

Building Store Patronage by Strengthening Community Relationships

RIAL CARVER & KOLIA SOUZA, MS ARCH, MSCD

**Center for Engagement and Community
Development**

Rural Grocery Initiative

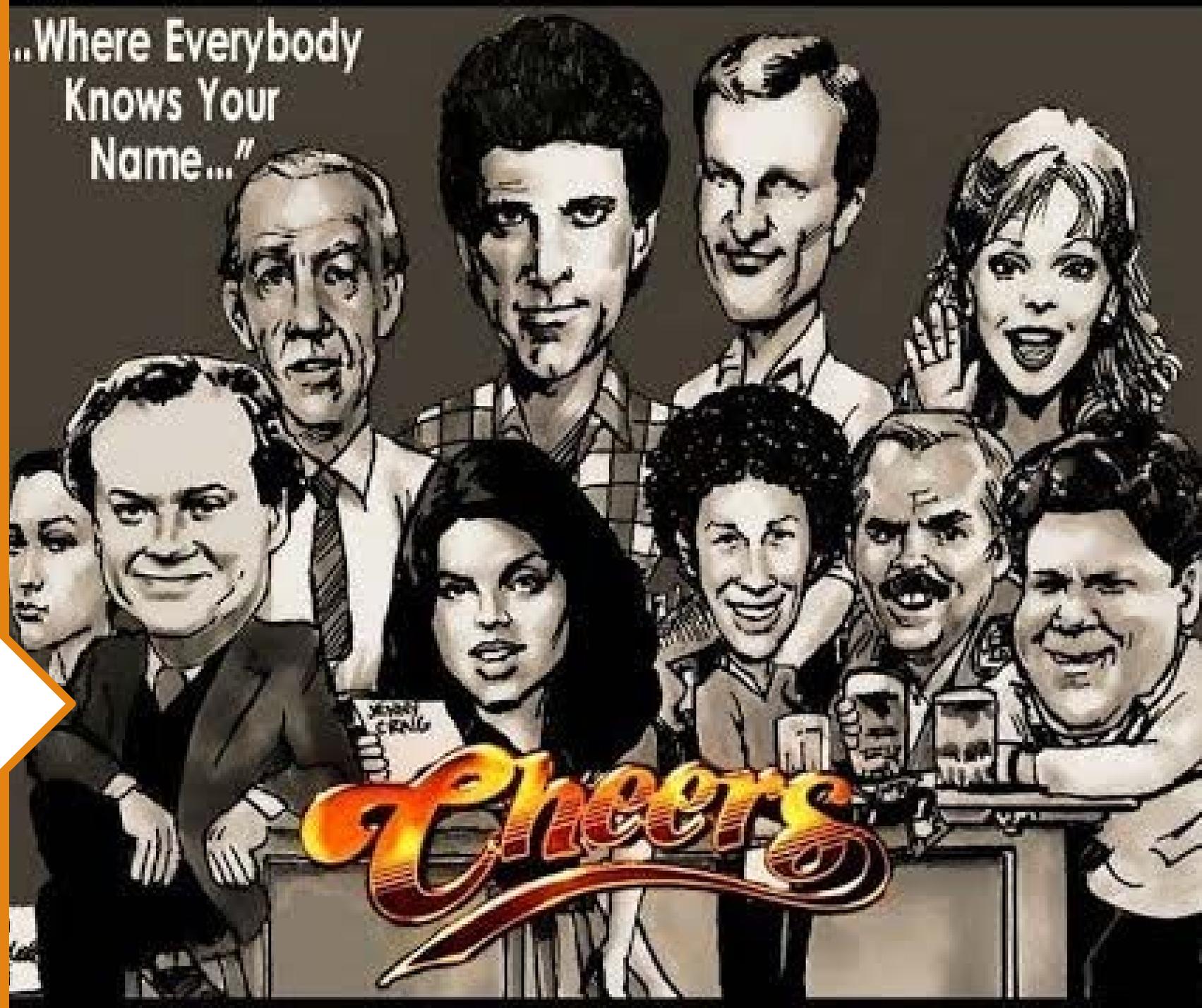
Rural Grocery Summit

Manhattan, KS

June 25-26, 2018

Community Identity & Sense of Place

Grocery stores are
ANCHOR INSTITUTIONS
in the community



Social Capital, defined:

“The web of social relationships that influences individual behavior and thereby affects economic growth.” (Pennar, 1997)



Two Main Questions:

How is the local grocery store integrated into the community?

