit test is applied to binned data (i.e., data put into classes). This is actually not a restriction since for non-binned data you can simply calculate a histogram or frequency table before generating the chi-square test. However, the value of the chi-square test statistic are dependent on how the data is binned. Another disadvantage of the chi-square test is that it requires a sufficient sample size in order for the chi-square approximation to be valid.

The chi-square test is defined for the hypothesis:

H0: The data follow a specified distribution.

Ha: The data do not follow the specified distribution.

Test Statistic: For the chi-square goodness-of-fit computation, the data are divided into k bins and the test statistic is defined as;

$$\chi^2 = \sum_{i=1}^{k} (O_i - E_i)^2 / E_i$$

where

χ^2 = Pearson's cumulative test statistic, which asymptotically approaches a χ^2 distribution.

O_i = an observed frequency;

E_i = an expected (theoretical) frequency, asserted by the null hypothesis;

n = the number of cells in the table.

where is the observed frequency for bin i and is the expected frequency for bin i. The expected frequency is calculated by;

$$E_i = N(F(Y_u) - F(Y_l))$$

where F is the cumulative Distribution function for the distribution being tested, Yu is the upper limit for class i, Yl is the lower limit for class i, and N is the sample size.

The test statistic follows, approximately, a chi-square distribution with (k - c) degrees of freedom where k is the number of non-empty cells and c = the number of estimated parameters (including location and scale parameters and shape parameters) for the distribution + 1. For example, for a 3-parameter Weibull distribution, c = 4.

Therefore, the hypothesis that the data are from a population with the specified distribution is rejected if where is the chi-square critical value with k - c degrees of freedom and significance level α.

3.4 Validity and Reliability

In order to reducing the possibility of getting the answers wrong, attention need to be paid to two particular on research design: reliability and validity (Saunders, 2003)

3.4.1 Validity

Validity is concerned with whether the findings are really about what they appear about (Saunders, 2003)

- Numbers of different steps were taken to ensure the validity of the study;
- Data was collected from the reliable sources, from respondents who are more experienced to using this food firm
- Survey questions were made based on literature review and frame of reference to ensure the validity of the results
- Questionnaire has been pre-tested by the responded before starting the survey. Questionnaire was tested at least 150 customers
- Data has been collected through 1 month within this short period of time no major event has been changed with the related topic.

3.4.2 Reliability

Reliability refers to the degree to which data collection method or methods will yield consistent findings, similar observations would be made or conclusions reached

by other researchers or there is a transparency in how sense made from the raw data (Saunders, 2003)

Minitab software offers “Reliability Analysis Statistics” which provides information about the relationships between individual items in the scale.

Most researchers use Cronbach Alfa Reliability statistics to measure the correlation between individual items.

Cronbach's α is defined as;

$$\alpha = \frac{K}{K-1}\left(1 - \frac{\sum_{i=1}^{K} \sigma_{Y_i}^2}{\sigma_X^2}\right)$$

Cronbach's alpha	Internal consistency
α ≥ .9	Excellent
.9 > α ≥ .8	Good
.8 > α ≥ .7	Acceptable
.7 > α ≥ .6	Questionable
.6 > α ≥ .5	Poor
.5 > α	Unacceptable

4. RESULTS

4.1 Participant's Characteristics

In the sampling method, 5541 customers were approached and it is 12% of the total customers' amount. And the demographic characteristics of the sample are written below.

The analysis shows that the satisfaction levels vary among customer classes. That is, different satisfaction measures and service quality levels should be taken into account for different customer classes to achieve the best service performance.

In this study, the satisfaction level is measured by the following index:

$(((K_2 + (K_1)) - ((K_{-2}) + (K_{-1}))$ / Total Frequency

Frequency	Survey Answer
K_2	Very Satisfied
K_1	Satisfied
K_0	Neutral
K_{-1}	Dissatisfied
K_{-2}	Very Dissatisfied

2nd Calculation of Satisfaction = $(2x(K_2+K_1) +K_0)/ 100 - 1$

Minimum goal is to attract the bad ones, thus maximizing the formula and the other explanation is neutralizing one unit of dissatisfied data is the same with raising the data from neutralizied to satisfied .

1st and 2nd formulas has different solutions with same meanings as you can see above.

In this research the Satisfaction Value is %80, this value was the satisfaction value for the firms total customers and other customer types' satisfaction was measured in same way as seen below;

FREQUENCY		
K_2 + K_1	K_{-2} + K_{-1}	TOPLAM
109.636	6.536	129.633
Total Customer Satisfaction		
0,80		

FREQUENCY		
K_2 + K_1	K_{-2} + K_{-1}	TOPLAM
38.275	2.326	46.231
Key Account Customer Satisfaction		
0,78		

FREQUENCY		
K_2 + K_1	K_{-2} + K_{-1}	TOPLAM
15.211	788	18.023
Out of Home Consumption Satisfaction		
0,80		

FREQUENCY		
K_2 + K_1	K_{-2} + K_{-1}	TOPLAM
53.222	3.267	61.996
Traditional Customer Satisfaction		
0,81		

FREQUENCY		
K_2 + K_1	K_{-2} + K_{-1}	TOPLAM
2.928	155	3.383
Dealer Satisfaction		
0,82		

4.1.1 Traditional Customer's Survey Analyses

The survey which was prepared for the traditional customers has 50 questions. The questions between 1-8 are demographic questions.

For the Traditional Customer Type; 89% of the customers were men and %11 were women, 81% of the customers were the owner of the business, 38% were working with this food company more than 10 years, 92% were greater than 25 years old and 44% were graduated from high school.

Tally for Discrete Variables:

POZİSYON	Count	Percent	CumCnt	CumPct
çalışan	1	0,07	1	0,07
Çalışan	284	19,29	285	19,36
İşletmeci	1187	80,64	1472	100,00
N=	1472			
*=	61			

ÇALIŞMA SÜRESİ	Count	Percent	CumCnt	CumPct
1-2 Yıl Arası	162	11,04	162	11,04
1 Yıldan Az	85	5,79	247	16,84
10 Yıl ve Üzeri	557	37,97	804	54,81
3-5 Yıl Arası	245	16,70	1049	71,51
5-10 Yıl Arası	418	28,49	1467	100,00
N=	1467			
*=	66			

YAŞ	Count	Percent	CumCnt	CumPct
0-25	113	9,38	113	9,38
25-35	342	28,38	455	37,76
35-45	373	30,95	828	68,71
45 ve üzeri	377	31,29	1205	100,00
N=	1205			
*=	328			

CİNSİYET	Count	Percent	CumCnt	CumPct
BAY	1310	88,63	1310	88,63
BAYAN	168	11,37	1478	100,00
N=	1478			
*=	55			

EĞİTİM	Count	Percent	CumCnt	CumPct
İLKOKUL	326	23,39	326	23,39
LİSE	618	44,33	944	67,72
ORTAOKUL	257	18,44	1201	86,15
ÜNİVERSİTE ve üzeri	193	13,85	1394	100,00
N=	1394			
*=	139			

Table 2 Tally Variables for Traditional Customers

To identify problematic items in this survey, look at the Item Statistics section of the output. This section tells us the survey's questions are well built. removing any one item from the analysis doesn't improves or worsens Cronbach's alpha. Each question has same Alpha values about 95%. The survey's total Cronbach alpha value is 95%.

Omitted Item Statistics

Omitted Variable	Adj. Total Mean	Adj. Total StDev	Item-Adj. Total Corr	Squared Multiple Corr	Cronbach's Alpha
9	180,99	19,96	0,4291	0,4749	0,9499
10	181,05	19,91	0,4714	0,6009	0,9496
11	181,16	19,77	0,4907	0,5153	0,9493
12	181,06	19,87	0,4383	0,5510	0,9496
13	181,02	19,92	0,4159	0,5900	0,9498
14	180,96	20,00	0,3138	0,4497	0,9502
15	181,69	19,59	0,4817	0,4933	0,9496
16	182,21	19,47	0,4811	0,5034	0,9501
17	181,68	19,48	0,5873	0,5383	0,9488
18	181,98	19,34	0,5889	0,5884	0,9490
19	181,62	19,49	0,5834	0,5542	0,9488
20	181,38	19,67	0,4954	0,3705	0,9493
21	181,08	19,90	0,4023	0,5113	0,9498
22	181,19	19,82	0,4317	0,6413	0,9496
23	181,18	19,81	0,4578	0,6703	0,9495
24	181,26	19,74	0,5096	0,5794	0,9492
25	181,50	19,60	0,5678	0,6260	0,9488
26	181,34	19,62	0,5596	0,4656	0,9489
27	181,42	19,59	0,5839	0,6281	0,9487
28	181,35	19,67	0,5695	0,6607	0,9488
29	181,20	19,78	0,5490	0,5429	0,9491
30	181,20	19,77	0,5711	0,6431	0,9490
31	181,17	19,79	0,5723	0,6008	0,9490
32	181,42	19,58	0,6632	0,6118	0,9483
33	181,30	19,68	0,6469	0,6051	0,9485
34	181,38	19,58	0,6767	0,5690	0,9482
35	181,46	19,62	0,6384	0,5461	0,9485
36	182,24	19,41	0,5316	0,6143	0,9496
37	181,54	19,54	0,6840	0,5735	0,9481
38	181,85	19,40	0,6272	0,5773	0,9485
39	182,38	19,43	0,5286	0,6393	0,9496
40	181,90	19,41	0,5849	0,4827	0,9489
41	181,56	19,47	0,6347	0,6200	0,9484
42	181,35	19,62	0,5987	0,5779	0,9486
43	181,54	19,58	0,5979	0,5342	0,9486
44	181,42	19,62	0,6197	0,5820	0,9485
45	181,56	19,53	0,6550	0,6521	0,9483
46	181,58	19,52	0,6664	0,6243	0,9482
47	181,48	19,61	0,6278	0,5804	0,9485
48	181,32	19,63	0,6751	0,6343	0,9483
49	181,39	19,59	0,7001	0,7047	0,9481
50	181,25	19,72	0,6101	0,6069	0,9488

Cronbach's Alpha = 0,9501

Table 3 Omitted Item Statistics for Traditional Customers

In correlation matrix the relationship between the questions which are in the same category has high correlation value. For example 9. and 10. questions have strong an positive correlation because the correlation value is 0,625 so this means;

when Pat's clothing and appearance, use care sales representative satisfaction is getting higher, than the thought of sales representative information about the products and market satisfaction is getting higher.

Correlation Matrix

	9	10	11	12	13	14	15	16	17	18	19
10	0,625										
11	0,493	0,603									
12	0,500	0,571	0,536								
13	0,504	0,604	0,513	0,655							
14	0,442	0,512	0,400	0,504	0,599						
15	0,183	0,161	0,161	0,113	0,108	0,080					
16	0,137	0,123	0,204	0,123	0,104	0,047	0,541				
17	0,233	0,241	0,238	0,244	0,217	0,127	0,555	0,507			
18	0,209	0,246	0,302	0,250	0,217	0,117	0,421	0,515	0,555		
19	0,203	0,203	0,266	0,216	0,162	0,107	0,437	0,383	0,505	0,660	
20	0,238	0,247	0,242	0,247	0,240	0,202	0,255	0,304	0,332	0,361	0,441
21	0,307	0,286	0,189	0,273	0,268	0,278	0,152	0,074	0,186	0,147	0,204
22	0,283	0,303	0,280	0,257	0,238	0,197	0,148	0,134	0,214	0,210	0,262
23	0,306	0,305	0,258	0,231	0,244	0,167	0,198	0,122	0,243	0,218	0,292
24	0,233	0,273	0,264	0,220	0,187	0,123	0,238	0,201	0,329	0,296	0,307
25	0,243	0,280	0,340	0,295	0,225	0,160	0,346	0,361	0,383	0,380	0,367
26	0,317	0,387	0,431	0,371	0,298	0,236	0,151	0,232	0,282	0,365	0,314
27	0,323	0,339	0,362	0,365	0,316	0,216	0,256	0,271	0,387	0,378	0,362
28	0,308	0,298	0,325	0,302	0,235	0,182	0,253	0,258	0,375	0,346	0,359
29	0,292	0,340	0,279	0,282	0,279	0,204	0,229	0,227	0,271	0,270	0,254
30	0,278	0,295	0,270	0,273	0,285	0,214	0,261	0,203	0,299	0,257	0,286
31	0,282	0,289	0,251	0,216	0,261	0,214	0,238	0,170	0,250	0,259	0,301
32	0,243	0,250	0,247	0,224	0,196	0,151	0,451	0,367	0,503	0,449	0,419
33	0,232	0,289	0,249	0,211	0,223	0,204	0,324	0,311	0,378	0,374	0,362
34	0,336	0,430	0,429	0,385	0,385	0,267	0,243	0,295	0,357	0,415	0,377
35	0,241	0,272	0,277	0,234	0,239	0,176	0,252	0,257	0,318	0,333	0,333
36	0,122	0,140	0,203	0,129	0,110	0,057	0,382	0,468	0,373	0,360	0,326
37	0,260	0,283	0,328	0,279	0,275	0,209	0,302	0,292	0,333	0,383	0,376
38	0,206	0,216	0,314	0,208	0,202	0,142	0,302	0,268	0,386	0,361	0,406
39	0,105	0,117	0,178	0,104	0,105	0,073	0,370	0,417	0,372	0,330	0,317
40	0,179	0,195	0,211	0,171	0,159	0,092	0,264	0,311	0,363	0,345	0,324
41	0,258	0,306	0,309	0,292	0,259	0,167	0,197	0,253	0,335	0,403	0,354
42	0,280	0,355	0,371	0,335	0,311	0,270	0,184	0,166	0,298	0,283	0,283
43	0,255	0,263	0,289	0,234	0,234	0,190	0,278	0,267	0,284	0,305	0,320
44	0,292	0,342	0,330	0,275	0,323	0,260	0,258	0,225	0,289	0,293	0,295
45	0,246	0,274	0,312	0,269	0,250	0,182	0,252	0,294	0,315	0,365	0,341
46	0,213	0,261	0,306	0,258	0,206	0,122	0,282	0,301	0,356	0,381	0,382
47	0,229	0,230	0,276	0,234	0,231	0,175	0,293	0,277	0,317	0,310	0,337
48	0,293	0,334	0,347	0,330	0,332	0,241	0,218	0,241	0,323	0,332	0,386
49	0,279	0,311	0,315	0,316	0,296	0,265	0,291	0,251	0,380	0,308	0,329
50	0,280	0,264	0,228	0,233	0,261	0,256	0,304	0,210	0,257	0,251	0,321

	20	21	22	23	24	25	26	27	28	29	30
21	0,312										
22	0,313	0,636									
23	0,285	0,609	0,744								
24	0,226	0,386	0,456	0,584							
25	0,237	0,331	0,372	0,437	0,655						
26	0,253	0,316	0,344	0,377	0,413	0,504					
27	0,285	0,375	0,402	0,440	0,491	0,616	0,549				
28	0,288	0,412	0,483	0,512	0,590	0,652	0,505	0,737			
29	0,298	0,292	0,304	0,289	0,215	0,212	0,265	0,289	0,242		
30	0,338	0,280	0,282	0,284	0,244	0,218	0,279	0,291	0,262	0,673	
31	0,359	0,298	0,271	0,308	0,298	0,263	0,286	0,298	0,298	0,546	0,701
32	0,295	0,208	0,188	0,256	0,364	0,375	0,316	0,384	0,373	0,449	0,507
33	0,361	0,251	0,216	0,285	0,308	0,305	0,334	0,339	0,337	0,512	0,553
34	0,349	0,247	0,277	0,281	0,324	0,358	0,413	0,414	0,386	0,508	0,534
35	0,351	0,253	0,252	0,250	0,272	0,258	0,342	0,289	0,300	0,451	0,482
36	0,144	0,079	0,097	0,107	0,253	0,354	0,262	0,262	0,254	0,212	0,207

37	0,341	0,232	0,248	0,260	0,273	0,322	0,350	0,347	0,331	0,443	0,462
38	0,273	0,168	0,195	0,251	0,279	0,324	0,355	0,340	0,322	0,344	0,352
39	0,186	0,075	0,101	0,116	0,225	0,322	0,248	0,246	0,228	0,187	0,192
40	0,290	0,159	0,188	0,184	0,278	0,296	0,279	0,314	0,298	0,304	0,302
41	0,388	0,198	0,217	0,215	0,245	0,291	0,386	0,331	0,288	0,419	0,430
42	0,389	0,304	0,299	0,277	0,266	0,287	0,387	0,330	0,327	0,433	0,430
43	0,274	0,207	0,189	0,205	0,220	0,268	0,318	0,289	0,259	0,348	0,356
44	0,305	0,258	0,224	0,245	0,277	0,247	0,332	0,281	0,263	0,403	0,402
45	0,312	0,213	0,230	0,210	0,277	0,271	0,345	0,310	0,280	0,346	0,363
46	0,294	0,191	0,243	0,244	0,267	0,283	0,369	0,320	0,307	0,339	0,385
47	0,271	0,226	0,208	0,213	0,280	0,293	0,298	0,269	0,278	0,320	0,363
48	0,355	0,263	0,294	0,295	0,294	0,300	0,364	0,333	0,303	0,474	0,463
49	0,360	0,270	0,262	0,270	0,318	0,334	0,394	0,354	0,333	0,407	0,411
50	0,325	0,275	0,220	0,242	0,272	0,249	0,307	0,277	0,284	0,406	0,435

	31	32	33	34	35	36	37	38	39	40	41
32	0,538										
33	0,566	0,662									
34	0,514	0,504	0,577								
35	0,519	0,516	0,572	0,531							
36	0,221	0,422	0,334	0,347	0,436						
37	0,490	0,505	0,511	0,513	0,607	0,480					
38	0,340	0,478	0,415	0,435	0,440	0,412	0,537				
39	0,202	0,374	0,310	0,290	0,360	0,697	0,397	0,587			
40	0,294	0,405	0,360	0,395	0,401	0,419	0,481	0,523	0,505		
41	0,406	0,393	0,457	0,509	0,446	0,299	0,465	0,476	0,374	0,538	
42	0,420	0,367	0,446	0,490	0,423	0,224	0,434	0,389	0,256	0,427	0,685
43	0,340	0,379	0,371	0,373	0,414	0,353	0,444	0,370	0,362	0,375	0,397
44	0,396	0,375	0,435	0,422	0,420	0,274	0,457	0,370	0,307	0,386	0,464
45	0,380	0,404	0,430	0,453	0,443	0,350	0,501	0,415	0,367	0,461	0,456
46	0,372	0,426	0,418	0,431	0,511	0,391	0,549	0,500	0,395	0,444	0,487
47	0,381	0,424	0,408	0,411	0,468	0,404	0,491	0,370	0,360	0,436	0,404
48	0,478	0,409	0,459	0,547	0,517	0,286	0,517	0,477	0,286	0,382	0,512
49	0,453	0,455	0,506	0,478	0,506	0,352	0,551	0,475	0,353	0,431	0,472
50	0,443	0,427	0,473	0,439	0,458	0,261	0,483	0,406	0,264	0,342	0,437

	42	43	44	45	46	47	48	49
43	0,384							
44	0,447	0,594						
45	0,414	0,653	0,676					
46	0,378	0,550	0,573	0,649				
47	0,381	0,573	0,582	0,629	0,641			
48	0,512	0,524	0,546	0,565	0,573	0,567		
49	0,488	0,578	0,582	0,637	0,636	0,606	0,695	
50	0,459	0,511	0,514	0,546	0,533	0,541	0,623	0,712

Table 4 Corelation Matrix for Traditional Customers

The highest correlation in correlation matrix is between 22. and 23. questions so this means; when Orders to be delivered complete and accurate than the satisfaction of Orders will be delivered to a solid is getting higher.

Item and Total Statistics

Variable	Count	Mean	StDev
9	1152	4,88	0,35
10	1152	4,82	0,43
11	1152	4,71	0,67
12	1152	4,80	0,53
13	1152	4,85	0,45
14	1152	4,91	0,35
15	1152	4,18	1,04
16	1152	3,66	1,28
17	1152	4,19	1,04
18	1152	3,89	1,26
19	1152	4,24	1,04
20	1152	4,49	0,87
21	1152	4,78	0,52
22	1152	4,68	0,65
23	1152	4,69	0,64
24	1152	4,61	0,70
25	1152	4,37	0,89
26	1152	4,53	0,85
27	1152	4,45	0,87
28	1152	4,52	0,76
29	1152	4,67	0,60
30	1152	4,67	0,59
31	1152	4,70	0,56
32	1152	4,45	0,80
33	1152	4,57	0,66
34	1152	4,49	0,77
35	1152	4,40	0,76
36	1152	3,62	1,27
37	1152	4,33	0,83
38	1152	4,02	1,11
39	1152	3,49	1,24
40	1152	3,97	1,16
41	1152	4,31	0,99
42	1152	4,51	0,81
43	1152	4,33	0,87
44	1152	4,45	0,79
45	1152	4,31	0,87
46	1152	4,29	0,87
47	1152	4,39	0,79
48	1152	4,55	0,71
49	1152	4,48	0,73
50	1152	4,62	0,64
Total	1152	185,87	20,11

Table 5 Total Statistics for Traditional Customers

As seen above, the mean of the 16th , 18th , 36th, 39th questions have lowest means so this items are cause to fall down the satisfaction. This means the food firm was not successful enough in promotion of effective implementation of consumer-oriented, a sufficient amount of brochures and promotional / display material to give, according to product prices to other brands and appropriate level of product prices according to market conditions in Traditional Customers.

Hypothesis Ha1: The observed frequency for traditional customers which are answered the satisfaction in promotion of effective implementation of consumer-oriented don't differ from the theoretical distribution.

