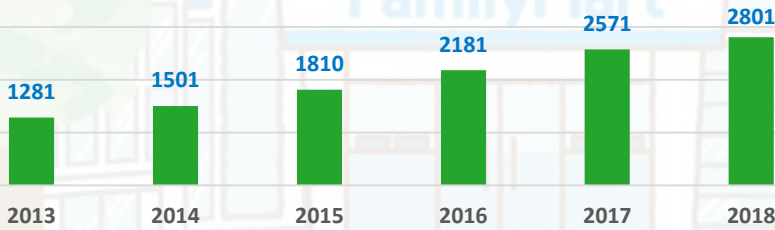


## STUDY ON CUSTOMER SATISFACTION IN THE BACKGROUND OF OMNI-CHANNEL IN CHINA

### --- TAKE FAMILYMART AS AN EXAMPLE

2013-2019 Number of FamilyMart's stores in China



Editor:

HUANGFU Jianhua / HE Tian

FamilyMart was established in Japan in 1972. On August 18, 1988, FamilyMart Convenience entered the Taiwan market. A new venture was established by FamilyMart Japan and HeFeng Enterprise Group of Taiwan. FamilyMart's biggest feature is its multinational strategy, which blends local features with national and consumer preferences. FamilyMart is aggressively expanding overseas, with more than 20,000 convenience stores worldwide.

#### New Entrants

The entry barriers of the convenience retail industry are relatively large, which need strong financial support.

#### Rivalry

The competition between convenience store industry intensifies day by day. FamilyMart's main competitors are 7-11, Lawson and KuaiKe.

#### Supplier Power

Suppliers will give preference to large chain, which offer better advantages in price, quantity and delivery time.

#### Substitutes

Supermarket, large shopping malls, exclusive stores, online retail stores

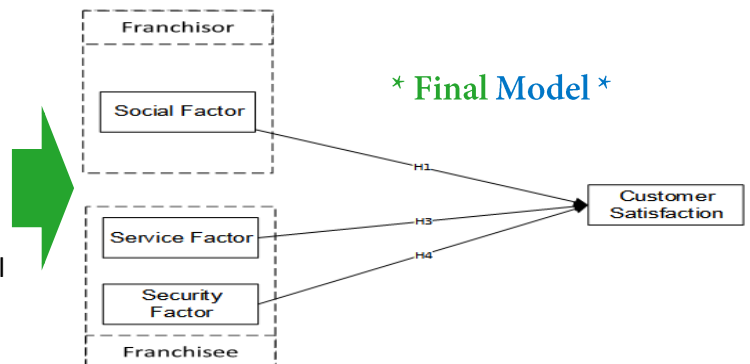
#### Buyer Power

- Consumers can shop through various channels.
- Internet makes information of products open and transparent.



### Experimental results:

- Consumers have a positive attitude about omni-channel retailing
- Three factors significantly affect customer satisfaction
- Female consumers pay more attention to social factors



### IMPROVEMENT PROPOSAL:

#### FOR FRANCHISOR:

- Integrating channel advantages to enhance customer experience
- Enhance the social factor in omni-channel and increase interoperability
- Building a consumer database for precision marketing

#### FOR FRANCHISEE:

- Increase customer security and reduce the riskiness of shopping
- Provide customized services to customers