

SHOPPING AT GROCERY STORES: FEASIBILITY REPORT

Shopping at Grocery Stores: Feasibility Report

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Introduction

Grocery shopping is an unavoidable activity that everyone must do once they are living on their own. Many first-time shoppers are not aware of the differences in their store options. First-time shoppers, primarily college students, must be aware of these differences because they could have a powerful effect. Some grocery stores could be closer to home, but another store could be slightly, further away with better prices. It doesn't just stop at cost and distance, the times that they are open could play a big role in a shoppers choice of store.

The purpose of the study was to determine which grocery store is best for the University of North Texas student's needs. The criteria we used to decide this was the distance from campus, cost, and the numbers of hours the establishment is open. We determined that these criteria are the best to judge the stores because many students are not wealthy and saving would be beneficial to their bank accounts, students may prefer a store that is within walking distance from campus, and they may also appreciate the convenience of stores that are open later.

We chose our store options based on proximity to campus and similarity in stores. The stores chosen are the following:

Option 1: Albertsons
 2321 West University Drive, Denton, Texas 76201

Option 2: Brookshire's
 719 S. I-35 E, Denton, TX 76205

Option 3: Kroger
 University Dr., Denton, TX 76201

In the report that follows, we examine these options and recommend the best selection that is best for the students of the University of North Texas.

Methods

We evaluated three grocery stores in Denton, TX to determine which store was best suited to meet the needs of University of North Texas students based on three criteria:

- Cost of groceries
- Hours of operation
- Distance from UNT

We surveyed 18 students around campus to determine which of our criteria was the highest priority. The students ranked each criteria from highest to lowest. We determined that cost was the highest priority. Hours of operation was the second highest priority, and distance from UNT was the lowest priority.

Cost

To measure cost, we created a list of ten products commonly found in grocery stores. We specified all of the product details, including brand, size, and flavor where applicable. We went to each store and recorded the prices of the items on our list and totaled them.

Hours of Operation

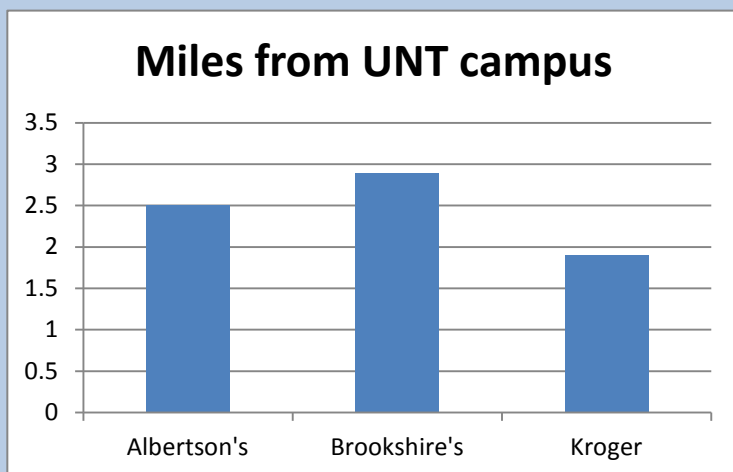
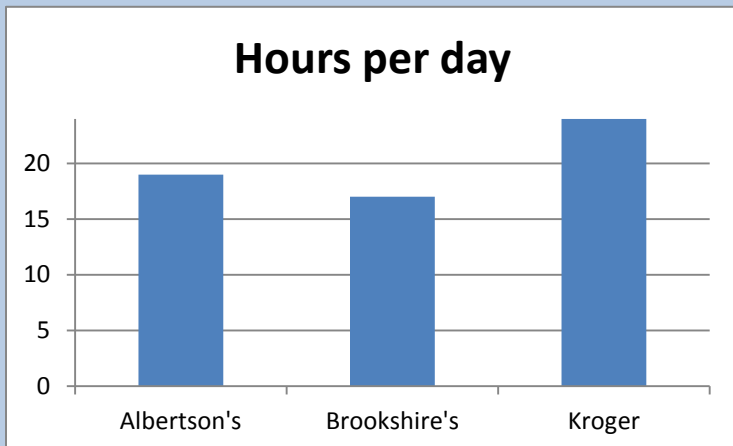
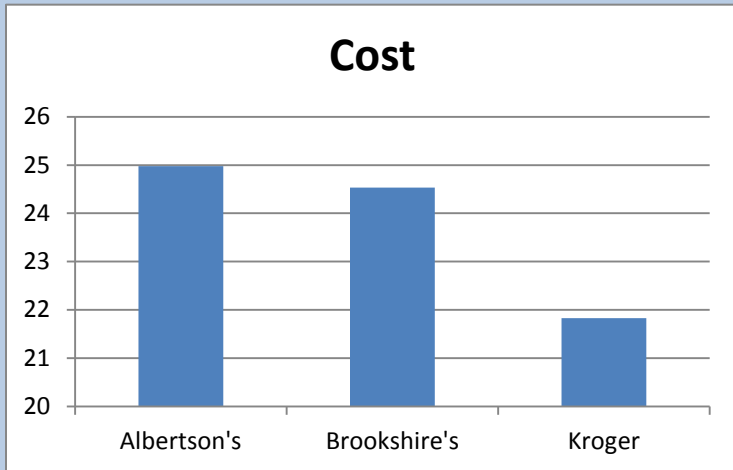
We calculated how many hours the stores were open in a 24 hour period, starting when they open.

Distance

We used Google Maps to measure the distance from campus to each of the stores. We entered UNT's physical address: 1155 Union Circle, Denton, TX 76203.

Results

Kroger scored the highest in all of the criteria fields. Kroger had the cheapest basket price, is open 24 hours, and only 1.9 miles away from campus.



Conclusion

We weighted our points for each criteria based on survey results from the University of North Texas students. After all the surveys were completed a point system was assigned to each criteria. The survey results show that the most important criteria is cost, followed by hours of operation and distance respectively.

Survey Results			
Survey	Cost	Distance	Hours
1	3	2	1
2	3	1	2
3	3	1	2
4	3	2	1
5	2	3	1
6	3	1	2
7	3	1	2
8	2	1	3
9	3	1	2
10	3	1	2
11	3	2	1
12	3	1	2
13	3	1	2
14	3	1	2
15	2	1	3
16	3	1	2
17	2	1	3
16	3	2	1
Total	50	24	34

Rankings				
Store	Cost	Distance	Hours	Total
Albertson's	1	2	2	5
Brookshire's	2	1	1	4
Kroger	3	3	3	9

After the criteria were ranked we chose a basket of goods that could be found in each of the stores. We chose items that were the exact same (e.g. same brand, flavor, and size) at each of the stores in order to compare the prices. Distance was simply measured from the University of North Texas address to each of the stores. The results portray Kroger as the closest grocery store with the cheapest goods, based on our set basket, and the best store hours. Kroger won in every aspect of our test.

Recommendation

In terms of cost Kroger would be the recommended store to go to. Kroger was number one in all of the criteria we collected with surveys. We highly suggest going to Kroger for decent prices and less travel.