Table 6 Chi-Square Goodness-of-Fit Test for Categorical Variable: 16

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	137	0,04	0,04	59,4	101,376
2	151	0,04	0,04	59,4	141,255
3	302	0,04	0,04	59,4	990,821
4	432	0,44	0,44	653,4	75,020
5	463	0,44	0,44	653,4	55,482

N	N*	DF	Chi-Sq	P-Value
1485	48	4	1363,95	0,000

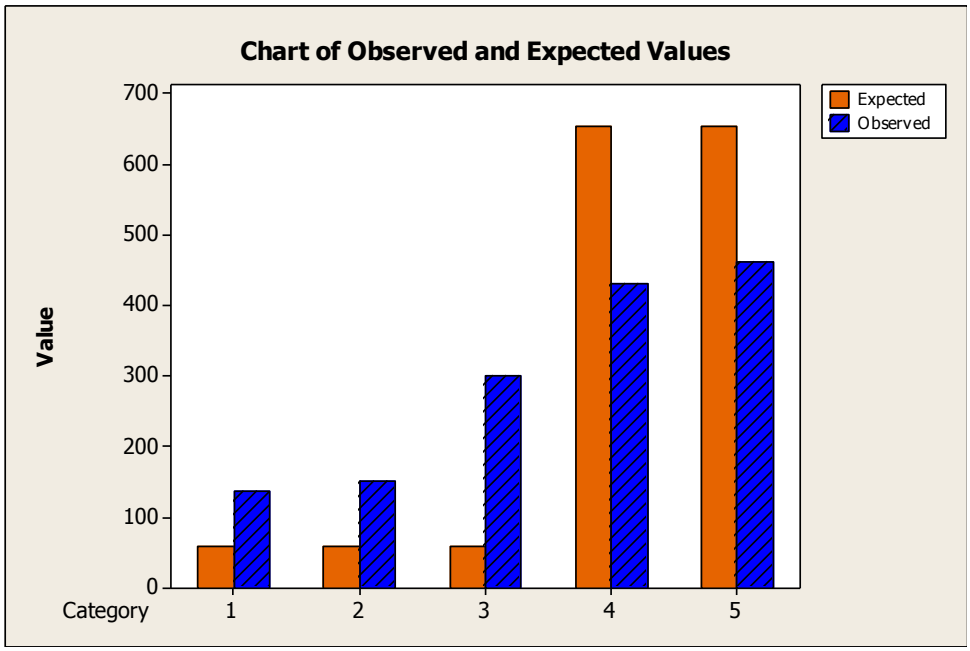


Figure 9 Chart of Observed and Expected Values

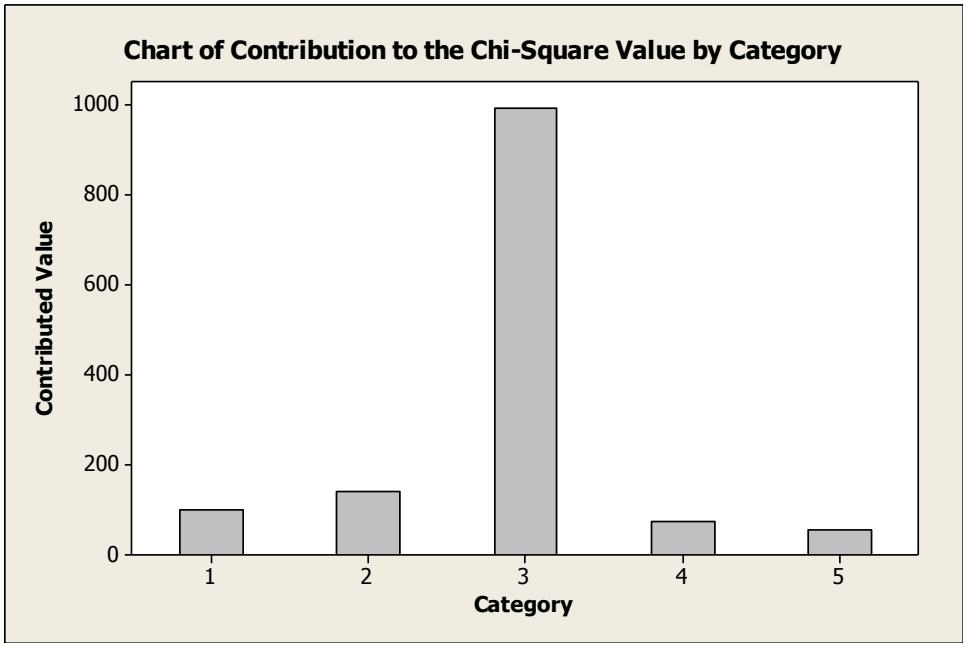


Figure 10 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha2: The observed frequency for traditional customers which are answered the sufficient amount of brochures and promotional / display material to give don't differ from the theoretical distribution.

Table 7 Chi-Square Goodness-of-Fit Test for Categorical Variable: 18

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	137	0,04	0,04	58,52	105,248
2	109	0,04	0,04	58,52	43,545
3	221	0,04	0,04	58,52	451,124
4	406	0,44	0,44	643,72	87,788
5	590	0,44	0,44	643,72	4,483

N	N*	DF	Chi-Sq	P-Value
1463	70	4	692,187	0,000

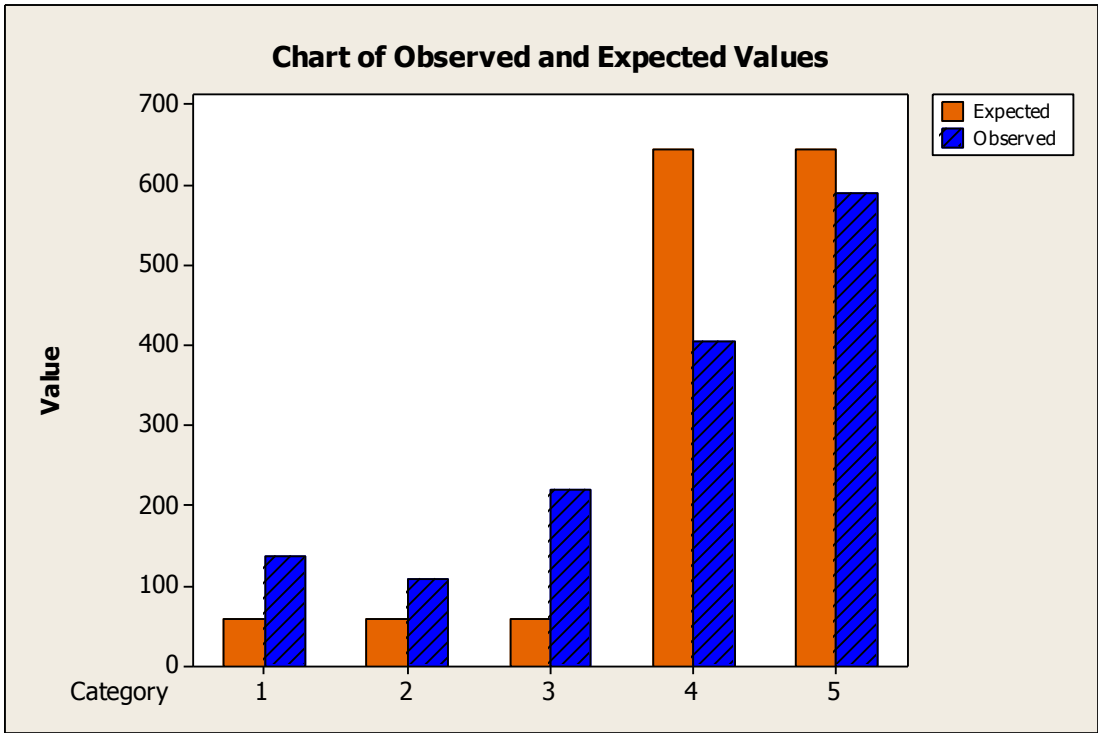


Figure 11 Chart of Observed and Expected Values

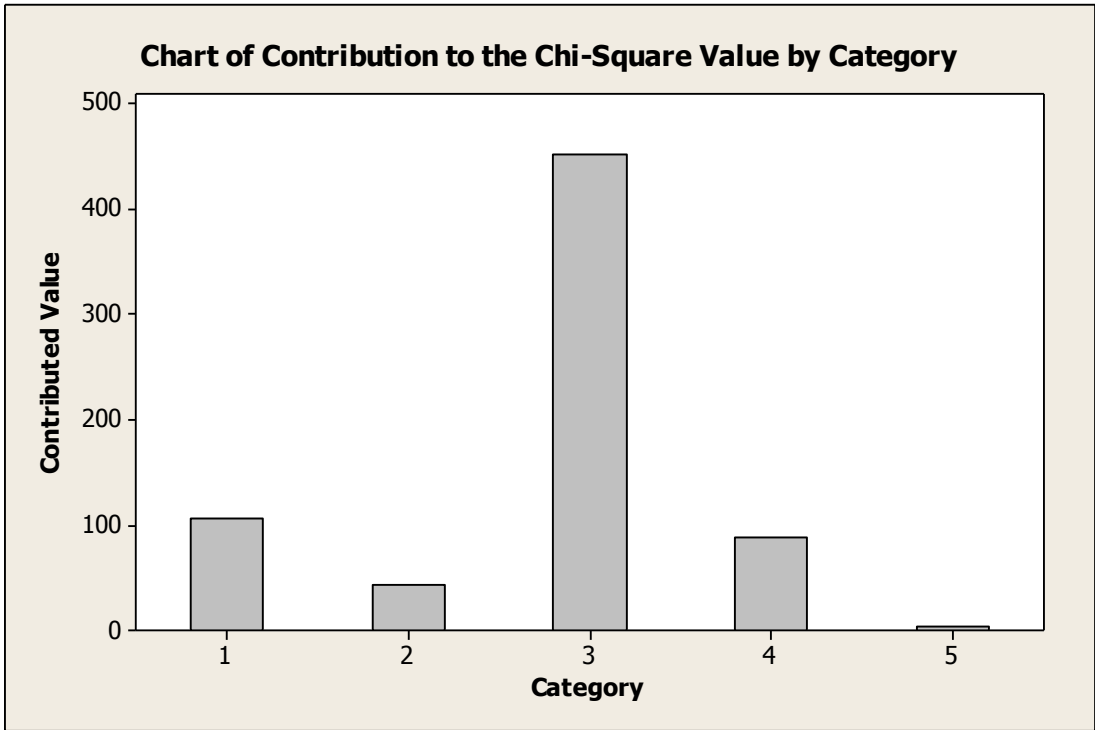


Figure 12 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha3: The observed frequency for traditional customers which are answered the question about the according to product prices to other brands don't differ from the theoretical distribution.

Table 8 Chi-Square Goodness-of-Fit Test for Categorical Variable: 36

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	57	0,04	0,04	59,12	0,076
2	116	0,04	0,04	59,12	54,725
3	281	0,04	0,04	59,12	832,726
4	398	0,44	0,44	650,32	97,899
5	626	0,44	0,44	650,32	0,909

N	N*	DF	Chi-Sq	P-Value
1478	55	4	986,334	0,000

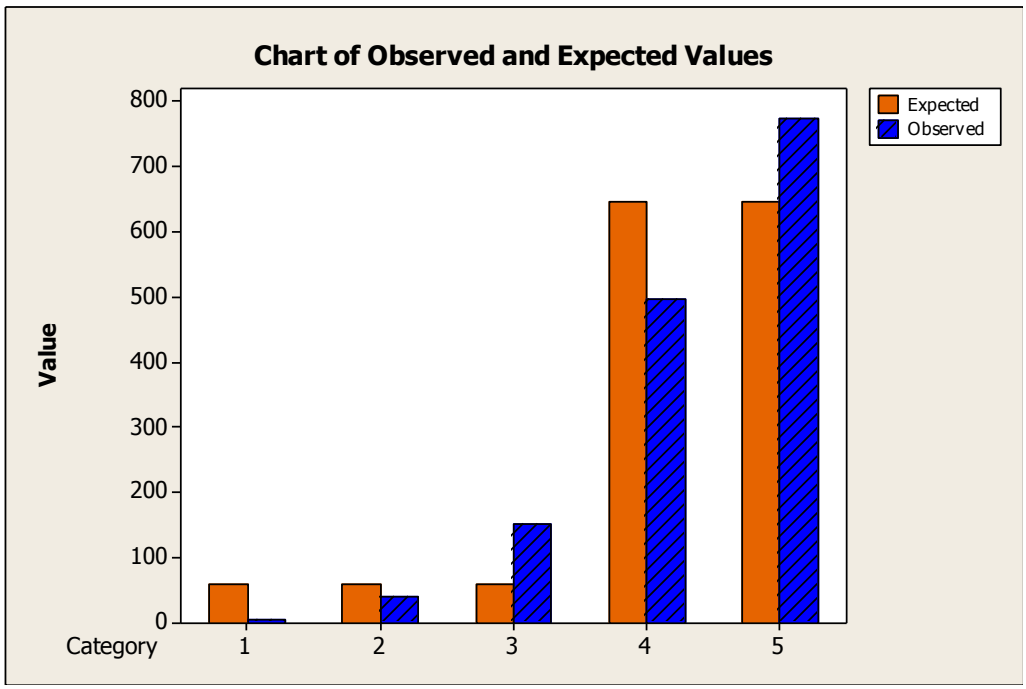


Figure 13 Chart of Observed and Expected Values

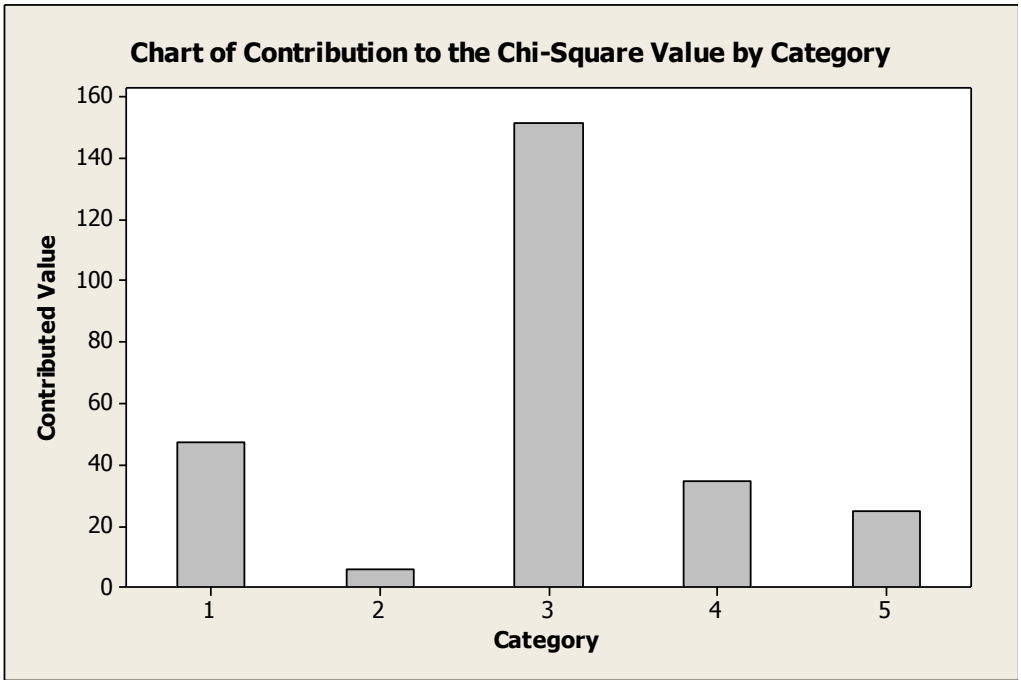


Figure 14 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha4: The observed frequency for traditional customers which are answered the question about the appropriate level of product prices according to market conditions don't differ from the theoretical distribution.

Table 9 Chi-Square Goodness-of-Fit Test for Categorical Variable: 39

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	57	0,04	0,04	59,12	0,076
2	116	0,04	0,04	59,12	54,725
3	281	0,04	0,04	59,12	832,726
4	398	0,44	0,44	650,32	97,899
5	626	0,44	0,44	650,32	0,909

N	N*	DF	Chi-Sq	P-Value
1478	55	4	986,334	0,000

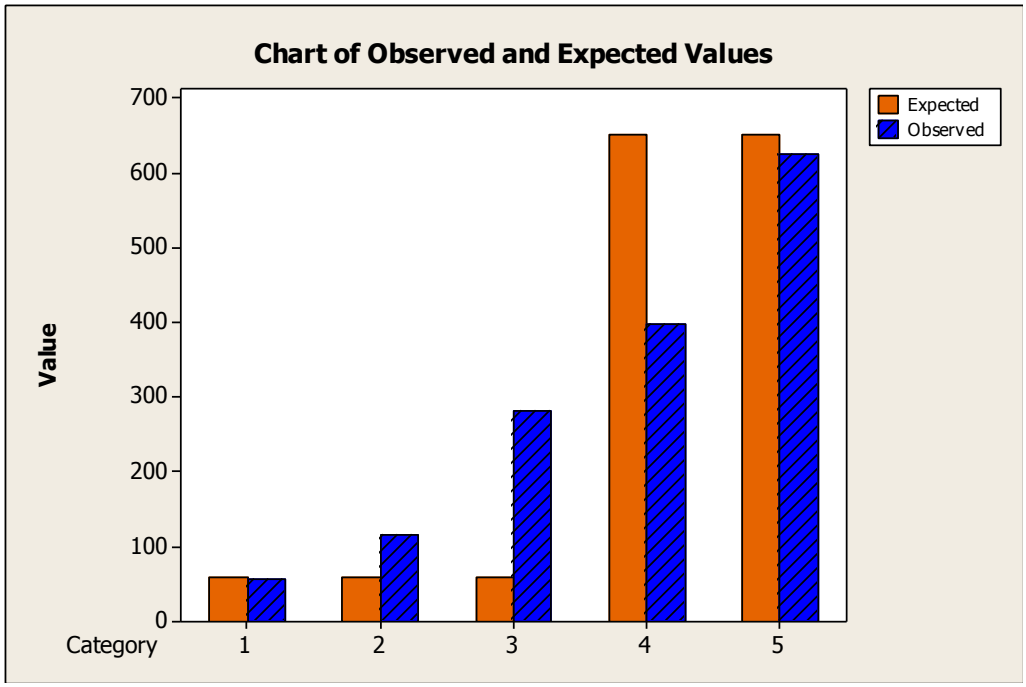


Figure 15 Chart of Observed and Expected Values

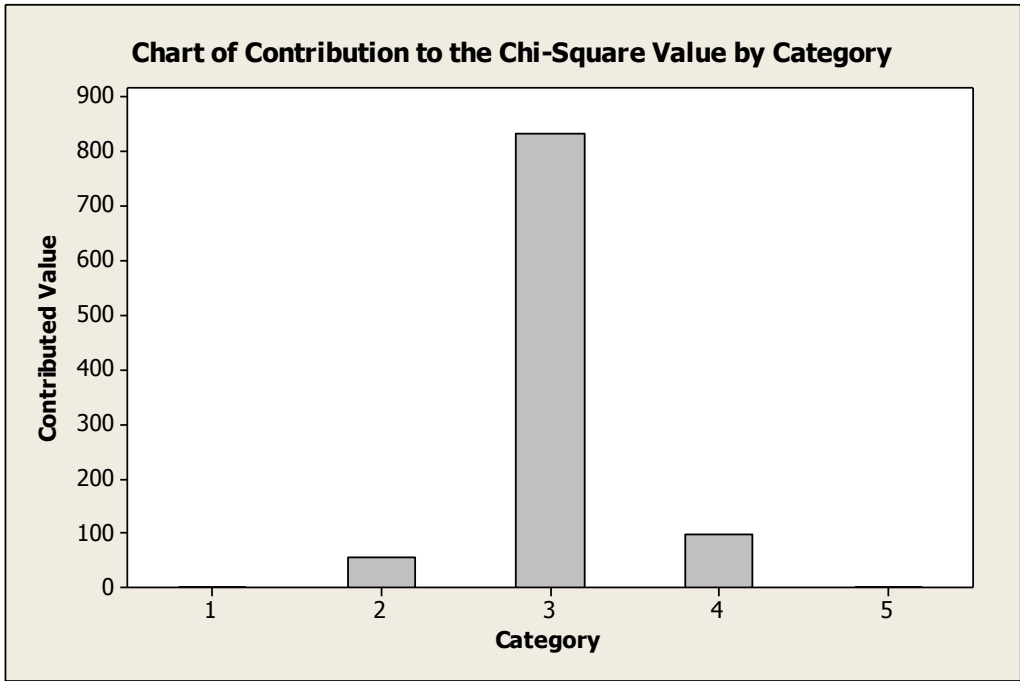


Figure 16 Chart of Contribution to the Chi Square Value by Category

4.1.2 Key Account Customer's Survey Analyses

The survey which was prepared for the traditional customers has 50 questions. The questions between 1-8 are demographic questions.

For the Key Account Customer Type; 87% of the customers were men and %13 were women, 96% of the customers were the owner of the business, 46% were working with this food company more than 10 years, 63% were between 25-35 years old and 50% were graduated from high school and 45% were graduated from university and the others.

POZİSYON	Count	CumCnt	Percent	CumPct
Çalışan	1120	1120	95,56	95,56
İşletmeci	52	1172	4,44	100,00
N=	1172			
*=	31			

ÇALIŞMA SÜRESİ	Count	CumCnt	Percent	CumPct
1-2 Yıl Arası	66	66	5,80	5,80
1 Yıldan Az	30	96	2,64	8,44
10 Yıl ve Üzeri	519	615	45,61	54,04
3-5 Yıl Arası	160	775	14,06	68,10
5-10 Yıl Arası	363	1138	31,90	100,00
N=	1138			
*=	65			

YAŞ	Count	CumCnt	Percent	CumPct
0-25	69	69	6,97	6,97
25-35	622	691	62,83	69,80
35-45	244	935	24,65	94,44
45 ve üzeri	55	990	5,56	100,00
N=	990			
*=	210			

CİNSİYET	Count	CumCnt	Percent	CumPct
BAY	1011	1011	87,01	87,01
BAYAN	151	1162	12,99	100,00
N=	1162			
*=	41			

EĞİTİM	Count	CumCnt	Percent	CumPct
İLKOKUL	14	14	1,23	1,23
LİSE	559	573	49,12	50,35
ORTAOKUL	57	630	5,01	55,36
ÜNİVERSİTE ve üzeri	508	1138	44,64	100,00
N=	1138			

Table 10 Tally Variables for Key Account Customers

To identify problematic items in this survey, look at the Item Statistics section of the output. This section tells us the survey's questions are well built. removing any one item from the analysis doesn't improves or worsens Cronbach's alpha. Each question has same Alpha values about 95%. The survey's total Cronbach alpha value is 95%.

Omitted Item Statistics

Omitted Variable	Adj. Total Mean	Adj. Total StDev	Item-Adj. Total Corr	Squared Multiple Corr	Cronbach's Alpha
9	171,74	19,16	0,5583	0,6105	0,9502
10	171,76	19,16	0,5405	0,5757	0,9502
11	172,01	19,03	0,5681	0,5538	0,9500
12	171,79	19,15	0,5033	0,7192	0,9504
13	171,76	19,17	0,4918	0,7404	0,9505
14	171,72	19,20	0,4694	0,6328	0,9506
15	172,11	19,11	0,5103	0,4881	0,9504
16	172,60	18,97	0,5312	0,5749	0,9504
17	172,31	19,02	0,4985	0,4528	0,9506
18	172,56	18,93	0,5190	0,5769	0,9507
19	172,18	18,98	0,5662	0,5737	0,9501
20	172,09	18,98	0,5570	0,4532	0,9501
21	171,91	19,12	0,4776	0,4770	0,9506
22	172,02	19,04	0,5653	0,6151	0,9500
23	171,83	19,16	0,5461	0,6085	0,9502
24	172,18	18,95	0,5429	0,5032	0,9503
25	172,14	19,05	0,4955	0,6261	0,9506
26	172,09	19,06	0,5267	0,6112	0,9503
27	171,68	19,23	0,5620	0,5730	0,9503
28	171,74	19,22	0,5231	0,5491	0,9504
29	171,97	19,07	0,6597	0,6088	0,9496
30	171,72	19,18	0,6234	0,5714	0,9500
31	172,05	19,02	0,6654	0,5960	0,9495
32	171,96	19,10	0,6128	0,5976	0,9498
33	172,03	19,06	0,6253	0,5439	0,9497
34	171,96	19,13	0,5847	0,5383	0,9500
35	172,72	18,94	0,5093	0,6100	0,9508
36	172,10	19,04	0,6573	0,5937	0,9495
37	172,17	19,08	0,5628	0,4826	0,9501
38	172,73	18,98	0,5279	0,5935	0,9504
39	172,43	19,03	0,5593	0,6546	0,9501
40	172,31	19,00	0,5879	0,7682	0,9499
41	172,28	19,02	0,5770	0,7876	0,9500
42	172,13	19,03	0,6065	0,5746	0,9498
43	171,96	19,09	0,5788	0,5564	0,9500
44	172,24	18,96	0,6122	0,6661	0,9497
45	172,16	19,03	0,6118	0,6634	0,9497
46	172,06	19,05	0,6599	0,6557	0,9495
47	171,92	19,09	0,6553	0,6957	0,9496
48	171,93	19,08	0,6391	0,7176	0,9497
49	171,81	19,20	0,5421	0,6077	0,9503

Cronbach's Alpha = 0,9513

Table 11 Tally Variables for Key Account Customers

In correlation matrix the relationship between the questions which are in the same category has high correlation value. For example 40. and 41. questions have strong an positive correlation because the correlation value is 0,844 so this means; when the satisfaction of Timely informed of developments in financial matters, and the changes in the company is getting higher, than the thought of timely reconciliation of financial and commercial transactions are seamlessly satisfaction is getting higher.

