

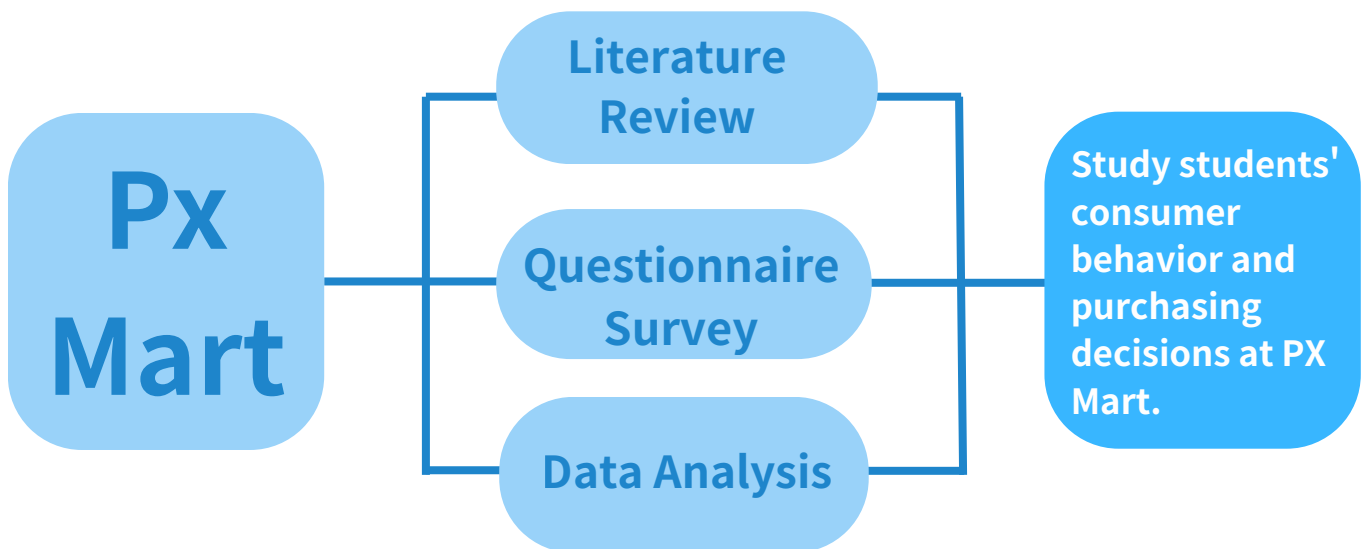
A source of endless promotions



| PX Mart Customer Satisfaction Analysis |

SHOPPING HABITS ARE INFLUENCED BY PRICE, CONVENIENCE, AND VALUE FOR MONEY.

- STUDENTS PARTICULARLY VALUE PRICE AND SERVICE, AND PX MART'S "SAVING MONEY" AND "CONVENIENCE" STRATEGIES MEET THEIR NEEDS.
- THEREFORE, THIS STUDY USES PX MART TO EXPLORE STUDENTS' CONSUMER BEHAVIOR AND HOW SERVICE QUALITY AND PROMOTIONS AFFECT PURCHASING DECISIONS.



RESEARCH SUGGESTIONS

1. ADJUST PRICES TO IMPROVE SATISFACTION AND ATTRACT CUSTOMERS.
2. IMPROVE CHECKOUT EFFICIENCY AND SERVICE FLOW.
3. MAINTAIN A CLEAN, BRIGHT SHOPPING ENVIRONMENT.
4. USE PROMOTIONS TO INCREASE FRESH FOOD PURCHASES.