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# Consumer Use of Convenience Type Stores A Telephone Interview, Roanoke, Virginia <br> by <br> Don L. Long and Joseph M. Johnson 

 Professors of Agricultural Economics V.P.I. \& S.U., Blacksburg, VirginiaThis 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
Over $1 / 3$ ( $36 \%$ ) of the 407 respondees said they did not patronize convenience stores. High prices and lack of stores in the area were listed most frequently as reasons for not patronizing such stores.

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 respondees 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 respondees 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.