Correlation Matrix

	9	10	11	12	13	14	15	16	17	18	19
10	0,666										
11	0,556	0,546									
12	0,605	0,560	0,546								
13	0,601	0,599	0,561	0,798							
14	0,596	0,585	0,519	0,669	0,726						
15	0,254	0,288	0,243	0,204	0,207	0,183					
16	0,250	0,253	0,355	0,194	0,228	0,160	0,561				
17	0,241	0,251	0,311	0,234	0,212	0,184	0,473	0,566			
18	0,274	0,276	0,359	0,210	0,231	0,228	0,410	0,488	0,475		
19	0,283	0,280	0,307	0,265	0,250	0,232	0,369	0,401	0,423	0,643	
20	0,332	0,329	0,319	0,385	0,316	0,295	0,266	0,309	0,283	0,418	0,515
21	0,300	0,305	0,320	0,349	0,321	0,317	0,199	0,177	0,252	0,353	0,383
22	0,373	0,350	0,400	0,369	0,298	0,351	0,190	0,198	0,205	0,344	0,430
23	0,356	0,353	0,311	0,275	0,246	0,301	0,241	0,227	0,237	0,284	0,402
24	0,376	0,322	0,364	0,345	0,291	0,251	0,301	0,237	0,245	0,256	0,295
25	0,229	0,229	0,392	0,283	0,291	0,255	0,154	0,232	0,225	0,261	0,327
26	0,271	0,311	0,310	0,318	0,254	0,236	0,229	0,255	0,273	0,254	0,327
27	0,295	0,310	0,247	0,220	0,215	0,280	0,396	0,197	0,288	0,263	0,356
28	0,244	0,256	0,254	0,216	0,208	0,210	0,344	0,220	0,239	0,228	0,303
29	0,414	0,393	0,386	0,311	0,300	0,315	0,345	0,364	0,351	0,364	0,301
30	0,353	0,309	0,347	0,265	0,264	0,278	0,314	0,273	0,253	0,251	0,373
31	0,363	0,322	0,328	0,275	0,268	0,268	0,361	0,370	0,342	0,339	0,334
32	0,286	0,259	0,234	0,210	0,195	0,200	0,368	0,321	0,269	0,303	0,359
33	0,336	0,285	0,270	0,270	0,247	0,215	0,325	0,358	0,287	0,403	0,420
34	0,323	0,306	0,284	0,205	0,210	0,183	0,353	0,274	0,228	0,243	0,315
35	0,280	0,193	0,218	0,136	0,149	0,103	0,297	0,422	0,251	0,316	0,296
36	0,341	0,299	0,303	0,260	0,250	0,223	0,340	0,370	0,316	0,329	0,344
37	0,261	0,231	0,282	0,174	0,187	0,186	0,329	0,317	0,258	0,210	0,301
38	0,198	0,177	0,253	0,190	0,195	0,141	0,281	0,425	0,289	0,284	0,250
39	0,246	0,251	0,331	0,197	0,191	0,214	0,254	0,360	0,330	0,343	0,335
40	0,240	0,227	0,248	0,228	0,202	0,225	0,306	0,360	0,317	0,297	0,330
41	0,256	0,238	0,249	0,199	0,184	0,199	0,301	0,348	0,331	0,250	0,275
42	0,360	0,376	0,327	0,282	0,312	0,284	0,366	0,319	0,316	0,296	0,295
43	0,288	0,308	0,349	0,284	0,269	0,237	0,264	0,257	0,289	0,232	0,284
44	0,305	0,334	0,328	0,273	0,277	0,287	0,279	0,334	0,261	0,233	0,253
45	0,321	0,314	0,299	0,259	0,280	0,248	0,250	0,261	0,274	0,233	0,230
46	0,323	0,303	0,339	0,295	0,284	0,233	0,328	0,314	0,270	0,256	0,286
47	0,336	0,343	0,367	0,345	0,305	0,327	0,291	0,237	0,282	0,218	0,327
48	0,289	0,296	0,341	0,245	0,245	0,293	0,316	0,266	0,264	0,218	0,293
49	0,239	0,247	0,271	0,244	0,249	0,241	0,250	0,163	0,218	0,148	0,213

	20	21	22	23	24	25	26	27	28	29	30
21	0,364										
22	0,451	0,533									
23	0,378	0,407	0,673								
24	0,317	0,423	0,400	0,402							
25	0,215	0,496	0,429	0,380	0,529						

26	0,294	0,454	0,445	0,485	0,534	0,681						
27	0,314	0,248	0,308	0,441	0,300	0,237	0,296					
28	0,255	0,256	0,254	0,297	0,310	0,256	0,273	0,605				
29	0,271	0,249	0,287	0,352	0,310	0,330	0,272	0,501	0,494			
30	0,310	0,269	0,344	0,410	0,348	0,328	0,332	0,493	0,541	0,554		
31	0,392	0,300	0,325	0,326	0,353	0,280	0,279	0,457	0,382	0,584	0,536	
32	0,298	0,214	0,303	0,327	0,355	0,267	0,277	0,509	0,478	0,526	0,589	
33	0,352	0,296	0,375	0,328	0,324	0,386	0,389	0,366	0,339	0,474	0,480	
34	0,297	0,182	0,329	0,307	0,319	0,294	0,244	0,356	0,360	0,479	0,504	
35	0,355	0,182	0,233	0,145	0,328	0,192	0,194	0,244	0,201	0,340	0,245	
36	0,351	0,311	0,357	0,347	0,376	0,315	0,324	0,377	0,333	0,509	0,527	
37	0,288	0,159	0,272	0,301	0,346	0,278	0,256	0,341	0,321	0,407	0,431	
38	0,311	0,186	0,249	0,214	0,336	0,200	0,267	0,233	0,202	0,316	0,260	
39	0,338	0,202	0,313	0,299	0,300	0,313	0,319	0,179	0,216	0,281	0,295	
40	0,329	0,257	0,323	0,351	0,305	0,348	0,400	0,320	0,270	0,323	0,318	
41	0,278	0,247	0,301	0,376	0,341	0,323	0,399	0,285	0,277	0,362	0,308	
42	0,315	0,216	0,259	0,204	0,246	0,190	0,214	0,361	0,289	0,497	0,371	
43	0,322	0,203	0,289	0,253	0,207	0,181	0,229	0,408	0,362	0,446	0,406	
44	0,317	0,177	0,295	0,242	0,184	0,200	0,228	0,353	0,317	0,469	0,358	
45	0,291	0,224	0,321	0,260	0,232	0,183	0,179	0,383	0,354	0,544	0,400	
46	0,345	0,253	0,328	0,321	0,290	0,246	0,234	0,368	0,398	0,529	0,488	
47	0,373	0,235	0,378	0,414	0,388	0,295	0,353	0,476	0,548	0,473	0,518	
48	0,331	0,237	0,293	0,313	0,270	0,251	0,253	0,466	0,540	0,522	0,518	
49	0,312	0,206	0,254	0,293	0,221	0,219	0,263	0,444	0,438	0,383	0,438	

	31	32	33	34	35	36	37	38	39	40	41
32	0,649										
33	0,429	0,455									
34	0,499	0,533	0,555								
35	0,414	0,356	0,416	0,395							
36	0,548	0,567	0,563	0,572	0,529						
37	0,417	0,456	0,374	0,473	0,358	0,417					
38	0,377	0,336	0,295	0,319	0,650	0,410	0,500				
39	0,312	0,253	0,379	0,292	0,369	0,375	0,405	0,466			
40	0,367	0,338	0,420	0,297	0,349	0,353	0,344	0,388	0,703		
41	0,367	0,333	0,399	0,291	0,302	0,335	0,352	0,368	0,711	0,844	
42	0,484	0,400	0,327	0,377	0,376	0,416	0,407	0,369	0,299	0,303	0,342
43	0,476	0,391	0,332	0,396	0,275	0,376	0,334	0,274	0,280	0,330	0,322
44	0,422	0,389	0,391	0,398	0,386	0,410	0,353	0,379	0,379	0,405	0,406
45	0,499	0,419	0,380	0,439	0,313	0,471	0,395	0,387	0,311	0,345	0,386
46	0,531	0,474	0,400	0,434	0,319	0,490	0,491	0,364	0,363	0,374	0,424
47	0,464	0,471	0,377	0,403	0,240	0,432	0,448	0,324	0,322	0,358	0,333
48	0,466	0,454	0,419	0,411	0,274	0,465	0,429	0,319	0,361	0,384	0,374
49	0,431	0,403	0,393	0,407	0,201	0,377	0,346	0,224	0,241	0,319	0,315

	42	43	44	45	46	47	48
43	0,583						
44	0,645	0,615					
45	0,581	0,585	0,695				
46	0,560	0,603	0,625	0,659			
47	0,450	0,487	0,480	0,558	0,590		
48	0,487	0,495	0,546	0,577	0,650	0,739	
49	0,412	0,508	0,492	0,467	0,510	0,658	0,698

Cell Contents: Pearson correlation

Table 12 Corelation Matrix for Key Account Customers

40. and 41. questions have the biggest correlation because the correlation value is 0,844 so its important to increase the satisfaction any of them.

Item and Total Statistics

Variable	Total Count	Mean	StDev
9	383	4,63	0,66
10	383	4,61	0,68
11	383	4,37	0,86
12	383	4,58	0,75
13	383	4,61	0,71
14	383	4,65	0,70
15	383	4,26	0,82
16	383	3,77	1,02
17	383	4,07	1,00
18	383	3,81	1,12
19	383	4,19	0,94
20	383	4,28	0,97
21	383	4,46	0,85
22	383	4,35	0,85
23	383	4,54	0,68
24	383	4,19	1,03
25	383	4,23	0,95
26	383	4,28	0,87
27	383	4,69	0,53
28	383	4,63	0,59
29	383	4,40	0,69
30	383	4,65	0,57
31	383	4,32	0,76
32	383	4,42	0,70
33	383	4,34	0,75
34	383	4,41	0,68
35	383	3,65	1,13
36	383	4,27	0,75
37	383	4,20	0,79
38	383	3,64	1,01
39	383	3,94	0,87
40	383	4,07	0,88
41	383	4,09	0,87
42	383	4,24	0,82
43	383	4,41	0,76
44	383	4,13	0,91
45	383	4,21	0,81
46	383	4,31	0,73
47	383	4,45	0,67
48	383	4,44	0,70
49	383	4,56	0,61
Total	383	176,37	19,54

Table 13 Total Statistics for Key Account Customers

As seen above, the mean of the 16th , 18th , 35th, 38th questions have lowest means so this items are cause to fall down the satisfaction. This means the food firm was not succesfull enough in promotion of effective implementation of consumer-oriented, a sufficient amount of brochures and promotional / display material to give, according to product prices to other brands and appropriate level of product prices according to market conditions in Key Account Customers.

Hypothesis Ha1: The observed frequency for key account customers which are answered the satisfaction in promotion of effective implementation of consumer-oriented don't differ from the theoretical distribution.

Table 14 Chi-Square Goodness-of-Fit Test for Categorical Variable: 16

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	58	0,04	0,04	47,4	2,37
2	119	0,04	0,04	47,4	108,16
3	304	0,04	0,04	47,4	1389,10
4	414	0,44	0,44	521,4	22,12
5	290	0,44	0,44	521,4	102,70

N	N*	DF	Chi-Sq	P-Value
1185	19	4	1624,45	0,000

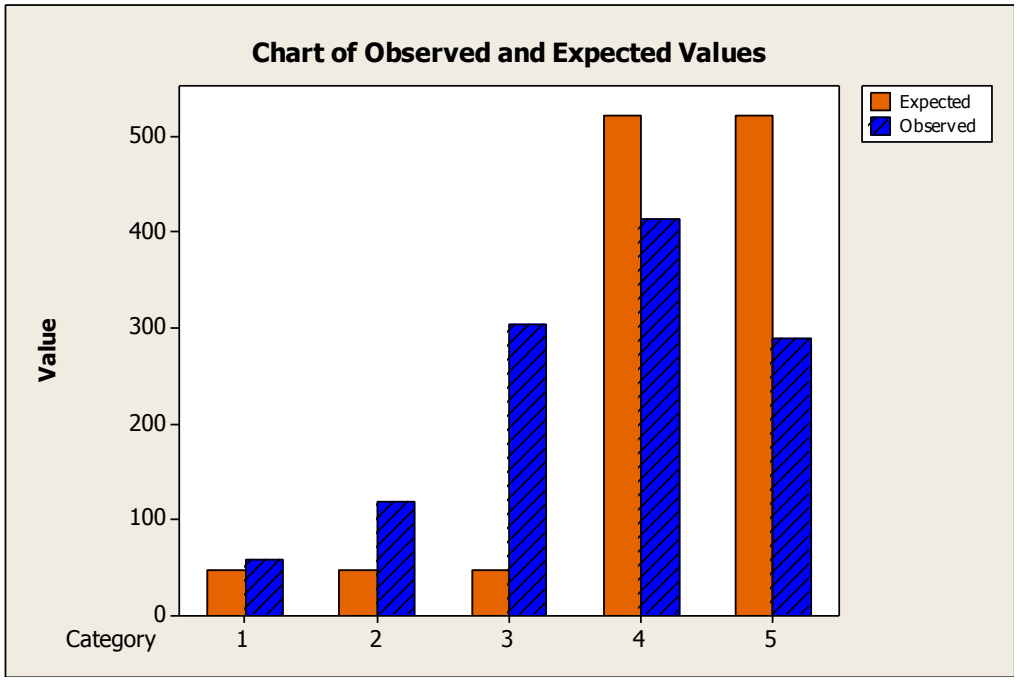


Figure 17 Chart of Observed and Expected Values

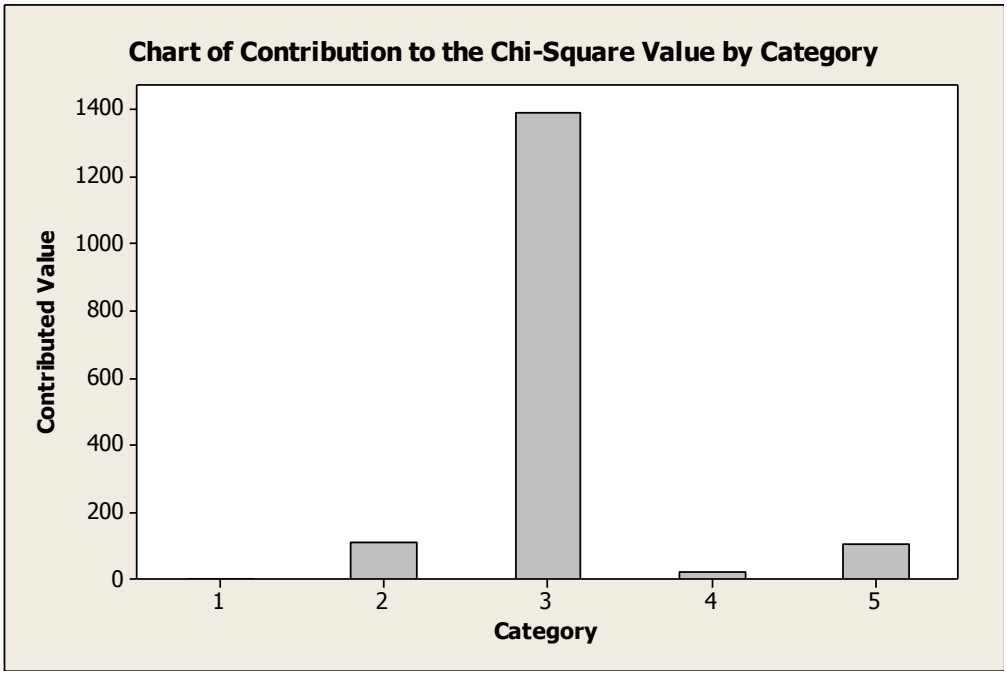


Figure 18 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha2: The observed frequency for key account customers which are answered the sufficient amount of brochures and promotional / display material to give don't differ from the theoretical distribution.

Figure 19 Chi-Square Goodness-of-Fit Test for Categorical Variable: 18

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	86	0,04	0,04	46,36	33,894
2	155	0,04	0,04	46,36	254,587
3	256	0,04	0,04	46,36	947,992
4	377	0,44	0,44	509,96	34,666
5	285	0,44	0,44	509,96	99,237

N	N*	DF	Chi-Sq	P-Value
1159	45	4	1370,38	0,000

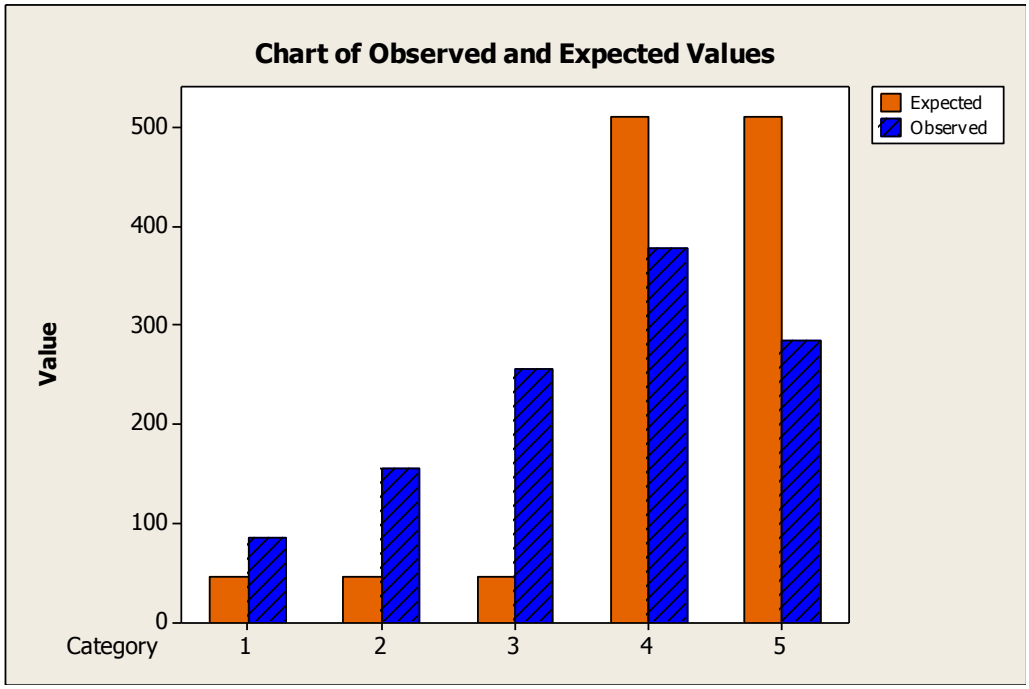


Figure 20 Chart of Observed and Expected Values

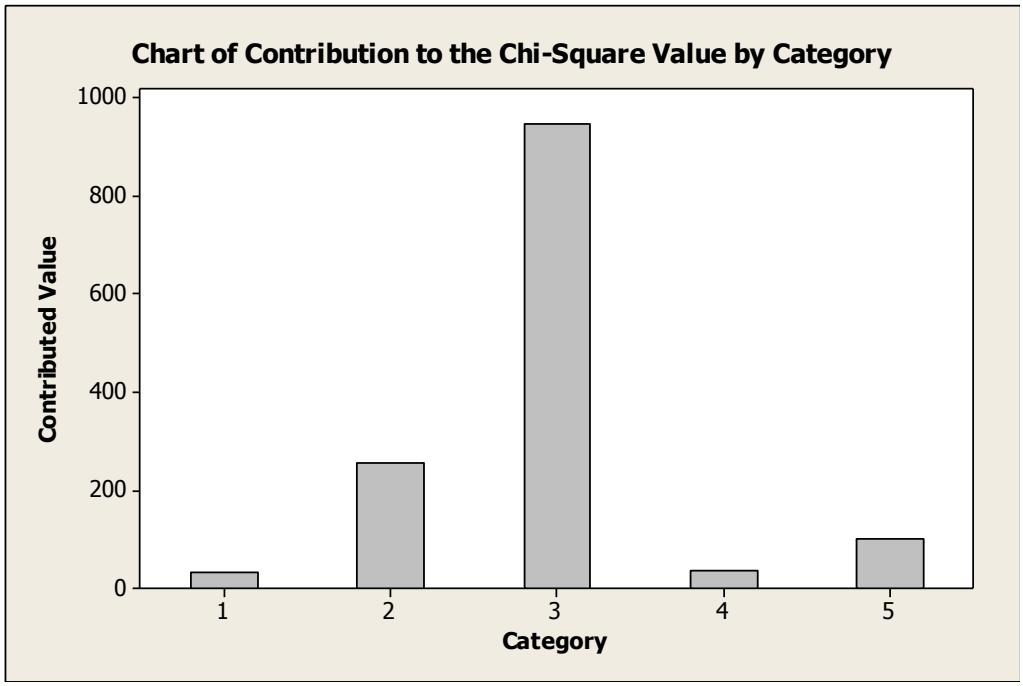


Figure 21 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha3: The observed frequency for key account customers which are answered the question about the according to product prices to other brands don't differ from the theoretical distribution.