What difference does it make if the local grocery store is connected to the life of the community?



Study Overview & Methodology

Participating Kansas Grocery Stores:

2 - South Central stores

2 - Southeast stores

Data Collection Methods:

1. Interviews with store leadership (manager and/or owner)
2. Store intercept surveys
3. Mailer surveys

EMERGING THEMES

- Employee Engagement
- Marketing Branding + Advertisement
- Competition
- Consumer Experience
- Consumer Preferences

FREQUENCY/PERCENTAGES

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OBSERVATIONS - (M)

- IN: people in school... community
- OUT: ...
- COMMUNITY GROUPS: ...
- QUESTION 9: Accessibility, Affordability, Behavior, Dating, Selection, Service
- QUESTION 15: Accessibility, Affordability, Economy, Participation, Service

QUALITATIVE CATEGORIES

- QUESTION 9: Accessibility, Affordability, Behavior, Dating, Selection, Service
- QUESTION 14: Accessibility, Affordability, Donance/Sponsor, Participation, Selection, Service
- QUESTION 15: Accessibility, Affordability, Behavior, Dating, Selection, Service

OBSERVATIONS - (E)

- IN: people in school... community
- OUT: ...
- COMMUNITY GROUPS: ...
- QUESTION 9: Accessibility, Affordability, Behavior, Dating, Selection, Service
- QUESTION 14: Accessibility, Affordability, Donance/Sponsor, Participation, Selection, Service
- QUESTION 15: Accessibility, Affordability, Behavior, Dating, Selection, Service

OBSERVATIONS - (H)

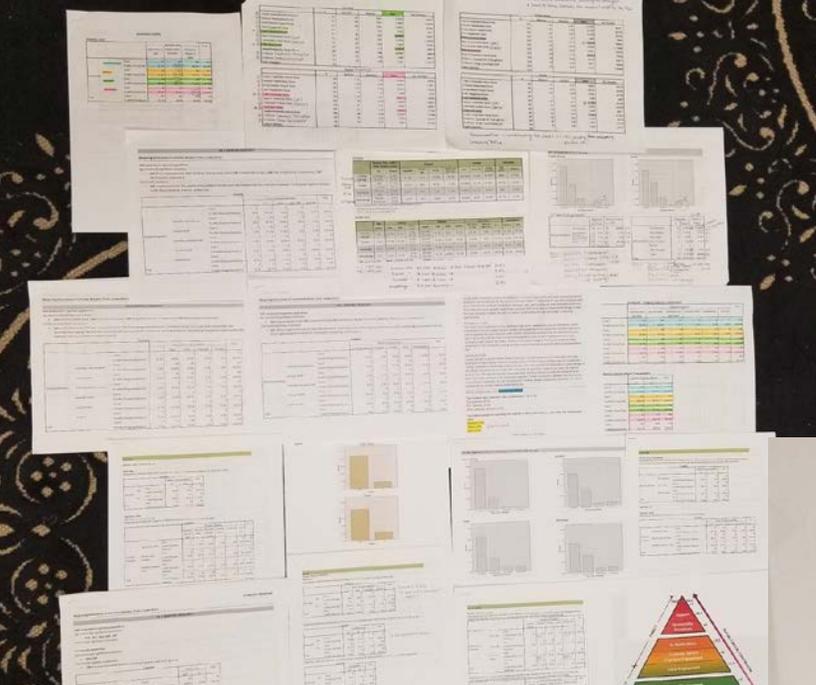
- IN: ...
- OUT: ...
- COMMUNITY GROUPS: ...
- QUESTION 16: Accessibility, Affordability, Selection, Service, Dating
- QUESTION 34: Accessibility, Affordability, Amenities/Services, Crime, Diversity, Economy, Employment, Infrastructure, Youth Engagement

QUALITATIVE CATEGORIES

- QUESTION 16: Accessibility, Affordability, Selection, Service, Dating
- QUESTION 40: Accessibility, Affordability, Atmosphere, Safety, Lifestyle, Connectedness

OBSERVATIONS - (C.S)

- IN: long established communities
- OUT: ...
- COMMUNITY GROUPS: ...
- QUESTION 16: Accessibility, Affordability, Selection, Service, Dating
- QUESTION 34: Accessibility, Affordability, Amenities/Services, Crime, Diversity, Economy, Employment, Infrastructure, Youth Engagement



EMERGENCY:
IN CASE OF DATA OVERLOAD,
PLEASE HYPERVENTILATE
INTO THE BROWN PAPER BAG.

