CONSUMER USE OF CONVENIENCE TYPE STORES -
A TELEPHONE INTERVIEW, ROANOKE, VIRGINIA

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This study was designed and conducted as a means to obtain information about specific concerns of a firm quickly and economically. These questions were:

A. What are the attitudes and habits of consumers toward purchasing food in convenience stores in total; and

B. What are the attitudes and habits of consumers to purchasing fresh fruits and vegetables in specific.

These questions were important to the management of the firm because of differences of opinion as to how much emphasis should be placed on the fresh fruit and vegetable aspect of their operation.

The use of the telephone interview technique was utilized because of economy and speed, and because precise answers were felt to be unnecessary.

Results

Of those interviewees who did patronize convenience stores, 40% did not buy fresh fruits and vegetables there. A high proportion of those listed price as the primary reason with lack of choice the second most frequently listed.

Twenty-four percent of the total sample of 407 respondents did purchase fresh fruits and vegetables in convenience stores. The six items listed most frequently were 1) tomatoes, 2) lettuce, 3) oranges, 4) apples, 5) bananas, and 6) lemons. Twenty other items were mentioned by one or more respondee. Average estimated weekly expenditure for produce for all respondents was $6.47 per week. Those purchasing some of their produce in convenience stores spent an estimated average of $2.72 of the total $6.47 there.