Table 15 Chi-Square Goodness-of-Fit Test for Categorical Variable: 35

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	68	0,04	0,04	47,04	9,34
2	144	0,04	0,04	47,04	199,86
3	329	0,04	0,04	47,04	1690,08
4	366	0,44	0,44	517,44	44,32
5	269	0,44	0,44	517,44	119,28

N	N*	DF	Chi-Sq	P-Value
1176	28	4	2062,88	0,000

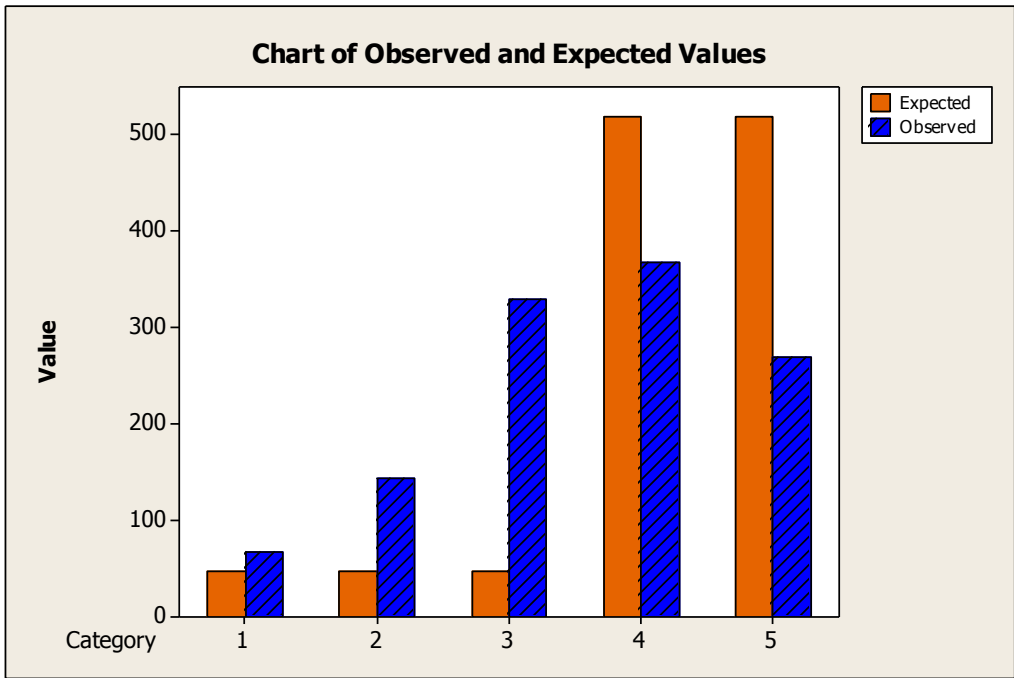


Figure 22 Chart of Observed and Expected Values

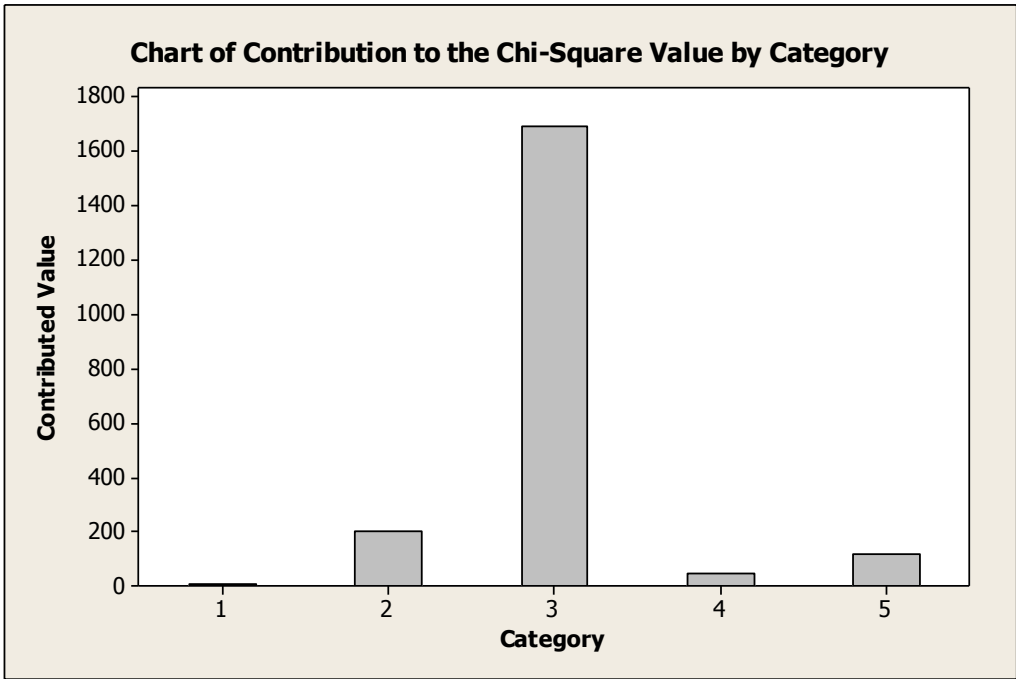


Figure 23 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha4: The observed frequency for key account customers which are answered the question about the appropriate level of product prices according to market conditions don't differ from the theoretical distribution.

Table 16 Chi-Square Goodness-of-Fit Test for Categorical Variable: 38

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	50	0,04	0,04	45,44	0,46
2	115	0,04	0,04	45,44	106,48
3	324	0,04	0,04	45,44	1707,65
4	436	0,44	0,44	499,84	8,15
5	211	0,44	0,44	499,84	166,91

N	N*	DF	Chi-Sq	P-Value
1136	68	4	1989,66	0,000

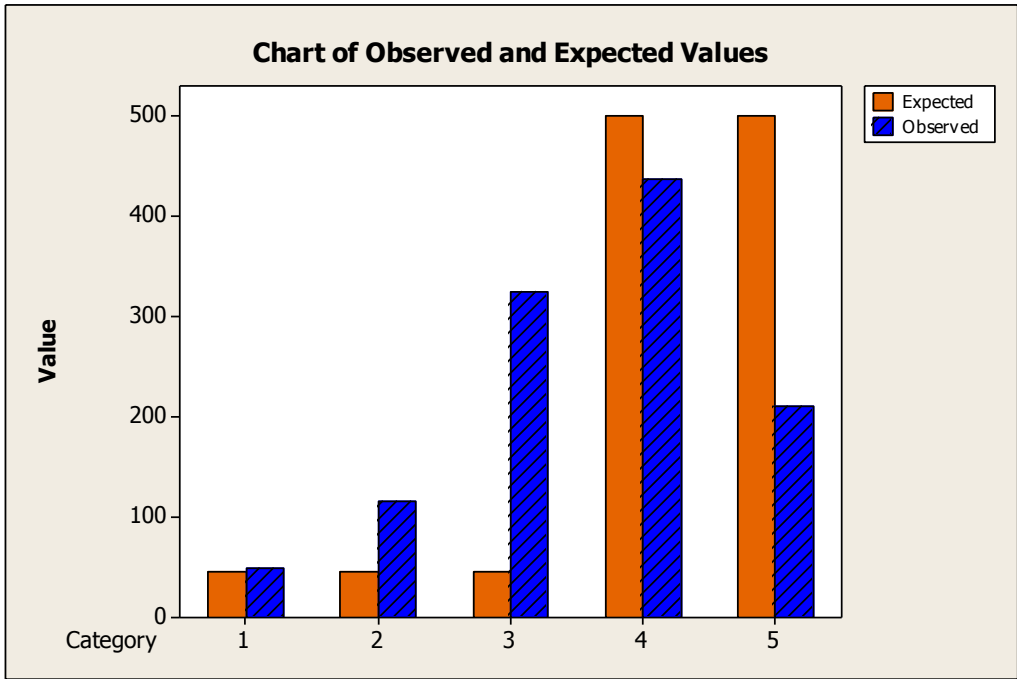


Figure 24 Chart of Observed and Expected Values

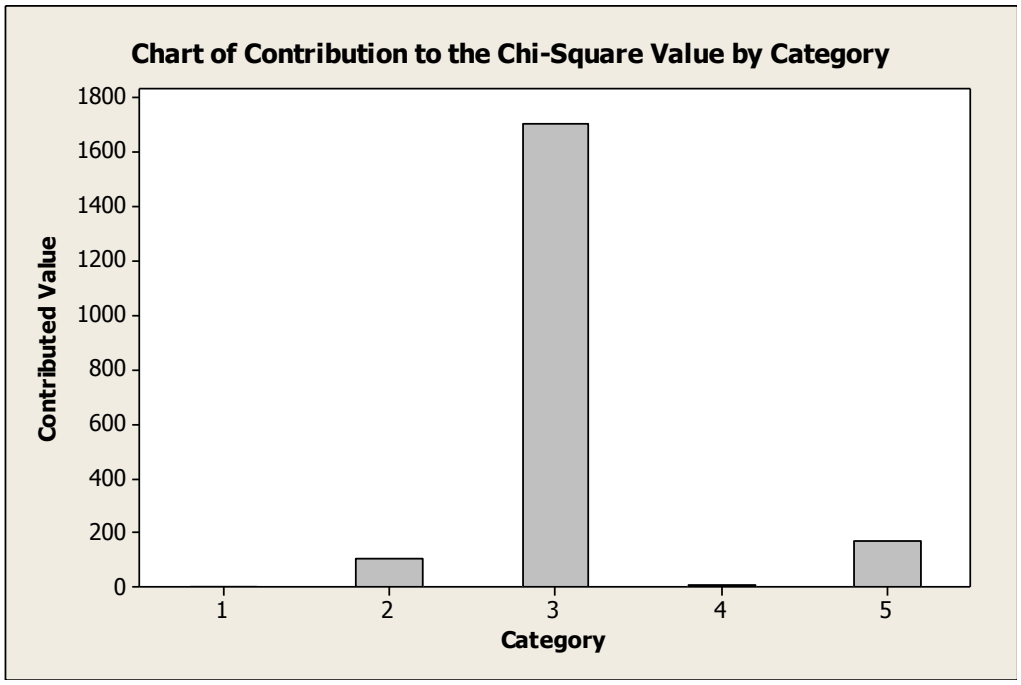


Figure 25 Chart of Contribution to the Chi Square Value by Category

4.1.3 Out of Home Consumption Customer's Survey Analyses

The survey which was prepared for the Out of Home Customers has 49 questions. The questions between 1-8 are demographic questions.

For the out Out of Home Customers; 77% of the customers were men and %23 were women, 57% of the customers were the owner of the business, 88% were working with this food company more than 3 years, 94% were greater than 25 years old and 42% were graduated from high school and 35% were graduated from university and the others.

Table 17 Tally Variables for Out of Home Consumption Customers

POZİSYON	Count	CumCnt	Percent	CumPct
Çalışan	1111	1111	43,05	43,05
İşletmeci	1470	2581	56,95	100,00
N=	2581			
*=	131			

ÇALIŞMA SÜRESİ	Count	CumCnt	Percent	CumPct
1-2 Yıl Arası	388	388	15,13	15,13
1 Yıldan Az	179	567	6,98	22,11
10 Yıl ve Üzeri	616	1183	24,02	46,14
3-5 Yıl Arası	642	1825	25,04	71,18
5-10 Yıl Arası	739	2564	28,82	100,00
N=	2564			
*=	148			

YAŞ	Count	CumCnt	Percent	CumPct
0-25	131	131	6,06	6,06
25-35	844	975	39,06	45,12
35-45	685	1660	31,70	76,82
45 ve üzeri	501	2161	23,18	100,00
N=	2161			
*=	551			

CİNSİYET	Count	CumCnt	Percent	CumPct
BAY	1992	1992	77,06	77,06
BAYAN	593	2585	22,94	100,00
N=	2585			
*=	127			

EĞİTİM	Count	CumCnt	Percent	CumPct
İLKOKUL	266	266	10,91	10,91
LİSE	1023	1289	41,96	52,87
ORTAOKUL	300	1589	12,31	65,18
ÜNİVERSİTE ve üzeri	849	2438	34,82	100,00
N=	2438			
*=	274			

To identify problematic items in this survey, look at the Item Statistics section of the output. This section tells us the survey's questions are well built. removing any

one item from the analysis doesn't improves or worsens Cronbach's alpha. Each question has same Alpha values about 95%. The survey's total Cronbach alpha value is 95%.

Omitted Item Statistics

Omitted Variable	Adj. Total Mean	Adj. Total StDev	Item-Adj. Total Corr	Squared Multiple Corr	Cronbach's Alpha
9	170,71	22,24	0,5313	0,5876	0,9544
10	170,76	22,24	0,4990	0,6102	0,9545
11	170,94	22,06	0,5362	0,4512	0,9541
12	170,72	22,26	0,4859	0,7003	0,9546
13	170,70	22,28	0,4652	0,6719	0,9547
14	170,72	22,29	0,3836	0,4367	0,9549
15	172,21	21,67	0,5462	0,6191	0,9547
16	171,89	21,70	0,5609	0,5909	0,9544
17	171,27	21,80	0,6092	0,4800	0,9537
18	172,23	21,52	0,5748	0,6602	0,9549
19	170,82	22,18	0,4595	0,5354	0,9545
20	170,86	22,14	0,4963	0,5869	0,9544
21	170,76	22,20	0,5096	0,6468	0,9544
22	170,87	22,11	0,5280	0,7109	0,9542
23	171,11	21,91	0,6239	0,6738	0,9536
24	171,13	21,89	0,5756	0,6923	0,9539
25	170,99	22,02	0,5843	0,7482	0,9539
26	170,86	22,17	0,5345	0,5045	0,9543
27	170,87	22,10	0,6291	0,7614	0,9539
28	170,84	22,11	0,6377	0,7502	0,9539
29	171,05	21,96	0,6795	0,6668	0,9534
30	170,94	22,05	0,6385	0,6536	0,9537
31	170,96	21,99	0,6618	0,6651	0,9535
32	171,03	21,92	0,7041	0,7263	0,9533
33	171,10	21,88	0,6712	0,6743	0,9533
34	171,64	21,71	0,6079	0,6732	0,9538
35	170,94	22,05	0,6370	0,6083	0,9537
36	171,47	21,75	0,6588	0,5656	0,9534
37	171,86	21,68	0,6346	0,6960	0,9536
38	171,40	21,81	0,5984	0,5300	0,9538
39	172,21	21,47	0,6211	0,7084	0,9544
40	171,28	21,74	0,6905	0,6910	0,9531
41	171,02	21,93	0,6387	0,6710	0,9535
42	171,27	21,81	0,6489	0,6504	0,9534
43	171,29	21,86	0,6061	0,6647	0,9537
44	171,30	21,80	0,6711	0,7620	0,9533
45	171,27	21,80	0,6841	0,6160	0,9532
46	171,00	21,93	0,7305	0,7818	0,9532
47	171,01	21,88	0,7584	0,8298	0,9530
48	170,97	21,95	0,7299	0,7701	0,9532

Cronbach's Alpha = 0,9550

Table 18 Omitted Item Statistics for Out of Traditional Customers

In correlation matrix the relationship between the questions which are in the same category has high correlation value. For example 46. and 47. questions have strong and positive correlation because the correlation value is 0,831 so this means; when the reliability of the job and the product to be made in best way is getting higher, than the recommendation of his colleagues to sell their products, and other business associatesis getting higher.

Correlation Matrix

	9	10	11	12	13	14	15	16	17	18	19
10	0,680										
11	0,467	0,506									
12	0,536	0,599	0,484								
13	0,529	0,537	0,419	0,780							
14	0,432	0,508	0,312	0,520	0,562						
15	0,238	0,197	0,290	0,180	0,145	0,090					
16	0,304	0,259	0,323	0,241	0,189	0,150	0,713				
17	0,389	0,352	0,346	0,328	0,311	0,255	0,450	0,471			
18	0,193	0,147	0,278	0,166	0,150	0,099	0,535	0,503	0,371		
19	0,364	0,290	0,283	0,365	0,369	0,322	0,195	0,218	0,308	0,213	
20	0,452	0,352	0,313	0,392	0,387	0,328	0,217	0,297	0,377	0,181	0,611
21	0,424	0,382	0,380	0,473	0,438	0,373	0,194	0,260	0,391	0,190	0,608
22	0,392	0,387	0,352	0,478	0,486	0,343	0,165	0,209	0,389	0,200	0,521
23	0,395	0,383	0,439	0,433	0,402	0,321	0,287	0,333	0,361	0,323	0,451
24	0,341	0,350	0,380	0,338	0,341	0,307	0,274	0,306	0,340	0,291	0,392
25	0,382	0,345	0,370	0,384	0,395	0,316	0,219	0,266	0,332	0,287	0,575
26	0,346	0,331	0,313	0,248	0,284	0,216	0,262	0,270	0,293	0,235	0,255
27	0,367	0,350	0,293	0,277	0,279	0,247	0,286	0,324	0,378	0,297	0,228
28	0,400	0,343	0,323	0,322	0,314	0,234	0,289	0,326	0,384	0,323	0,241
29	0,362	0,319	0,357	0,228	0,258	0,183	0,360	0,352	0,356	0,385	0,211
30	0,351	0,321	0,292	0,268	0,283	0,174	0,294	0,282	0,345	0,317	0,249
31	0,389	0,403	0,396	0,300	0,289	0,240	0,283	0,348	0,395	0,387	0,250
32	0,373	0,343	0,386	0,304	0,298	0,208	0,329	0,349	0,384	0,390	0,280
33	0,348	0,278	0,326	0,249	0,259	0,209	0,324	0,370	0,356	0,382	0,243
34	0,224	0,235	0,316	0,195	0,185	0,180	0,426	0,305	0,276	0,412	0,170
35	0,297	0,265	0,324	0,228	0,242	0,158	0,311	0,343	0,355	0,352	0,202
36	0,351	0,317	0,392	0,317	0,276	0,196	0,439	0,411	0,461	0,399	0,299
37	0,205	0,210	0,258	0,200	0,176	0,183	0,495	0,409	0,410	0,471	0,210
38	0,227	0,278	0,300	0,283	0,280	0,289	0,315	0,319	0,415	0,338	0,322
39	0,218	0,188	0,292	0,200	0,188	0,147	0,491	0,452	0,342	0,773	0,205
40	0,429	0,419	0,459	0,418	0,373	0,324	0,382	0,430	0,498	0,418	0,330
41	0,462	0,437	0,426	0,417	0,396	0,308	0,272	0,356	0,489	0,317	0,337
42	0,280	0,269	0,246	0,201	0,212	0,221	0,371	0,326	0,386	0,389	0,202
43	0,244	0,272	0,320	0,216	0,219	0,233	0,321	0,309	0,393	0,386	0,211
44	0,278	0,285	0,308	0,255	0,249	0,226	0,376	0,346	0,418	0,404	0,245
45	0,269	0,261	0,285	0,270	0,256	0,256	0,367	0,327	0,401	0,381	0,260
46	0,405	0,324	0,371	0,325	0,289	0,245	0,320	0,341	0,455	0,360	0,341
47	0,406	0,337	0,377	0,315	0,297	0,258	0,324	0,354	0,465	0,367	0,340
48	0,409	0,349	0,412	0,427	0,376	0,312	0,297	0,336	0,457	0,343	0,335

	20	21	22	23	24	25	26	27	28	29	30
21	0,678										
22	0,519	0,627									
23	0,490	0,527	0,703								
24	0,435	0,413	0,608	0,711							
25	0,533	0,553	0,703	0,706	0,763						
26	0,298	0,291	0,288	0,318	0,279	0,318					
27	0,243	0,283	0,322	0,326	0,264	0,271	0,584				
28	0,272	0,318	0,316	0,324	0,292	0,297	0,511	0,812			
29	0,271	0,236	0,310	0,399	0,369	0,336	0,511	0,652	0,635		
30	0,250	0,297	0,330	0,354	0,352	0,317	0,454	0,636	0,641	0,707	
31	0,246	0,331	0,271	0,369	0,372	0,317	0,440	0,601	0,620	0,618	0,660

32	0,301	0,323	0,279	0,382	0,359	0,351	0,431	0,639	0,652	0,644	0,674
33	0,290	0,259	0,240	0,363	0,360	0,340	0,421	0,620	0,609	0,658	0,613
34	0,186	0,147	0,167	0,303	0,322	0,251	0,344	0,396	0,393	0,495	0,428
35	0,264	0,277	0,259	0,346	0,312	0,300	0,427	0,647	0,660	0,625	0,605
36	0,346	0,336	0,385	0,435	0,346	0,388	0,476	0,352	0,321	0,406	0,368
37	0,196	0,170	0,174	0,300	0,299	0,243	0,303	0,373	0,335	0,408	0,378
38	0,285	0,268	0,283	0,352	0,376	0,375	0,318	0,305	0,261	0,370	0,325
39	0,189	0,166	0,204	0,340	0,338	0,342	0,247	0,307	0,308	0,399	0,344
40	0,366	0,382	0,357	0,441	0,382	0,389	0,401	0,330	0,346	0,420	0,395
41	0,387	0,471	0,425	0,450	0,399	0,439	0,426	0,346	0,383	0,371	0,395
42	0,221	0,225	0,279	0,342	0,294	0,298	0,328	0,465	0,444	0,487	0,449
43	0,226	0,208	0,234	0,298	0,254	0,269	0,315	0,377	0,377	0,426	0,403
44	0,272	0,236	0,260	0,341	0,322	0,285	0,296	0,378	0,414	0,453	0,412
45	0,278	0,268	0,288	0,374	0,364	0,342	0,348	0,494	0,484	0,510	0,451
46	0,363	0,390	0,371	0,460	0,412	0,446	0,420	0,548	0,549	0,565	0,556
47	0,385	0,380	0,427	0,466	0,425	0,437	0,395	0,601	0,623	0,608	0,581
48	0,388	0,425	0,463	0,485	0,453	0,458	0,352	0,520	0,592	0,529	0,519

	31	32	33	34	35	36	37	38	39	40	41
32	0,716										
33	0,622	0,732									
34	0,420	0,541	0,514								
35	0,580	0,643	0,675	0,426							
36	0,393	0,418	0,386	0,409	0,388						
37	0,365	0,486	0,467	0,741	0,420	0,524					
38	0,374	0,421	0,413	0,426	0,354	0,531	0,525				
39	0,378	0,407	0,440	0,502	0,377	0,456	0,593	0,456			
40	0,490	0,415	0,414	0,352	0,349	0,562	0,426	0,566	0,479		
41	0,429	0,388	0,334	0,232	0,347	0,520	0,327	0,481	0,359	0,742	
42	0,401	0,485	0,430	0,473	0,446	0,435	0,473	0,402	0,432	0,437	0,402
43	0,368	0,395	0,365	0,484	0,401	0,395	0,464	0,339	0,430	0,404	0,367
44	0,376	0,465	0,436	0,533	0,428	0,444	0,491	0,418	0,454	0,472	0,438
45	0,458	0,536	0,524	0,544	0,502	0,437	0,503	0,425	0,434	0,445	0,377
46	0,556	0,531	0,545	0,401	0,530	0,510	0,407	0,397	0,382	0,528	0,558
47	0,577	0,609	0,577	0,445	0,577	0,492	0,416	0,459	0,365	0,537	0,508
48	0,558	0,577	0,534	0,403	0,516	0,471	0,407	0,443	0,376	0,511	0,524

	42	43	44	45	46	47
43	0,642					
44	0,746	0,782				
45	0,611	0,584	0,653			
46	0,589	0,506	0,562	0,632		
47	0,627	0,528	0,602	0,675	0,831	
48	0,525	0,455	0,531	0,602	0,787	0,827

Cell Contents: Pearson correlation

Table 19 Corelation Matrix for Out of Home Consumption Customers

Item and Total Statistics

Variable	Total Count	Mean	StDev
9	692	4,83	0,49
10	692	4,79	0,50
11	692	4,61	0,80
12	692	4,83	0,49
13	692	4,84	0,47
14	692	4,82	0,53
15	692	3,34	1,46
16	692	3,65	1,37
17	692	4,27	1,11
18	692	3,31	1,63
19	692	4,72	0,68
20	692	4,69	0,70
21	692	4,79	0,57
22	692	4,68	0,72
23	692	4,43	0,93
24	692	4,42	1,03
25	692	4,55	0,80
26	692	4,69	0,60
27	692	4,67	0,62
28	692	4,70	0,60
29	692	4,50	0,79
30	692	4,60	0,69
31	692	4,59	0,75
32	692	4,52	0,81
33	692	4,45	0,90
34	692	3,91	1,25
35	692	4,61	0,70
36	692	4,07	1,11
37	692	3,69	1,25
38	692	4,15	1,11
39	692	3,34	1,60
40	692	4,27	1,08
41	692	4,53	0,87
42	692	4,27	1,04
43	692	4,26	1,03
44	692	4,25	1,01
45	692	4,27	1,01
46	692	4,55	0,76
47	692	4,53	0,81
48	692	4,58	0,75
Total	692	175,54	22,50

Table 20 Total Statistics for Out of Home Consumption Customers

As seen above, the mean of the 15th, 16th , 18th , 38th, 39th questions have lowest means so this items are cause to fall down the satisfaction. This means the food firm was not succesfull enough in making an effective consumer-oriented promotions, When requested, the presentation and the definition of the product is done, the support of refrigeration cabinets, fryers and similar products that help in work, suitable terms of payments.