9-2 Qual: Access, AFFORD, SELECTION, DATING, BEHAVIOR, PHYS. ENVT, SERVICE

13-2: Access, AFFORD, PHYSICAL ENVT, DONATE/SPONSOR, [ECONOMY], PARTICIPATION, SERVICE, SUPPORT

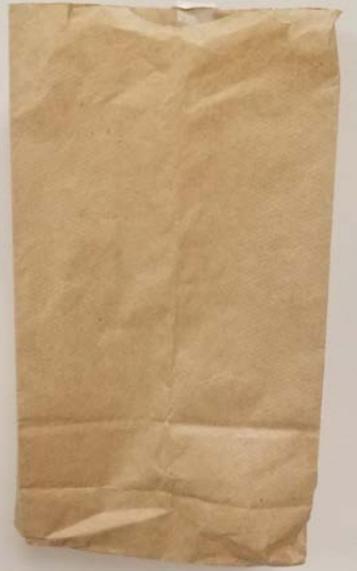
14: Access, AFFORDABILITY, PHYS ENVT, DONATE/SPONSOR, SELECTION, PARTICIPATION, SERVICE

15: PARTICIPATION, SERVICE

16: AFFORD, PHYS ENVT, SELECTION, SERVICE

39 Qual: Accessibility, Amenities/Services, Comm Leadership, Crime, Economy, Engagement, Bias, Infra, Youth Eng, Cost of Living

40 Qual: Access, Agency, Amenities/Services, Atmosphere, Comm Leadership, Lifestyle, Connectedness, Safety



Research Process

Analysis

Patronage indicators: shopping frequency, majority of grocery dollars spent

Social Capital indicators

Primary factors: *trust, social network support, personal relationships, civic engagement

Secondary factors: group affiliation (i.e., faith-based, children living in household, tenure in community)

Demographic indicators: age, income, education

01

Community members

- with higher levels of **trust**,
- that feel a **part of the community**, OR
- that have a **sense of community pride**

Shop **more frequently** at the local grocery store.

02

Community members

- that feel the **town is welcoming to newcomers**, OR
- that believe **local leadership has a vision for the community**

Shop **more frequently** at the local grocery store.

03

Community members

- with lower levels of **Income**, OR
- with lower levels of **education**

Spend the **majority of their grocery dollars** at the local grocery store.

Key Findings

Grocery Store Social Capital Best Practices

1. Capitalize on community assets and leverage social networks
2. Move higher on the Social Capital Engagement Continuum
3. Develop a comprehensive communications plan
4. Establish a brand identity
5. Expand specialized and personalized services
6. Create a shopping “experience”



