

A STUDY OF SUCCESS FACTORS IN SUPERMARKET SELF-CHECKOUTS

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ABSTRACT

This research was conducted to help grocery stores understand success and failure factors in grocery store self-checkouts. This research was conducted by the use of an online survey that was distributed by email, social media, and word of mouth. The results compiled were examined using SPSS statistical analysis software. In this analysis, it was thought that there would be correlations between variables, such as age, gender or the amount a typical customer spends when grocery shopping, and the scores given by consumers on certain aspects, such as the speed of self-checkout, employee assistance, and theft prevention measures observed at the respondents' preferred grocery store. However, upon further examination of the results of the survey and the utilization of statistical analysis, it was discovered that there were little to no correlations within those variables previously thought to be related, with the highest correlations coming from age and checkout preference and overall checkout rating and checkout preference.

KEYWORDS: Self-Checkout, Food Marketing & Grocery Stores