Hypothesis Ha1: The observed frequency for home consumption customers which are answered the food firm was not succesfull enough in the presentation and the definition of the product is done don't differ from the theoretical distribution.

Table 21 Chi-Square Goodness-of-Fit Test for Categorical Variable: 16

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	451	0,04	0,04	102,36	1187,47
2	348	0,04	0,04	102,36	589,48
3	520	0,04	0,04	102,36	1704,02
4	550	0,44	0,44	1125,96	294,62
5	690	0,44	0,44	1125,96	168,80

N	N*	DF	Chi-Sq	P-Value
2559	153	4	3944,39	0,000

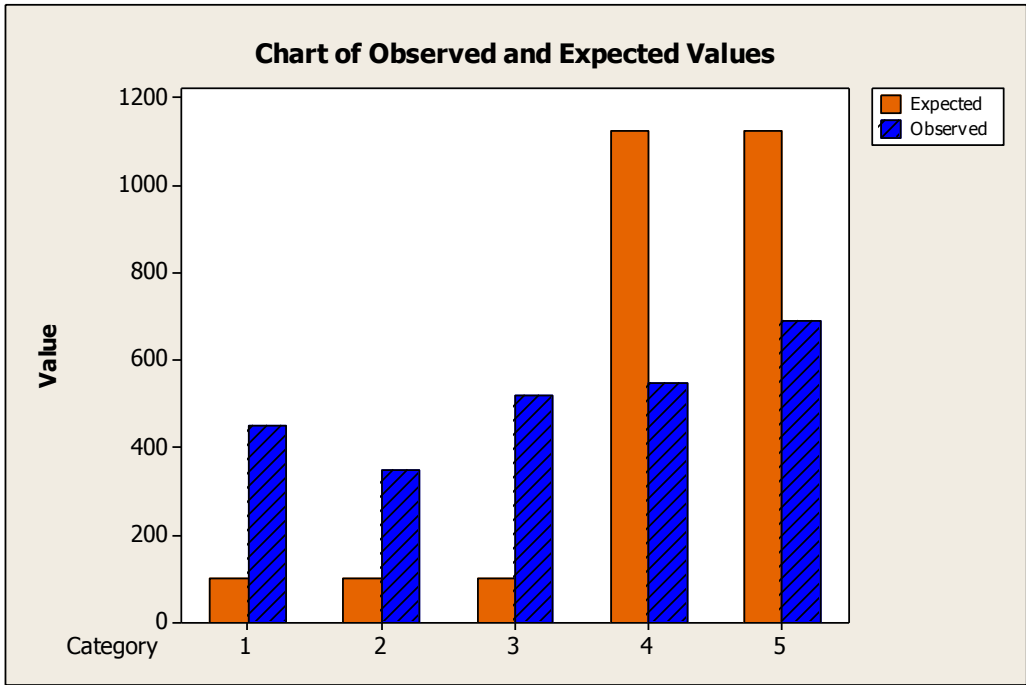


Figure 26 Chart of Observed and Expected Values

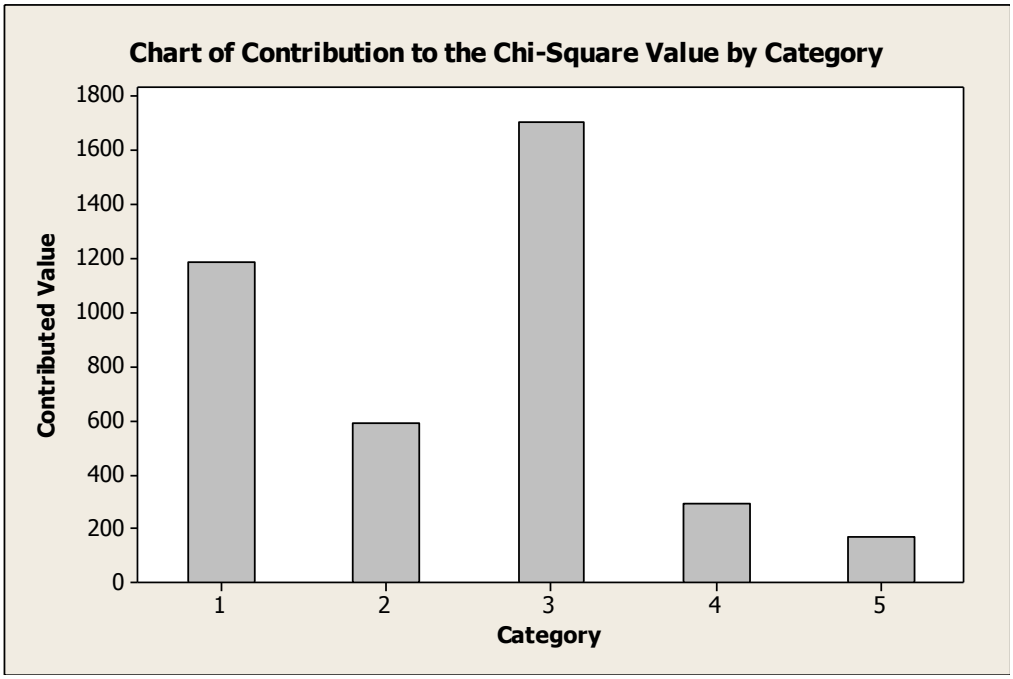


Figure 27 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha2: The observed frequency for home consumption customers which are answered the presentation and the definition of the product to be done don't differ from the theoretical distribution.

Table 22 Chi-Square Goodness-of-Fit Test for Categorical Variable: 18

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	810	0,04	0,04	102,6	4877,34
2	281	0,04	0,04	102,6	310,20
3	332	0,04	0,04	102,6	512,91
4	414	0,44	0,44	1128,6	452,47
5	728	0,44	0,44	1128,6	142,19

N	N*	DF	Chi-Sq	P-Value
2565	147	4	6295,11	0,000

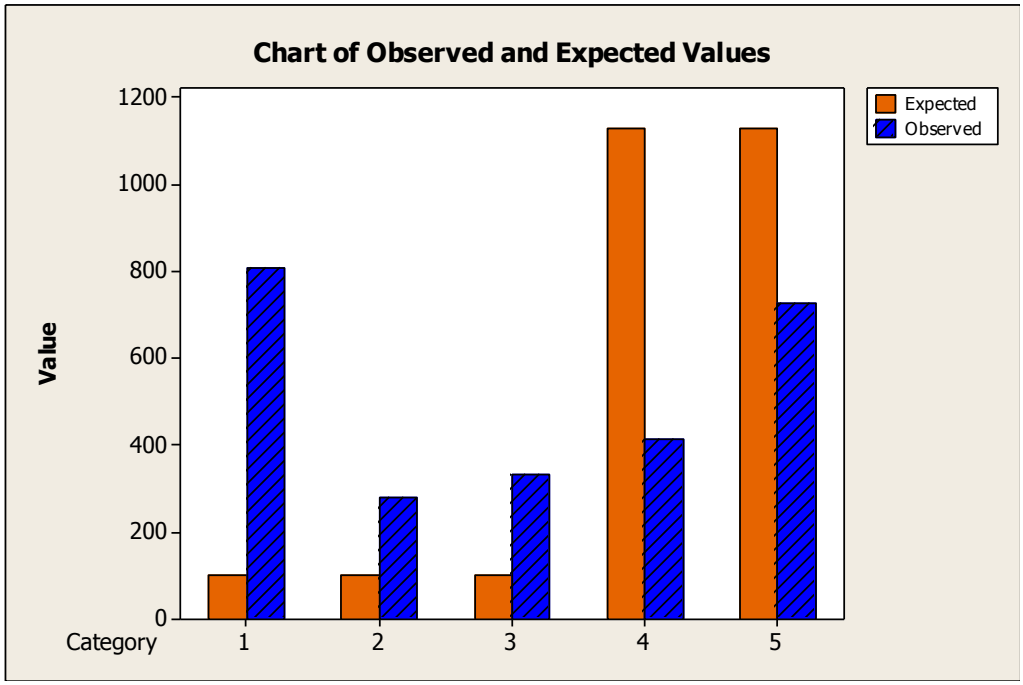


Figure 28 Chart of Observed and Expected Values

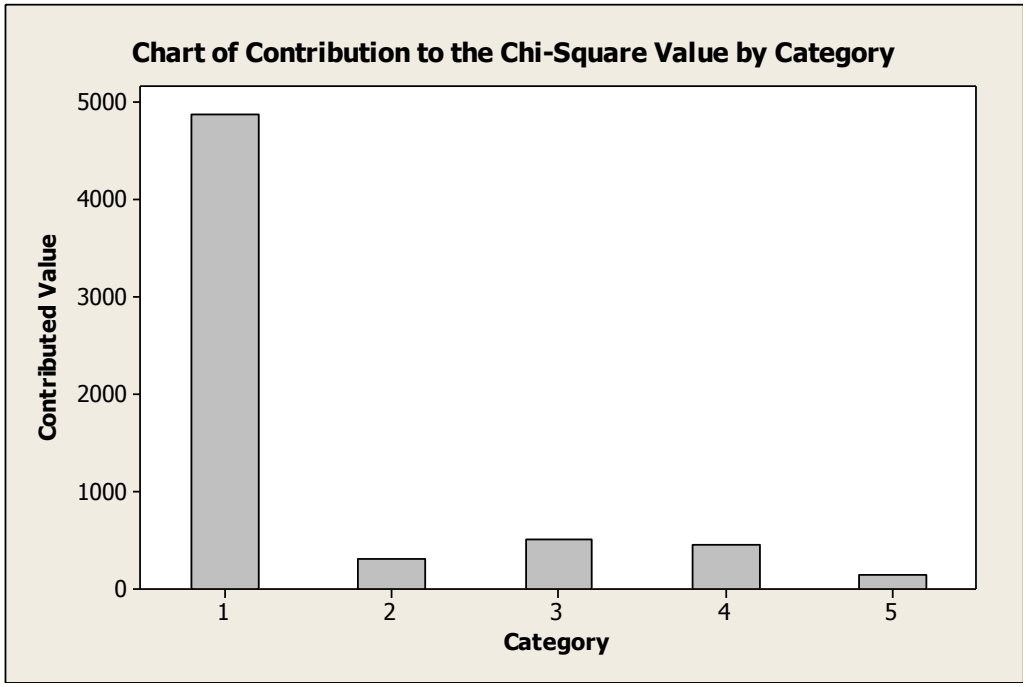


Figure 29 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha3: The observed frequency for home consumption customers which are answered the question about the support of refrigeration cabinets, fryers and similar products that help in work don't differ from the theoretical distribution.

Figure 30 Chi-Square Goodness-of-Fit Test for Categorical Variable: 37

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	178	0,04	0,04	104,4	51,89
2	318	0,04	0,04	104,4	437,02
3	717	0,04	0,04	104,4	3594,62
4	802	0,44	0,44	1148,4	104,49
5	595	0,44	0,44	1148,4	266,68

N	N*	DF	Chi-Sq	P-Value
2610	102	4	4454,70	0,000

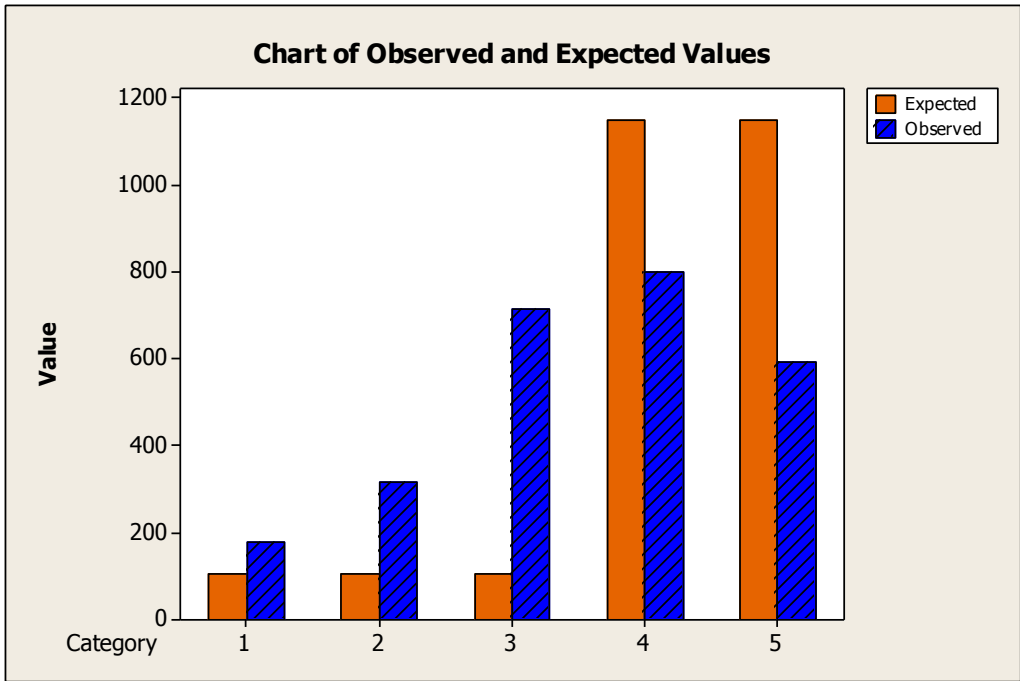


Figure 31 Chart of Observed and Expected Values

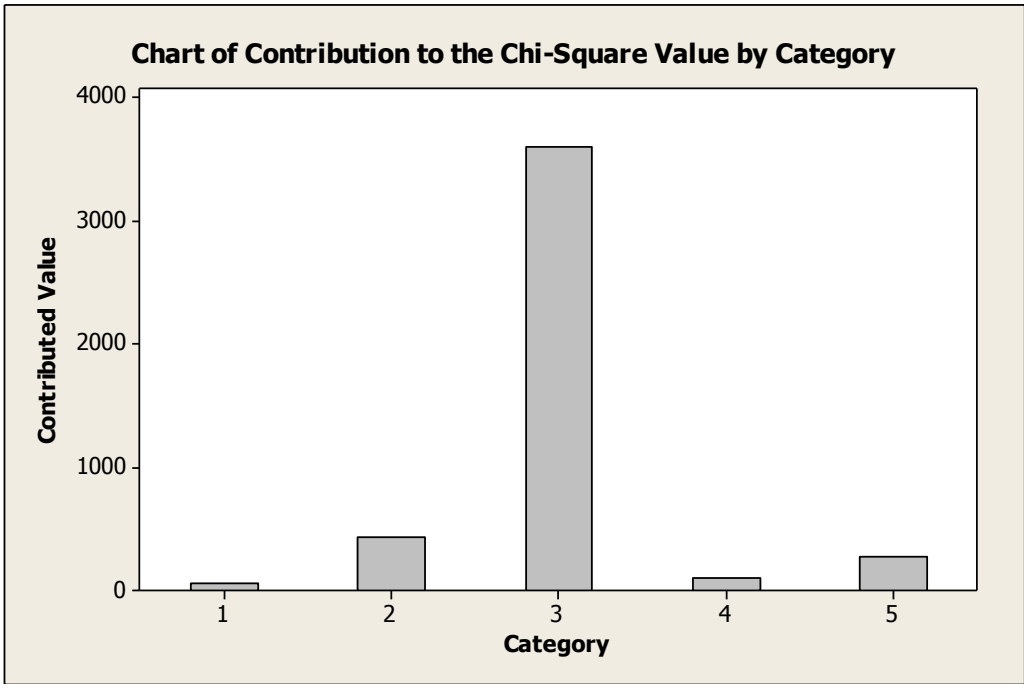


Figure 32 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha4: The observed frequency for home consumption customers which are answered the question about the suitable terms of payments don't differ from the theoretical distribution.

Table 23 Chi-Square Goodness-of-Fit Test for Categorical Variable: 39

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	705	0,04	0,04	102,24	3553,60
2	314	0,04	0,04	102,24	438,60
3	392	0,04	0,04	102,24	821,21
4	461	0,44	0,44	1124,64	391,61
5	684	0,44	0,44	1124,64	172,65

N	N*	DF	Chi-Sq	P-Value
2556	156	4	5377,66	0,000

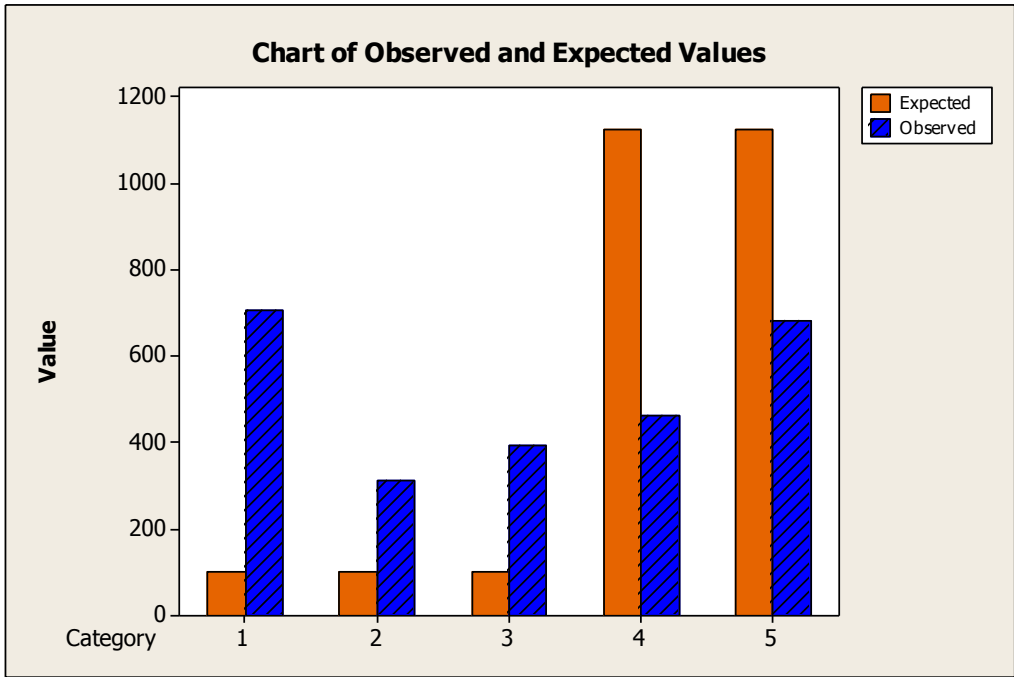


Figure 33 Chart of Observed and Expected Values

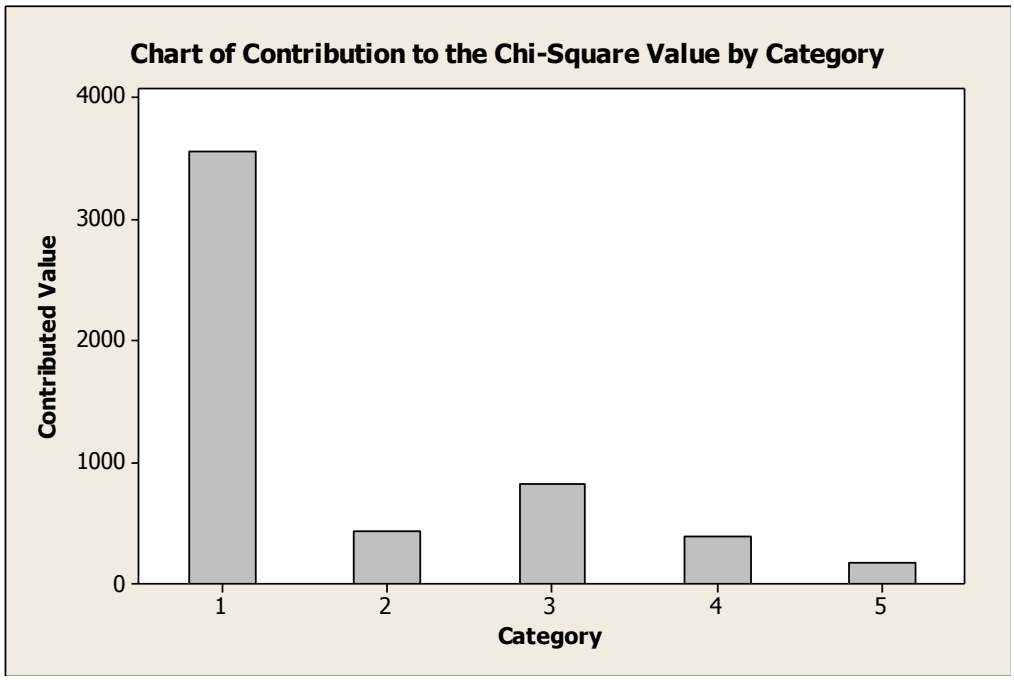


Figure 34 Chart of Contribution to the Chi Square Value by Category

4.1.4 Dealer Customer's Survey Analyses

The survey which was prepared for the traditional customers has 46 questions. The questions between 1-8 are demographic questions.

For the Dealer Customer Type; 98% of the customers were men and %2 were women, 81% of the customers were the owner of the business, 50% were working with this food company more than 10 years, 45% were more than 45 years old and 41% were graduated from high school and 47% were graduated from university and the others.

POZİSYON	Count	Percent	CumCnt	CumPct
Çalışan	17	19,10	17	19,10
İşletmeci	72	80,90	89	100,00
N=	89			
*=	3			

ÇALIŞMA SÜRESİ	Count	Percent	CumCnt	CumPct
1-2 Yıl Arası	12	13,19	12	13,19
1 Yıldan Az	2	2,20	14	15,38
10 Yıl ve Üzeri	45	49,45	59	64,84
3-5 Yıl Arası	8	8,79	67	73,63
5-10 Yıl Arası	24	26,37	91	100,00
N=	91			
*=	1			

YAŞ	Count	Percent	CumCnt	CumPct
25-35	16	22,22	16	22,22
35-45	24	33,33	40	55,56
45 ve üzeri	32	44,44	72	100,00
N=	72			
*=	20			

CİNSİYET	Count	Percent	CumCnt	CumPct
BAY	87	97,75	87	97,75
BAYAN	2	2,25	89	100,00
N=	89			
*=	3			

EĞİTİM	Count	Percent	CumCnt	CumPct
İLKOKUL	3	3,33	3	3,33
LİSE	37	41,11	40	44,44
ORTAOKUL	8	8,89	48	53,33
ÜNİVERSİTE ve üzeri	42	46,67	90	100,00
N=	90			
*=	2			

Table 24 Tally Variables for Dealer Customers

To identify problematic items in this survey, look at the Item Statistics section of the output. This section tells us the survey's questions are well built. removing any one item from the analysis doesn't improves or worsens Cronbach's alpha. Each

question has same Alpha values about 95%. The survey's total Cronbach alpha value is 95%.

Omitted Item Statistics

Omitted Variable	Adj. Total Mean	Adj. Total StDev	Item-Adj. Total Corr	Squared Multiple Corr	Cronbach's Alpha
9	158,54	14,63	0,3108	0,5681	0,9217
10	158,68	14,51	0,4144	0,6804	0,9208
11	158,93	14,51	0,3731	0,7904	0,9212
12	158,56	14,58	0,3403	0,8260	0,9215
13	158,58	14,46	0,5196	0,8465	0,9198
14	158,58	14,59	0,3935	0,7353	0,9211
15	159,11	14,44	0,3689	0,5247	0,9216
16	159,68	14,34	0,4547	0,7067	0,9205
17	159,80	14,30	0,4528	0,7432	0,9207
18	159,12	14,22	0,5470	0,7947	0,9193
19	159,00	14,19	0,5942	0,8026	0,9186
20	159,54	14,34	0,4045	0,6700	0,9215
21	158,78	14,53	0,3822	0,6399	0,9211
22	158,89	14,56	0,2644	0,6848	0,9226
23	158,74	14,49	0,4773	0,7682	0,9202
24	158,79	14,39	0,5291	0,7058	0,9195
25	158,89	14,40	0,4877	0,8177	0,9200
26	158,78	14,44	0,5298	0,8433	0,9197
27	158,73	14,44	0,4460	0,6327	0,9205
28	158,56	14,54	0,4821	0,8147	0,9204
29	158,47	14,66	0,3863	0,7681	0,9214
30	158,99	14,46	0,3402	0,6838	0,9220
31	158,73	14,53	0,4164	0,6862	0,9208
32	158,78	14,42	0,5519	0,6923	0,9194
33	158,90	14,40	0,5025	0,7145	0,9198
34	158,91	14,22	0,5998	0,7905	0,9185
35	159,89	14,18	0,5534	0,7847	0,9193
36	159,78	14,21	0,4876	0,6813	0,9205
37	159,28	14,12	0,6557	0,8080	0,9177
38	159,01	14,32	0,4700	0,8338	0,9203
39	158,84	14,35	0,5769	0,8611	0,9190
40	158,88	14,39	0,6303	0,7049	0,9188
41	158,53	14,57	0,5557	0,7006	0,9203
42	158,77	14,30	0,7125	0,7863	0,9177
43	158,57	14,49	0,6359	0,8877	0,9194
44	158,79	14,32	0,5618	0,7473	0,9191
45	158,62	14,42	0,6695	0,8512	0,9188

Cronbach's Alpha = 0,9221

Table 25 Omitted Item Statistics for Dealer Customers

In correlation matrix the relationship between the questions which are in the same category has high correlation value. For example 40. and 41. questions have strong an positive correlation because the correlation value is 0,844 so this means; when the satisfaction of Timely informed of developments in financial matters, and

the changes in the company is getting higher, than the thought of timely reconciliation of financial and commercial transactions are seamlessly satisfaction is getting higher.

Correlation Matrix

	9	10	11	12	13	14	15	16	17
10	0,255								
11	0,194	0,538							
12	0,324	0,448	0,645						
13	0,225	0,479	0,602	0,739					
14	0,085	0,401	0,467	0,460	0,432				
15	-0,006	0,086	0,162	0,045	0,120	0,066			
16	-0,073	0,201	0,150	-0,048	0,065	0,053	0,408		
17	-0,023	0,052	0,190	0,031	0,110	-0,152	0,395	0,626	
18	0,133	0,255	0,119	0,117	0,282	0,222	0,303	0,350	0,338
19	0,212	0,157	0,086	0,145	0,379	0,189	0,209	0,271	0,329
20	0,172	0,020	-0,001	-0,035	0,054	0,042	0,195	0,278	0,303
21	0,196	0,154	0,194	0,152	0,153	0,186	0,246	0,109	0,129
22	0,222	0,055	0,007	0,050	0,022	0,115	0,151	0,119	0,132
23	0,157	0,077	0,093	0,087	0,251	0,111	0,270	0,180	0,165
24	0,203	0,105	0,116	0,186	0,375	0,324	0,078	0,163	0,240
25	0,506	0,315	0,264	0,258	0,276	0,274	0,070	0,124	0,075
26	0,424	0,414	0,407	0,595	0,557	0,415	0,063	-0,029	0,058
27	0,134	0,143	0,023	0,024	0,159	0,003	-0,034	0,187	0,364
28	0,287	0,275	0,108	0,117	0,251	0,258	0,052	0,019	0,106
29	0,189	0,172	0,171	0,211	0,249	0,373	0,098	-0,069	-0,006
30	0,103	0,116	0,197	0,162	0,108	0,024	0,057	0,226	0,443
31	0,091	0,212	0,197	0,232	0,301	0,044	0,207	0,172	0,322
32	0,124	0,181	0,143	0,183	0,243	0,149	0,246	0,266	0,384
33	0,043	0,394	0,464	0,344	0,361	0,342	0,186	0,297	0,264
34	0,185	0,313	0,130	0,100	0,374	0,297	0,154	0,334	0,195
35	0,104	0,183	0,197	0,135	0,244	0,089	0,324	0,514	0,424
36	0,095	0,141	0,100	0,127	0,144	0,110	0,171	0,309	0,303
37	0,141	0,286	0,312	0,202	0,341	0,292	0,291	0,387	0,316
38	0,163	0,135	0,007	-0,047	0,071	0,214	0,390	0,425	0,193
39	0,076	0,069	0,083	0,104	0,261	0,413	0,310	0,256	0,173
40	0,182	0,140	0,292	0,297	0,416	0,313	0,408	0,245	0,199
41	0,340	0,346	0,403	0,430	0,553	0,368	0,191	0,114	0,106
42	0,234	0,348	0,253	0,185	0,419	0,296	0,236	0,266	0,276
43	0,251	0,286	0,167	0,160	0,388	0,370	0,149	0,176	0,179
44	0,212	0,411	0,125	0,069	0,289	0,263	0,138	0,275	0,247
45	0,270	0,236	0,165	0,144	0,338	0,322	0,202	0,239	0,269

	18	19	20	21	22	23	24	25	26
19	0,619								
20	0,350	0,371							
21	0,287	0,377	0,329						
22	0,188	0,169	0,459	0,522					
23	0,235	0,363	0,382	0,425	0,428				
24	0,296	0,602	0,197	0,215	0,091	0,239			
25	0,305	0,240	0,145	0,212	0,231	0,445	0,265		
26	0,334	0,291	0,210	0,286	0,257	0,438	0,324	0,703	
27	0,140	0,422	0,269	0,116	0,004	0,232	0,468	0,190	0,269
28	0,373	0,386	0,096	0,178	0,145	0,367	0,218	0,513	0,439
29	0,227	0,282	0,059	0,168	-0,049	0,203	0,243	0,178	0,229
30	-0,012	0,246	0,025	0,030	-0,074	-0,013	0,200	0,201	0,136
31	0,240	0,306	0,065	0,178	-0,070	0,064	0,205	0,267	0,151
32	0,047	0,340	0,293	0,333	0,181	0,366	0,265	0,189	0,257
33	0,240	0,290	-0,026	0,260	0,190	0,165	0,311	0,114	0,191
34	0,197	0,307	0,271	0,342	0,275	0,508	0,442	0,422	0,290
35	0,286	0,275	0,333	0,193	0,029	0,181	0,229	0,134	0,127
36	0,280	0,280	0,291	0,033	0,067	0,200	0,336	0,224	0,255
37	0,449	0,275	0,309	0,033	0,171	0,252	0,284	0,368	0,341
38	0,459	0,255	0,193	0,011	0,086	0,137	0,226	0,287	0,191
39	0,417	0,327	0,336	0,215	0,064	0,427	0,338	0,213	0,297

40	0,396	0,433	0,241	0,160	0,085	0,317	0,396	0,313	0,377
41	0,228	0,263	0,049	0,088	0,004	0,322	0,239	0,399	0,425
42	0,402	0,472	0,324	0,229	0,167	0,340	0,514	0,266	0,263
43	0,360	0,324	0,249	0,138	0,109	0,217	0,431	0,179	0,261
44	0,268	0,298	0,105	0,194	0,101	0,192	0,350	0,278	0,223
45	0,422	0,427	0,285	0,296	0,254	0,275	0,380	0,321	0,235

	27	28	29	30	31	32	33	34	35
28	0,306								
29	0,219	0,592							
30	0,411	0,189	0,112						
31	0,305	0,192	0,279	0,568					
32	0,431	0,391	0,384	0,398	0,362				
33	0,232	0,182	0,275	0,252	0,322	0,358			
34	0,286	0,346	0,179	0,151	0,275	0,461	0,430		
35	0,294	0,157	0,167	0,137	0,160	0,387	0,365	0,491	
36	0,428	0,106	0,100	0,224	0,160	0,297	0,213	0,286	0,532
37	0,253	0,236	0,129	0,270	0,239	0,238	0,335	0,380	0,392
38	0,089	0,218	0,171	0,129	0,092	0,147	0,065	0,183	0,374
39	0,167	0,216	0,354	0,075	0,130	0,362	0,189	0,374	0,453
40	0,195	0,272	0,288	0,265	0,346	0,307	0,365	0,264	0,271
41	0,230	0,502	0,527	0,224	0,293	0,320	0,326	0,291	0,209
42	0,382	0,354	0,329	0,241	0,335	0,364	0,483	0,539	0,455
43	0,354	0,484	0,559	0,187	0,193	0,331	0,350	0,444	0,427
44	0,363	0,457	0,308	0,297	0,235	0,398	0,301	0,481	0,307
45	0,262	0,556	0,385	0,247	0,333	0,431	0,326	0,476	0,346

	36	37	38	39	40	41	42	43	44
37	0,485								
38	0,456	0,648							
39	0,288	0,527	0,585						
40	0,392	0,537	0,476	0,564					
41	0,273	0,337	0,265	0,324	0,508				
42	0,345	0,504	0,270	0,532	0,516	0,503			
43	0,266	0,466	0,354	0,559	0,438	0,534	0,747		
44	0,209	0,500	0,236	0,325	0,334	0,406	0,553	0,642	
45	0,216	0,478	0,315	0,516	0,446	0,477	0,692	0,780	0,646

Cell Contents: Pearson correlation

Table 26 Corelation Matrix for Dealer Customers

43. and 45. questions have the biggest correlation because the correlation value is 0,780 so its important to increase the satisfaction any of them.

Item and Total Statistics

Variable	Total Count	Mean	StDev
9	81	4,79	0,52
10	81	4,65	0,67
11	81	4,41	0,74
12	81	4,78	0,61
13	81	4,75	0,62
14	81	4,75	0,51
15	81	4,22	0,91
16	81	3,65	0,95
17	81	3,53	1,03
18	81	4,21	1,01
19	81	4,33	0,99
20	81	3,79	1,05
21	81	4,56	0,67
22	81	4,44	0,82
23	81	4,59	0,63
24	81	4,54	0,74
25	81	4,44	0,79
26	81	4,56	0,65
27	81	4,60	0,77
28	81	4,78	0,52
29	81	4,86	0,34
30	81	4,35	0,91
31	81	4,60	0,61
32	81	4,56	0,67
33	81	4,43	0,76
34	81	4,42	0,93
35	81	3,44	1,06
36	81	3,56	1,13
37	81	4,05	1,00
38	81	4,32	0,96
39	81	4,49	0,76
40	81	4,46	0,63
41	81	4,80	0,40
42	81	4,57	0,69
43	81	4,77	0,48
44	81	4,54	0,82
45	81	4,72	0,55
Total	81	163,33	14,80

Table 27 Total Statistics for Dealer Customers

As seen above, the mean of the 16th , 17th , 20th, 35th, 36th questions have lowest means so this items are cause to fall down the satisfaction. This means the food firm was not successful enough in promotion of effective implementation of consumer-oriented, the introduction of new products in an effective way , price reduction to obtain products with a sufficient amount of products without the constraint , the company's products have the appropriate level of prices according to market conditions , the suitable terms of in Dealer Customers.

Hypothesis Ha1: The observed frequency for dealer customers which are answered the satisfaction in promotion of effective implementation of consumer-oriented don't differ from the theoretical distribution.

Table 28 Chi-Square Goodness-of-Fit Test for Categorical Variable: 16

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	1	0,04	0,04	3,68	1,952
2	13	0,04	0,04	3,68	23,604
3	26	0,04	0,04	3,68	135,376
4	35	0,44	0,44	40,48	0,742
5	17	0,44	0,44	40,48	13,619

N	N*	DF	Chi-Sq	P-Value
92	0	4	175,292	0,000

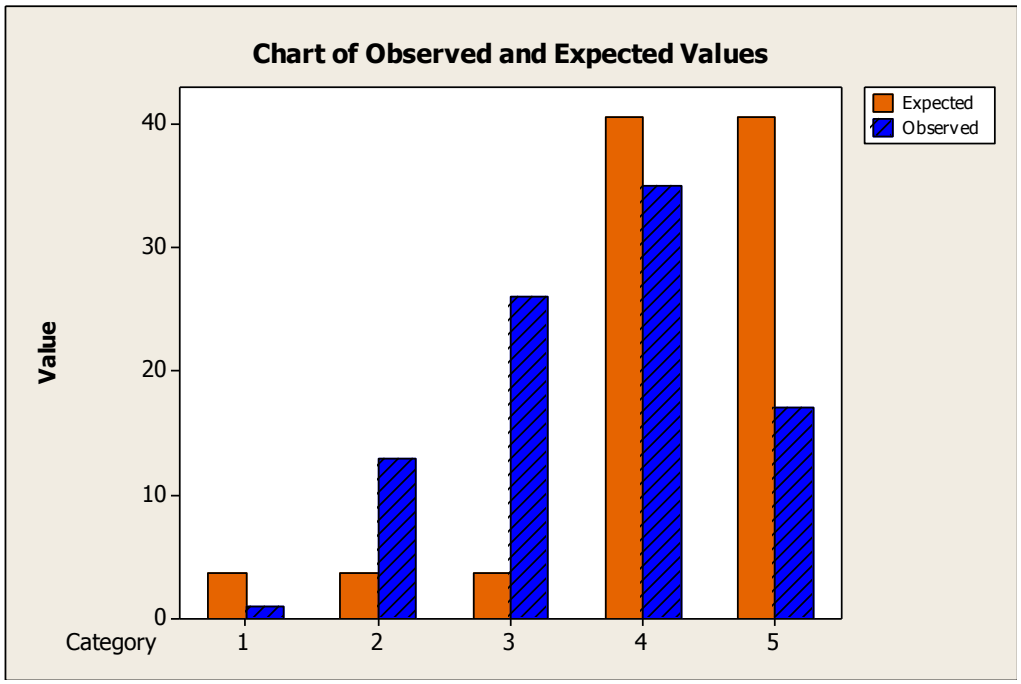


Figure 35 Chart of Observed and Expected Values

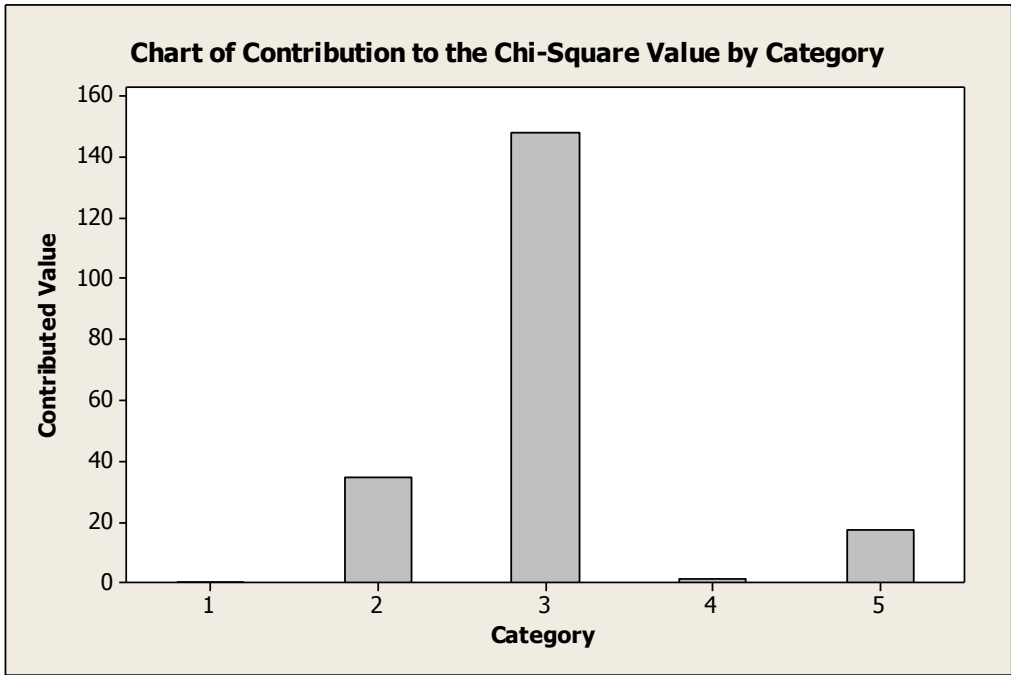


Figure 36 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha2: The observed frequency for dealer customers which are answered the introduction of new products in an effective way don't differ from the theoretical distribution.

Table 29 Chi-Square Goodness-of-Fit Test for Categorical Variable: 17

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	3	0,04	0,04	3,68	0,126
2	15	0,04	0,04	3,68	34,821
3	27	0,04	0,04	3,68	147,778
4	33	0,44	0,44	40,48	1,382
5	14	0,44	0,44	40,48	17,322

N	N*	DF	Chi-Sq	P-Value
92	0	4	201,429	0,000

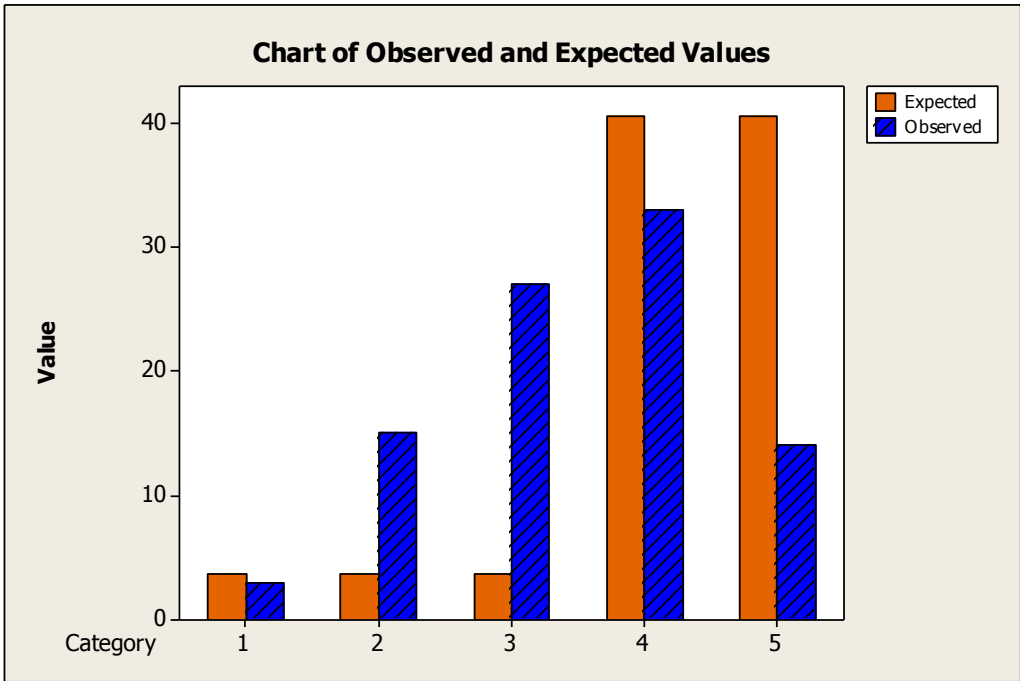


Figure 37 Chart of Observed and Expected Values

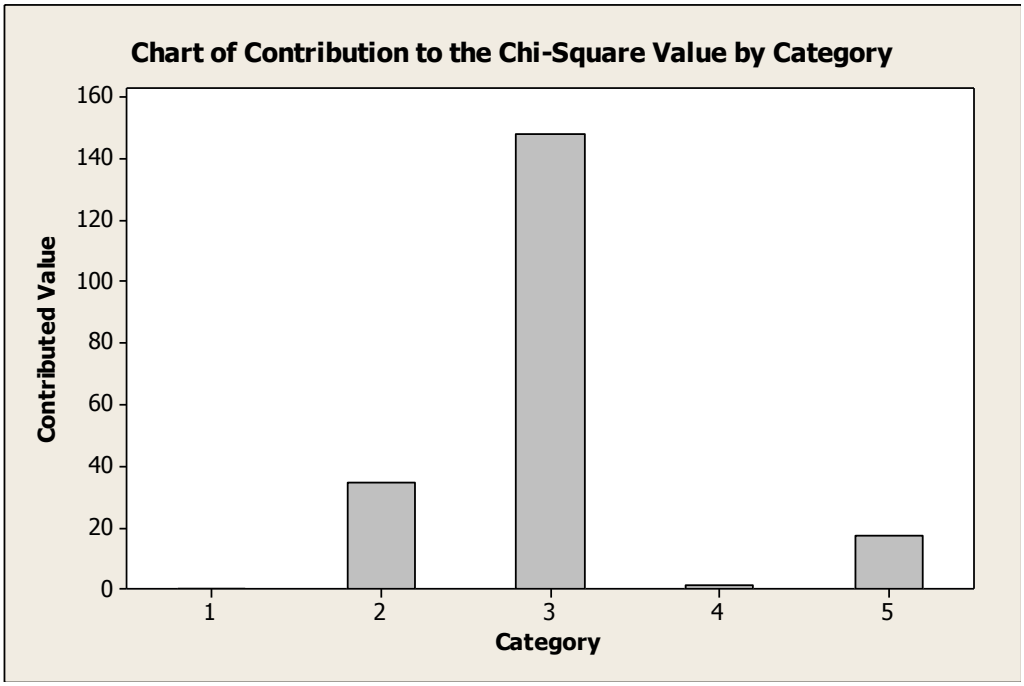


Figure 38 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha3: The observed frequency for traditional customers which are answered the question about price reduction to obtain products with a sufficient amount of products without the constraint don't differ from the theoretical distribution.

Table 30 Chi-Square Goodness-of-Fit Test for Categorical Variable: 20

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	2	0,04	0,04	3,68	0,7670
2	12	0,04	0,04	3,68	18,8104
3	20	0,04	0,04	3,68	72,3757
4	31	0,44	0,44	40,48	2,2201
5	27	0,44	0,44	40,48	4,4889

N	N*	DF	Chi-Sq	P-Value
92	0	4	98,6621	0,000

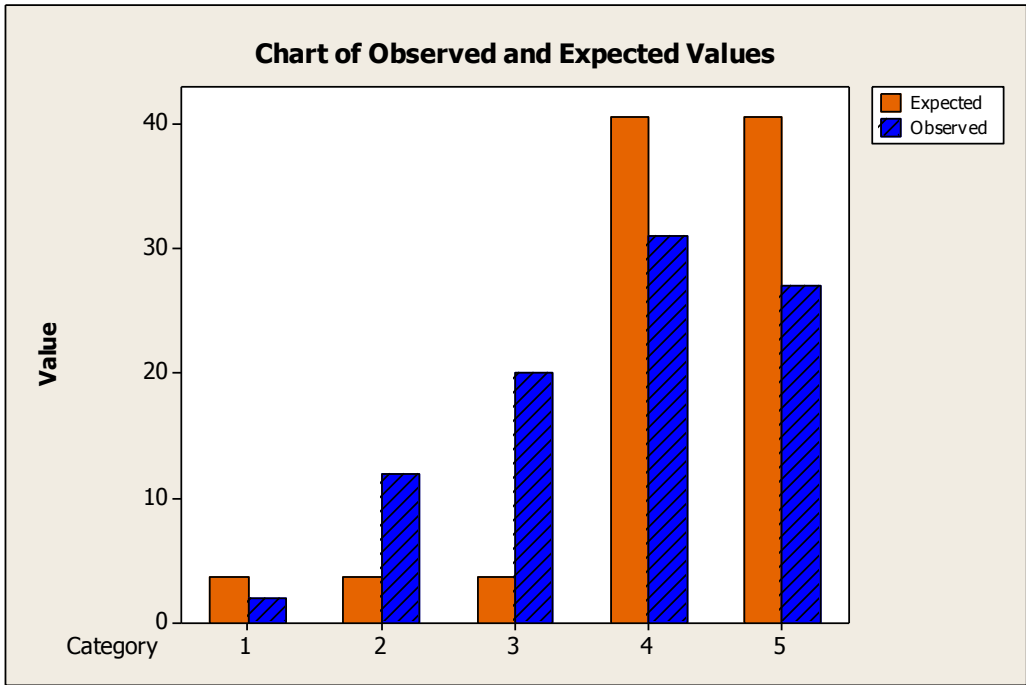


Figure 39 Chart of Observed and Expected Values

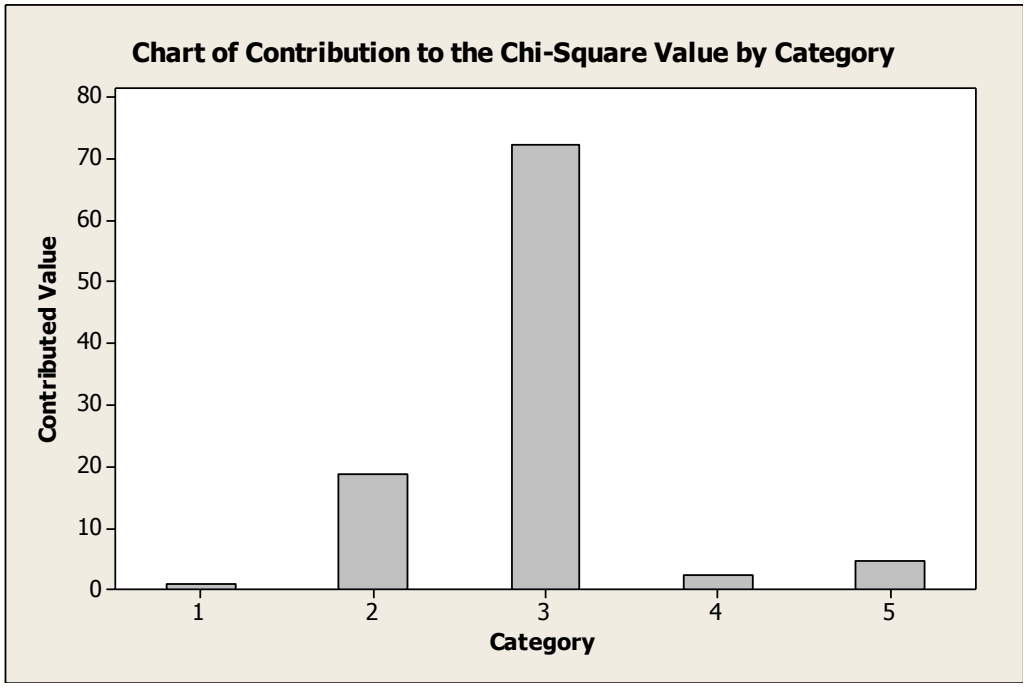


Figure 40 Chart of Contribution to the Chi Square Value by Category

This hypothesis was rejected because the p value of the test statistics was less than 0,05 and the categories of the the answers were differed from expected.

Hypothesis Ha4: The observed frequency for traditional customers which are answered the question about the company's products have the appropriate level of prices according to market conditions don’t differ from the theoretical distribution.

Figure 41 Chi-Square Goodness-of-Fit Test for Categorical Variable: 36

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	4	0,04	0,04	3,68	0,0278
2	13	0,04	0,04	3,68	23,6039
3	21	0,04	0,04	3,68	81,5170
4	33	0,44	0,44	40,48	1,3822
5	21	0,44	0,44	40,48	9,3743

N	N*	DF	Chi-Sq	P-Value
92	0	4	115,905	0,000

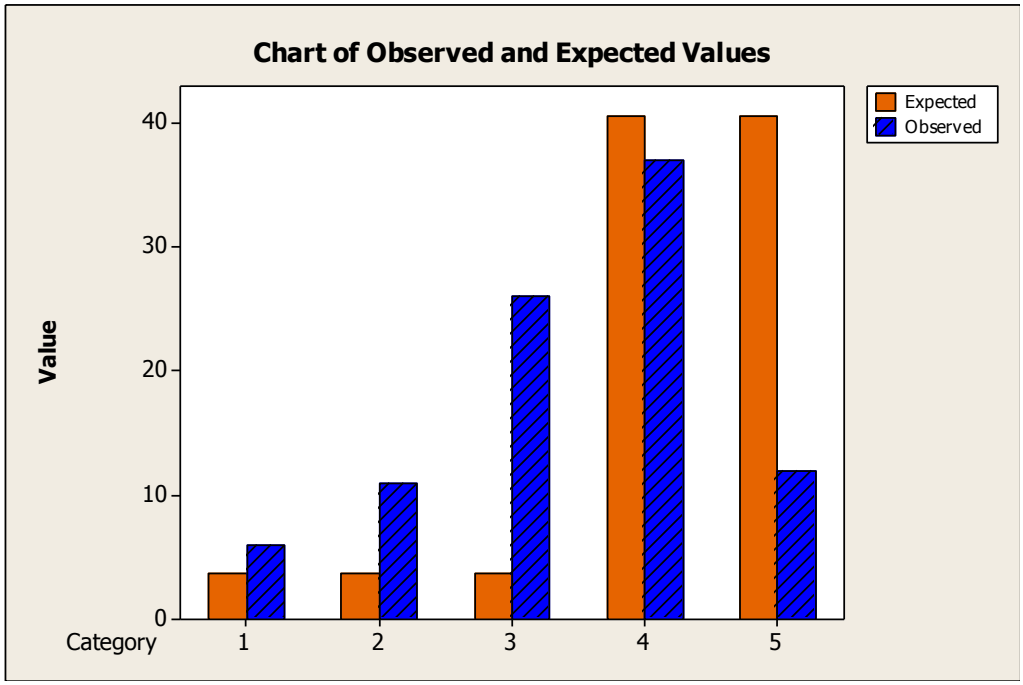


Figure 42 Chart of Observed and Expected Values

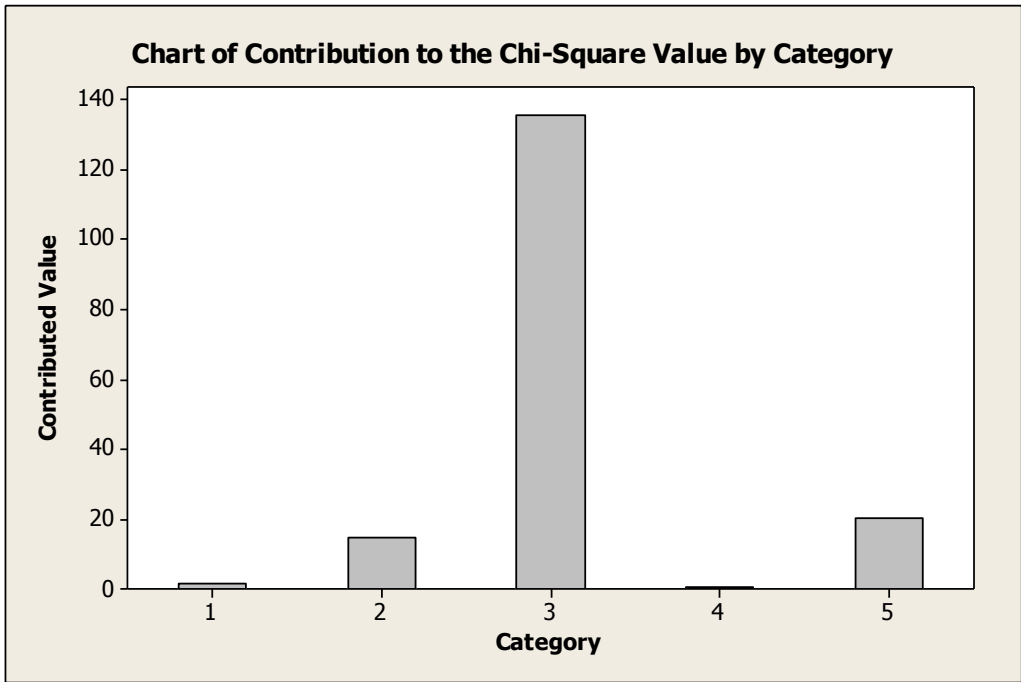


Figure 43 Chart of Contribution to the Chi Square Value by Category

Hypothesis Ha5: The observed frequency for dealer customers which are answered the question about the suitable terms of payments don't differ from the theoretical distribution.

Figure 44 Chi-Square Goodness-of-Fit Test for Categorical Variable: 35

Category	Observed	Historical Counts	Test Proportion	Expected	Contribution to Chi-Sq
1	6	0,04	0,04	3,68	1,463
2	11	0,04	0,04	3,68	14,560
3	26	0,04	0,04	3,68	135,376
4	37	0,44	0,44	40,48	0,299
5	12	0,44	0,44	40,48	20,037

N	N*	DF	Chi-Sq	P-Value
92	0	4	171,735	0,000

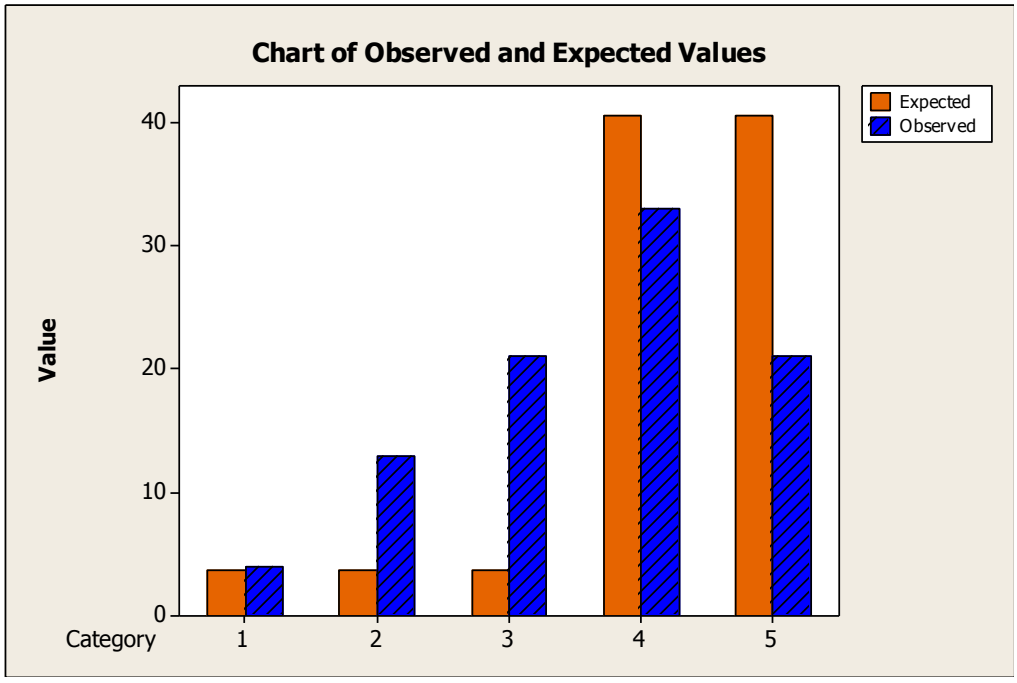


Figure 45 Chart of Observed and Expected Values

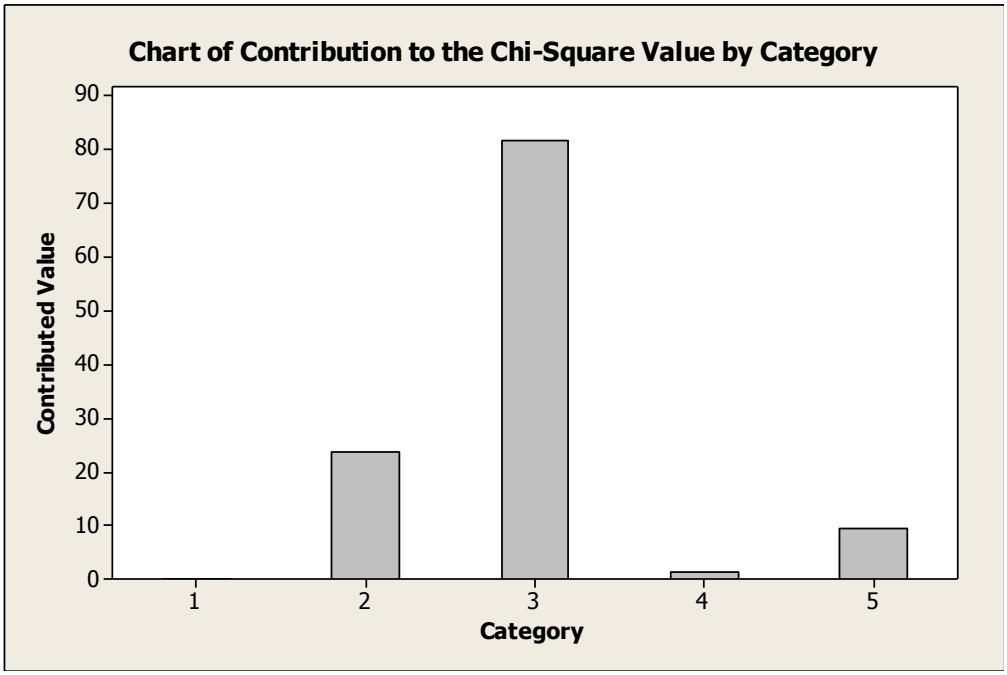


Figure 46 Chart of Contribution to the Chi Square Value by Category

5. CONCLUSION

The managerial implications and recommendations that are based on the data analyses and the interpretation of the results are provided below:

This research shows that the food firm has a low satisfaction in promotion activities which indicates the need for new promotion perspectives. Other dimensions/criteria for which the results are not that satisfactory:

sufficient amount of brochures and promotional / display material to give; according to product prices to other brands and appropriate level of product prices according to market conditions; according to product prices to other brands; the appropriate level of product prices according to market conditions; the presentation and the required specifications of the products; the support of refrigeration cabinets, fryers and similar products that help in work.

Measuring Customer Satisfaction initiatives can be a good solution to overcome low service performance especially in responsiveness and empathy dimensions so the following recommendations can be given;

i) Focus on true customer expectations,

ii) Prepare the relevant questions in the surveys for the best answers

iii) Creating long term relationship with customers to see the progress

iv) Surveys must be done in certain periods to follow up the progress

v) Segmenting the passengers based on the value of customer

vi) A study can be done to see the other factor which are perceived the performance

After obtaining the feedback as the results of customer satisfaction measurement, managers of the company would improve the existing CRM System. Figures 47 and 48 exhibits the CRM system developed around customers and their satisfaction measurement channels. Furthermore, Figure 48 shows the position and importance of sales, marketing and finance operations, which are the main focuses our survey-based input collecting study, within the framework of CRM. The figures are from the education materials of SAP2011 Forum.

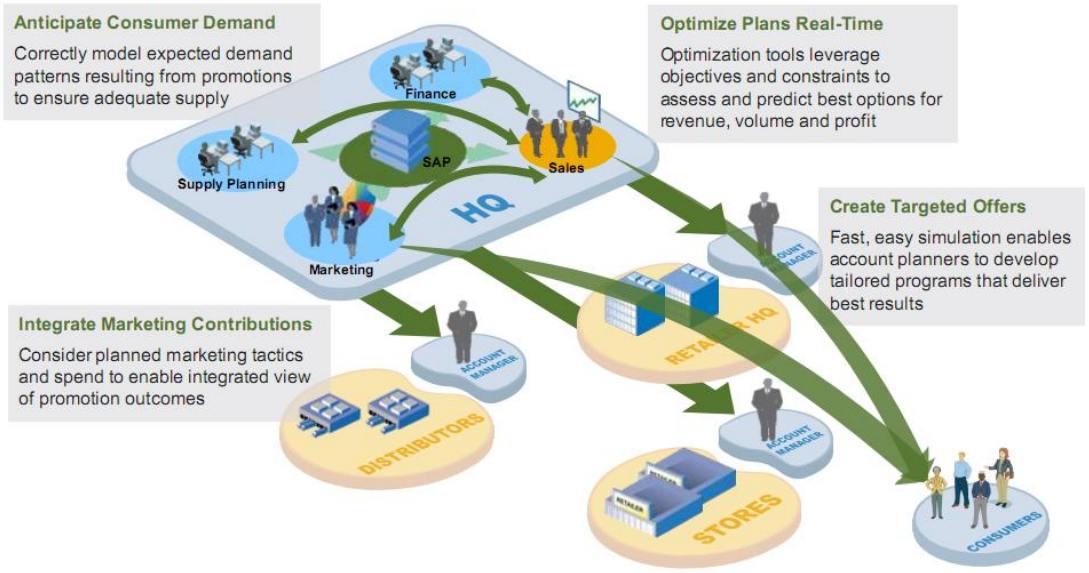


Figure 47 SAP and CRM helps optimize promotions, improving both revenue and profitability

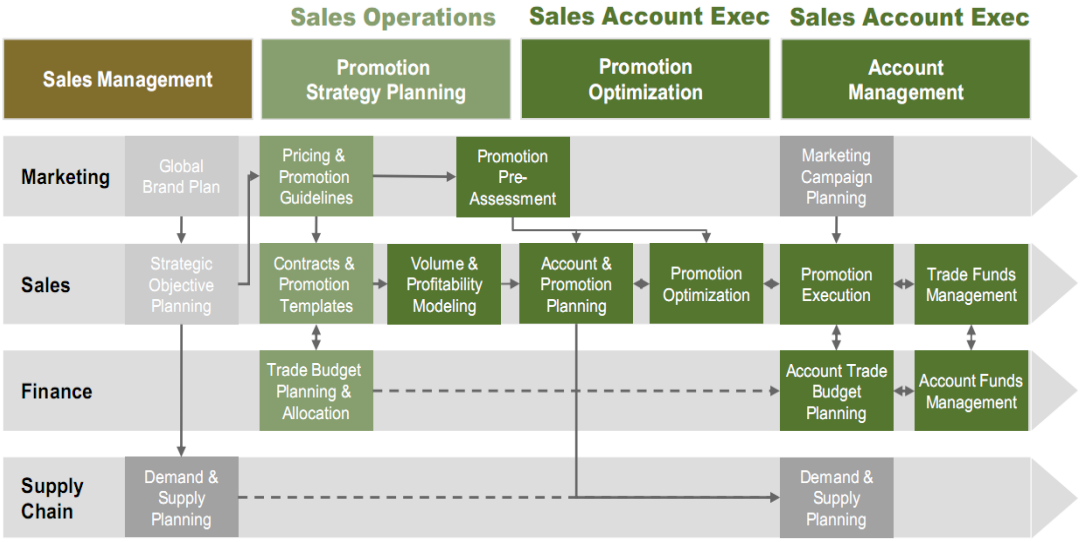


Figure 48 Relevant Business Processes

Customer satisfaction measurement is the baseline for a customer-oriented management system since it would add value to the firm`s business value and operational planning activities that are listed below

Business Value Overview;

- Sales Performance
- Develop optimal plan balancing across volume, revenue, and profit objectives
- Elevate your sales team`s effectiveness with easy-to-use predictive capabilities
- Improve promotion forecast and plan accuracy
- Effective Trade Spending
- Optimize promotion performance
- Fully leverage available budget
- Meet manufacturer and retailer objectives
- Collaboration
- Transition fact-based promotion planning with retailers from post-event to pre-event
- Demonstrate joint value/profitability with channel partner

After Solution

- Perform what-if analysis based on defined dimensions, and objectives to assess and define best scenarios
- Assess best combinations of price and promotion for a given product at any dimension
- Detailed promotion planning, including what-if simulation, integrated with finance and supply chain
- Predict and promote best outcomes based on both manufacturer and retailer objectives
- Decompose and explain regular and promoted sales
- Questionnaire of the surveys will be reviewed and renewed to collect to right data from the customer because questionnaire type can be change the result. So every year questions must be controlled.

Survey Form for Key Account Customers

MODERN	GELENEKSEL	BAYİ	EDT	Bu alan anketi uygulayan tarafından doldurulacaktır

TEMEL BİLGİLER

1 İşletme sahibi mi, çalışan mısınız?
□ Çalışan □ *İşletmeci*

2 Pınarla kaç yıldır çalışmaktasınız?
□ *10 yıldan fazla* □ *5- 10 yıl arası* □ *3- 5 yıl arası* □ *1-2 yıl arası* □ *1 yıldan az*

3 Yaşınız _____

4 Cinsiyet □ *Bay* □ *Bayan*

5 Eğitim durumunuz □ *İlkokul* □ *Ortaokul* □ *Lise* □ *Üniversite ve üzeri*

6 AD SOYAD _____

7 TELEFON _____

8 İMZA _____

Durum	Puan
□ Kesinlikle katılıyorum	5
□ Katılıyorum	4
□ Kararsızım	3
□ Katılmıyorum	2
□ Kesinlikle katılmıyorum	1

değerlendirmeyi yukarıdaki tabloya göre yapınız.

	SATIŞ ve SİPARİŞ EKİBİ					
9	Pınar satış temsilcisi giyimine ve görünümüne özen gösterir	5	4	3	2	1
10	Pınar satış temsilcisi ürünler ve pazar hakkında bilgilidir	5	4	3	2	1
11	Aldığınız hizmetlere yönelik şikayetleriniz dinlenir ve kısa zamanda çözümlenir	5	4	3	2	1
12	Pınar satış temsilcisine ihtiyaç duyulduğunda kolaylıkla ulaşabiliyorum	5	4	3	2	1
13	Pınar satış temsilcisi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
14	Pınar satış temsilcisi sizi düzenli bir şekilde ziyaret eder	5	4	3	2	1
	PROMOSYON					
15	Pınar etkili reklamlarıyla ürün çekişini arttırır.	5	4	3	2	1
16	Pınar tüketiciye yönelik etkili promosyonlar yapar	5	4	3	2	1
17	Pınar yeni çıkan ürünleri etkili bir şekilde tanıtır.	5	4	3	2	1
18	Pınar yeterli miktarda broşür ve tanıtım/teşhir malzemesi verir	5	4	3	2	1
19	Pınar'ın sağladığı tanzim ve teşhir malzemeleri kalitelidir	5	4	3	2	1
20	Fiyat indirimi yapılan ürünlerde kısıt olmadan yeterli miktarda ürün alabilirim.	5	4	3	2	1
	TESLİMAT/DAĞITIM EKİBİ					
21	Siparişlerim zamanında teslim edilir	5	4	3	2	1
22	Siparişlerim doğru ve eksiksiz teslim edilir	5	4	3	2	1
23	Siparişlerim sağlam teslim edilir	5	4	3	2	1
24	Pınar iade ürünleri zamanında alır	5	4	3	2	1
25	Pınar dağıtım ekibi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
26	Pınar dağıtım ekibi için genel olarak değerlendirme puanım (5 üzerinden puan veriniz)	5	4	3	2	1
	ÜRÜN BEKLENTİLERİ					
27	Pınar geniş ve zengin bir ürün yelpazesine sahiptir	5	4	3	2	1
28	Pınar ürünlerindeki standardı her zaman korur	5	4	3	2	1
29	Pınar müşteriye özel ürünleriyle diğer markalara göre daha çok tercih edilir	5	4	3	2	1
30	Pınar ürün kalitesine güveniyoruz kaliteden hiç bir şekilde ödün vermeyeceğine inanıyoruz	5	4	3	2	1
31	Pınar ürün çeşitliliğinde rakiplerine göre yenilikte öncüdür	5	4	3	2	1
32	Pınar ürünler ambalajları moderndir ve müşteri üzerinde etkilidir	5	4	3	2	1
33	Pınar ürünleri ile ilgili her türlü bilgi ve belgeye gerektiğinde ulaşabiliyoruz	5	4	3	2	1
34	Pınar ürünleri kalitesiyle ödediğimiz paraya değerdir	5	4	3	2	1
35	Pınar ürün fiyatları diğer markalara göre uygundur	5	4	3	2	1
36	Pınar ürünleri beklentimizi ve ihtiyaçlarımızı tam olarak karşılamaktadır.	5	4	3	2	1
	HİZMET BEKLENTİLERİ					
37	Pınar beni bir iş ortağı olarak görür.	5	4	3	2	1
38	Pınar ürünlerinin fiyatları piyasa koşullarına göre uygun seviyededir	5	4	3	2	1
39	Pınar'ın ödeme koşulları uygundur	5	4	3	2	1
40	Mali konulardaki gelişmeler ve değişimlerde şirketim zamanında bilgilendirilir	5	4	3	2	1
41	Mali ve ticari mutabakat işlemleri sorunsuz bir şekilde zamanında yapılmaktadır	5	4	3	2	1
	SADAKAT					
42	Pınar Et ve şarküteri ürünleri diğer et ürünleri tedarikçilerim arasında ilk sırada yer almaktadır	5	4	3	2	1
43	Pınar Süt ürünleri diğer süt ürünleri tedarikçilerim arasında ilk sırada yer almaktadır	5	4	3	2	1
44	Et ve Süt ürünlerinde bir ihtiyacım olduğunuda aklıma önce Pınar'ı aramak gelir	5	4	3	2	1
45	Pınar ürünleri, tüketiciler tarafından rakip muadillerine göre daha çok tercih edilir.	5	4	3	2	1
46	Pınar ürünleri alıp satarak ticari avantaj sağladığımı düşünüyorum	5	4	3	2	1
47	Pınar markasının ve Yaşar Birleşik Pazarlamanın işini ve ürünü en iyi şekilde yapacağına güvenirim	5	4	3	2	1
48	Pınar ürünlerini satmalarını diğer iş ortaklarıma ve meslektaşlarıma tavsiye ederim	5	4	3	2	1
49	Pınar ile ilişkilerimi gelecekte de sürdürmeyi düşünüyorum	5	4	3	2	1

50 **ÖNERİLERİNİZ ve GÖRÜŞLERİNİZ**

Belirtmek istediğiniz değerli görüşlerinizi (tavsiye edeceğini yeni ürün fikirlerinizi) bizlerle palaşabilirsiniz.

Survey Form for Traditional Customers

MODERN	GELENEKSEL	BAYİ	EDT	Bu alan anketi uygulayan tarafından doldurulacaktır

TEMEL BİLGİLER

1 İşletme sahibi mi, çalışan mısınız?
□ Çalışan □ *İşletmeci*

2 Pınarla kaç yıldır çalışmaktasınız?
□ *10 yıldan fazla* □ *5- 10 yıl arası* □ *3- 5 yıl arası* □ *1-2 yıl arası* □ *1 yıldan az*

3 Yaşınız _____

4 Cinsiyet □ *Bay* □ *Bayan*

5 Eğitim durumunuz □ *İlkokul* □ *Ortaokul* □ *Lise* □ *Üniversite ve üzeri*

6 AD SOYAD _____

7 TELEFON _____

8 İMZA _____

Durum	Puan
□ Kesinlikle katılıyorum	5
□ Katılıyorum	4
□ Kararsızım	3
□ Katılmıyorum	2
□ Kesinlikle katılmıyorum	1

değerlendirmeyi yukarıdaki tabloya göre yapınız.

	SATIŞ ve SİPARİŞ EKİBİ					
9	Pınar satış temsilcisi giyimine ve görünümüne özen gösterir	5	4	3	2	1
10	Pınar satış temsilcisi ürünler ve pazar hakkında bilgilidir	5	4	3	2	1
11	Aldığınız hizmetlere yönelik şikayetleriniz dinlenir ve kısa zamanda çözümlenir	5	4	3	2	1
12	Pınar satış temsilcisine ihtiyaç duyulduğunda kolaylıkla ulaşabiliyorum	5	4	3	2	1
13	Pınar satış temsilcisi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
14	Pınar satış temsilcisi sizi düzenli bir şekilde ziyaret eder	5	4	3	2	1
	PROMOSYON					
15	Pınar etkili reklamlarıyla ürün çekişini arttırır	5	4	3	2	1
16	Pınar tüketiciye yönelik etkili promosyonlar yapar	5	4	3	2	1
17	Pınar yeni çıkan ürünleri etkili bir şekilde tanıtır	5	4	3	2	1
18	Pınar yeterli miktarda broşür ve tanıtım/teşhir malzemesi verir	5	4	3	2	1
19	Pınar'ın sağladığı tanzim ve teşhir malzemeleri kalitelidir	5	4	3	2	1
20	Fiyat indirimi yapılan ürünlerde kısıt olmadan yeterli miktarda ürün alabilirim	5	4	3	2	1
	TESLİMAT/DAĞITIM					
21	Siparişlerim zamanında teslim edilir	5	4	3	2	1
22	Siparişlerim doğru ve eksiksiz teslim edilir	5	4	3	2	1
23	Siparişlerim sağlam teslim edilir	5	4	3	2	1
24	Mal teslim elemanı ürünleri dikkatli bir şekilde uygun yere indirir	5	4	3	2	1
25	Mal teslim elemanı sorunlarımı dinler ve zamanında çözer	5	4	3	2	1
26	Pınar iade ürünleri zamanında alır	5	4	3	2	1
27	Pınar dağıtım ekibi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
28	Pınar dağıtım ekibi için genel olarak değerlendirme puanım (5 üzerinden puan veriniz)	5	4	3	2	1
	ÜRÜN BEKLENTİLERİ					
29	Pınar geniş ve zengin bir ürün yelpazesine sahiptir	5	4	3	2	1
30	Pınar ürünlerindeki standardı her zaman korur	5	4	3	2	1
31	Pınar ürün kalitesine güveniyoruz kaliteden hiç bir şekilde ödün vermeyeceğine inanıyoruz	5	4	3	2	1
32	Pınar ürün çeşitliliğinde rakiplerine göre yenilikte öncüdür	5	4	3	2	1
33	Pınar ürünlerinin ambalajları moderndir ve müşteri üzerinde etkilidir	5	4	3	2	1
34	Pınar ürünleri ile ilgili her türlü bilgi ve belgeye gerektiğinde ulaşabiliyoruz	5	4	3	2	1
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37	Pınar ürünleri beklentimizi ve ihtiyaçlarımızı tam olarak karşılamaktadır.	5	4	3	2	1
	HİZMET BEKLENTİLERİ					
38	Pınar beni bir iş ortağı olarak görür.	5	4	3	2	1
39	Pınar ürünlerinin fiyatları piyasa koşullarına göre uygun seviyededir	5	4	3	2	1
40	Pınar'ın ödeme koşulları uygundur	5	4	3	2	1
41	Mali konulardaki gelişmeler ve değişimlerde şirketim zamanında bilgilendirilir	5	4	3	2	1
42	Mali ve ticari mutabakat işlemleri sorunsuz bir şekilde zamanında yapılmaktadır	5	4	3	2	1

sayfa 1/2

	MARKAYA SADAKAT					
43	Pınar Et ve şarküteri ürünleri diğer et ürünleri tedarikçilerim arasında ilk sırada yer almaktadır	5	4	3	2	1
44	Pınar Süt ürünleri diğer süt ürünleri tedarikçilerim arasında ilk sırada yer almaktadır	5	4	3	2	1
45	Et ve Süt ürünlerinde bir ihtiyacım olduğunuda aklıma önce Pınar'ı aramak gelir	5	4	3	2	1
46	Pınar ürünleri alıp satarak ticari avantaj sağladığımı düşünüyorum	5	4	3	2	1
47	Pınar ürünleri, tüketiciler tarafından rakip muadillerine göre daha çok tercih edilir.	5	4	3	2	1
48	Pınar markasının ve Yaşar Birleşik Pazarlamanın işini ve ürünü en iyi şekilde yapacağına güvenirim	5	4	3	2	1
49	Pınar ürünlerini satmalarını diğer iş ortaklarıma ve meslektaşlarıma tavsiye ederim	5	4	3	2	1
50	Pınar ile ilişkilerimi gelecekte de sürdürmeyi düşünüyorum	5	4	3	2	1

51 **ÖNERİLERİNİZ ve GÖRÜŞLERİNİZ**
Belirtmek istediğiniz değerli görüşlerinizi (tavsiye edeceğini yeni ürün fikirlerinizi) bizlerle palaşabilirsiniz.

Survey Form for Out of Home Consumption Customers

MODERN	GELENEKSEL	BAYİ	EDT	Bu alan anketi uygulayan tarafından doldurulacaktır

TEMEL BİLGİLER

1 İşletme sahibi mi, çalışan mısınız?
□ Çalışan □ *İşletmeci*

2 Pınarla kaç yıldır çalışmaktasınız?
□ *10 yıldan fazla* □ *5- 10 yıl arası* □ *3- 5 yıl arası* □ *1-2 yıl arası* □ *1 yıldan az*

3 Yaşınız _____

4 Cinsiyet □ *Bay* □ *Bayan*

5 Eğitim durumunuz □ *İlkokul* □ *Ortaokul* □ *Lise* □ *Üniversite ve üzeri*

6 AD SOYAD _____

7 TELEFON _____

8 İMZA _____

Durum	Puan
□ Kesinlikle katılıyorum	5
□ Katılıyorum	4
□ Kararsızım	3
□ Katılmıyorum	2
□ Kesinlikle katılmıyorum	1

değerlendirmeyi yukarıdaki tabloya göre yapınız.

	SATIŞ ve SİPARİŞ EKİBİ					
9	Pınar satış temsilcisi giyimine ve görünümüne özen gösterir	5	4	3	2	1
10	Pınar satış temsilcisi ürünler ve pazar hakkında bilgilidir	5	4	3	2	1
11	Aldığınız hizmetlere yönelik şikayetleriniz dinlenir ve kısa zamanda çözümlenir	5	4	3	2	1
12	Pınar satış temsilcisine ihtiyaç duyulduğunda kolaylıkla ulaşabiliyorum	5	4	3	2	1
13	Pınar satış temsilcisi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
14	Pınar satış temsilcisi sizi düzenli bir şekilde ziyaret eder	5	4	3	2	1
	PROMOSYON					
15	Pınar tüketiciye yönelik etkili promosyonlar yapar	5	4	3	2	1
16	Pınar talep ettiğimde ürün tanıtımı ve tadımı yapar	5	4	3	2	1
17	Fiyat indirimi yapılan ürünlerde kısıt olmadan yeterli miktarda ürün alabilirim	5	4	3	2	1
18	Pınar soğutucu dolap, firitöz ve benzeri işimize yardımcı ürünlerle destekler	5	4	3	2	1
	TESLİMAT/DAĞITIM					
19	Siparişlerim zamanında teslim edilir	5	4	3	2	1
20	Siparişlerim doğru ve eksiksiz teslim edilir	5	4	3	2	1
21	Siparişlerim sağlam teslim edilir	5	4	3	2	1
22	Mal teslim elemanı ürünleri dikkatli bir şekilde uygun yere indirir	5	4	3	2	1
23	Mal teslim elemanı sorunlarımı dinler ve zamanında çözer	5	4	3	2	1
24	Pınar dağıtım ekibi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
25	Pınar dağıtım ekibi için genel olarak değerlendirme puanım (5 üzerinden puan veriniz)	5	4	3	2	1
	ÜRÜN BEKLENTİLERİ					
26	Pınar geniş ve zengin bir ürün yelpazesine sahiptir	5	4	3	2	1
27	Pınar ürünlerindeki standardı her zaman korur	5	4	3	2	1
28	Pınar ürün kalitesine güveniyoruz kaliteden hiç bir şekilde ödün vermeyeceğine inanıyoruz	5	4	3	2	1
29	Pınar ürün çeşitliliğinde rakiplerine göre yenilikte öncüdür	5	4	3	2	1
30	Pınar ürünler ambalajları moderndir ve müşteri üzerinde etkilidir	5	4	3	2	1
31	Pınar ürünleri ile ilgili her türlü bilgi ve belgeye gerektiğinde ulaşabiliyoruz	5	4	3	2	1
32	Pınar ürünleri kalitesiyle ödediğimiz paraya değerdir	5	4	3	2	1
33	Pınar ürünleri beklentimizi ve ihtiyaçlarımızı tam olarak karşılamaktadır	5	4	3	2	1
34	Pınar ürün fiyatları diğer markalara göre uygundur	5	4	3	2	1
35	Pınar ürünlerini diğer markalara göre daha güvenle kullanabiliyorum					
	HİZMET BEKLENTİLERİ					
36	Pınar beni bir iş ortağı olarak görür.	5	4	3	2	1
37	Pınar ürünlerinin fiyatları piyasa koşullarına göre uygun seviyededir	5	4	3	2	1
38	Pınar'ın ödeme koşulları uygundur	5	4	3	2	1
39	Pınar dolap, fritöz ve benzeri ürünlerle destekler	5	4	3	2	1
40	Mali konulardaki gelişmeler ve değişimlerde şirketim zamanında bilgilendirilir	5	4	3	2	1
41	Mali ve ticari mutabakat işlemleri sorunsuz bir şekilde zamanında yapılmaktadır	5	4	3	2	1
	SADAKAT					
42	Pınar Et ve şarküteri ürünleri diğer et ürünleri tedarikçilerim arasında ilk sırada yer almaktad	5	4	3	2	1
43	Pınar Süt ürünleri diğer süt ürünleri tedarikçilerim arasında ilk sırada yer almaktadır	5	4	3	2	1
44	Et ve Süt ürünlerinde bir ihtiyacım olduğunuda aklıma önce Pınar'ı aramak gelir	5	4	3	2	1
45	Pınar ürünleri alıp satarak ticari avantaj sağladığımı düşünüyorum	5	4	3	2	1
46	Pınar markasının ve Yaşar Birleşik Pazarlamanın işini ve ürünü en iyi şekilde yapacağına güve	5	4	3	2	1
47	Pınar ürünlerini satmalarını diğer iş ortaklarıma ve meslektaşlarıma tavsiye ederim	5	4	3	2	1
48	Pınar ile ilişkilerimi gelecekte de sürdürmeyi düşünüyorum	5	4	3	2	1

49 **ÖNERİLERİNİZ ve GÖRÜŞLERİNİZ**
Belirtmek istediğiniz değerli görüşlerinizi (tavsiye edeceğini yeni ürün fikirlerinizi) bizlerle palaşabilirsiniz.

Survey Form for Dealer Customers

MODERN	GELENEKSEL	BAYİ	EDT	Bu alan anketi uygulayan tarafından doldurulacaktır

TEMEL BİLGİLER

1 İşletme sahibi mi, çalışan mısınız?
□ Çalışan □ *İşletmeci*

2 Pınarla kaç yıldır çalışmaktasınız?
□ *10 yıldan fazla* □ *5- 10 yıl arası* □ *3- 5 yıl arası* □ *1-2 yıl arası* □ *1 yıldan az*

3 Yaşınız _____

4 Cinsiyet □ *Bay* □ *Bayan*

5 Eğitim durumunuz □ *İlkokul* □ *Ortaokul* □ *Lise* □ *Üniversite ve üzeri*

6 AD SOYAD _____

7 TELEFON _____

8 İMZA _____

Durum	Puan
□ Kesinlikle katılıyorum	5
□ Katılıyorum	4
□ Kararsızım	3
□ Katılmıyorum	2
□ Kesinlikle katılmıyorum	1

Aşağıda yer alan bölümlerdeki değerlendirmeyi yukarıdaki tabloya göre yapınız.

	SATIŞ ve SİPARİŞ EKİBİ					
9	Pınar satış temsilcisi giyimine ve görünümüne özen gösterir	5	4	3	2	1
10	Pınar satış temsilcisi ürünler ve pazar hakkında bilgilidir	5	4	3	2	1
11	Aldığınız hizmetlere yönelik şikayetleriniz dinlenir ve kısa zamanda çözümlenir	5	4	3	2	1
12	Pınar satış temsilcisine ihtiyaç duyulduğunda kolaylıkla ulaşabiliyorum	5	4	3	2	1
13	Pınar satış temsilcisi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
14	Pınar satış temsilcisi sizi düzenli bir şekilde ziyaret eder	5	4	3	2	1
	PROMOSYON					
15	Pınar etkili reklamlarıyla ürün çekişini arttırır.	5	4	3	2	1
16	Pınar tüketiciye yönelik etkili promosyonlar yapar	5	4	3	2	1
17	Pınar yeni çıkan ürünleri etkili bir şekilde tanıtır.	5	4	3	2	1
18	Pınar yeterli miktarda broşür ve tanıtım/teşhir malzemesi verir	5	4	3	2	1
19	Pınar'ın sağladığı tanzim ve teşhir malzemeleri kalitelidir	5	4	3	2	1
20	Fiyat indirimi yapılan ürünlerde kısıt olmadan yeterli miktarda ürün alabilirim.	5	4	3	2	1
	TESLİMAT/DAĞITIM					
21	Siparişlerim zamanında teslim edilir	5	4	3	2	1
22	Siparişlerim doğru ve eksiksiz teslim edilir	5	4	3	2	1
23	Siparişlerim sağlam teslim edilir	5	4	3	2	1
24	Pınar iade ürünleri zamanında alır	5	4	3	2	1
25	Pınar dağıtım ekibi ile kolaylıkla iletişim kurabiliyorum	5	4	3	2	1
26	Pınar dağıtım ekibi için genel olarak değerlendirme puanım (5 üzerinden puan veriniz)	5	4	3	2	1
	ÜRÜN BEKLENTİLERİ					
27	Pınar geniş ve zengin bir ürün yelpazesine sahiptir	5	4	3	2	1
28	Pınar ürünlerindeki standardı her zaman korur	5	4	3	2	1
29	Pınar ürün kalitesine güveniyoruz kaliteden hiç bir şekilde ödün vermeyeceğine inanıyoruz	5	4	3	2	1
30	Pınar ürün çeşitliliğinde rakiplerine göre yenilikte öncüdür	5	4	3	2	1
31	Pınar ürünler ambalajları moderndir ve müşteri üzerinde etkilidir	5	4	3	2	1
32	Pınar ürünleri ile ilgili her türlü bilgi ve belgeye gerektiğinde ulaşabiliyoruz	5	4	3	2	1
33	Pınar ürünlerini kolaylıkla satabiliyorum	5	4	3	2	1
	HİZMET BEKLENTİLERİ					
34	Pınar beni bir iş ortağı olarak görür.	5	4	3	2	1
35	Pınar ürünlerinin fiyatları piyasa koşullarına göre uygun seviyededir	5	4	3	2	1
36	Pınar'ın ödeme koşulları uygundur	5	4	3	2	1
37	Bayimiz için verilen sistemsel eğitimler yeterli hizmet kalitesi ile sunulmaktadır	5	4	3	2	1
38	Bayi sap sisteminin Pınarla olan iş süreçlerine katkısını yeterli buluyorum	5	4	3	2	1
39	Sap sistemleri ile ilgili teknik destek ve eğitim danışmanlığı için zamanında ilgili kişiye rahatlıkla ulaşılabilmekte	5	4	3	2	1
40	Mali konulardaki gelişmeler ve değişimlerde şirketim zamanında bilgilendirilir	5	4	3	2	1
41	Mali ve ticari mutabakat işlemleri sorunsuz bir şekilde zamanında yapılmaktadır	5	4	3	2	1
	MARKAYA SADAKAT					
42	Pınar ürünleri alıp satarak ticari avantaj sağladığımı düşünüyorum	5	4	3	2	1
43	Pınar markasının ve Yaşar Birleşik Pazarlamanın işini ve ürünü en iyi şekilde yapacağına güvenirim	5	4	3	2	1
44	Pınar ürünlerini satmalarını diğer iş ortaklarıma ve meslektaşlarıma tavsiye ederim	5	4	3	2	1
45	Pınar ile ilişkilerimi gelecekte de sürdürmeyi düşünüyorum	5	4	3	2	1

ÖNERİLERİNİZ ve GÖRÜŞLERİNİZ

46 Belirtmek istediğiniz değerli görüşlerinizi (tavsiye edeceğini yeni ürün fikirlerinizi) bizlerle palaşabilirsiniz.

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