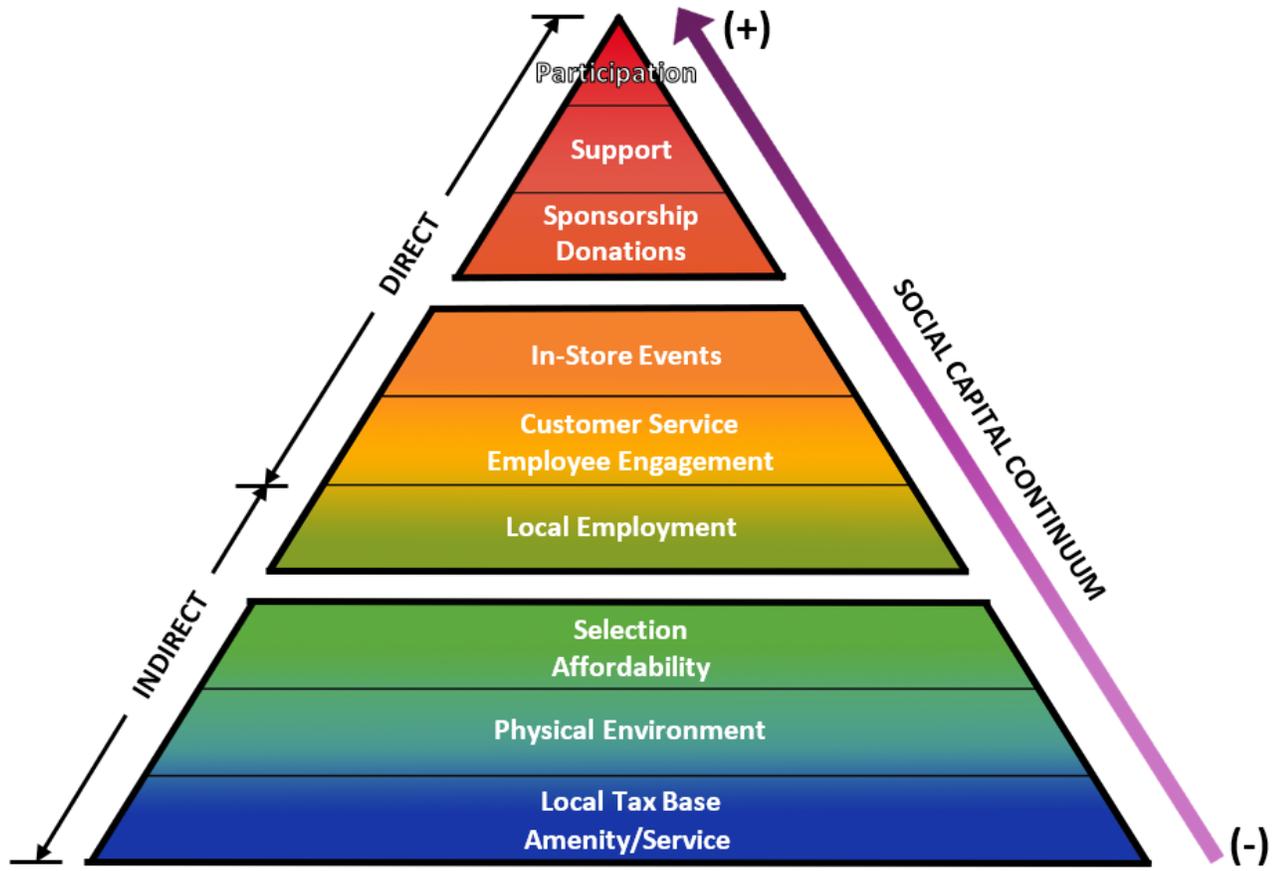
Capitalize on Community Assets and Leverage Social Networks

GROCERY STORE SOCIAL CAPITAL BEST PRACTICES

More than 19,332 Pounds

- ▶ CALDWELL 820 lbs
- ▶ CONWAY SPRINGS 4,332 lbs & \$1,964
- ▶ FINNEY COUNTY 1,180 lbs
- ▶ GREAT BEND 5,700 lbs
- ▶ HARPER 2,480 lbs
- ▶ LEOTI 760 lbs
- ▶ SCOTT CITY 2,180 lbs
- ▶ SYRACUSE 980 lbs
- ▶ TRIBUNE 900 lbs





Move Higher on the Social Capital Engagement Continuum

GROCERY STORE SOCIAL CAPITAL BEST PRACTICES



KEEP OUR LOCAL ECONOMY STRONG



Mildred Store

April 30 · 🌐

CHECK US OUT!! Please share this, so more people know about us!

<http://www.koamtv.com/.../kansas-town-quadruples-in-populatio...>



KOAMTV.COM

Kansas Town Quadruples in Population During Music Nights

Every third Saturday of the month, the small town of Mildred Kansas...

HEALTHY HELPERS!
FREE APPLE OR BANANA
FOR THE KIDS
WHILE YOU SHOP!



Occasionally, extreme weather or shipping issues can affect the quality and availability of some fresh produce items. Should this happen, we will always be glad to provide you with Rain Checks for any of our items that may be effected.

Develop a
comprehensive
communications
plan

GROCERY STORE SOCIAL CAPITAL
BEST PRACTICES



Hired Mans Grocery & Grill Inc

April 29 · ⚙️



Like father, like son. And the tradition of butchering continues into the next generation! We just finished making all our specialty patties for your grilling needs. The weather is beautiful! Come see us!



Establish a brand identity

GROCERY STORE SOCIAL CAPITAL
BEST PRACTICES



Expand specialized and personalized services

GROCERY STORE SOCIAL CAPITAL
BEST PRACTICES

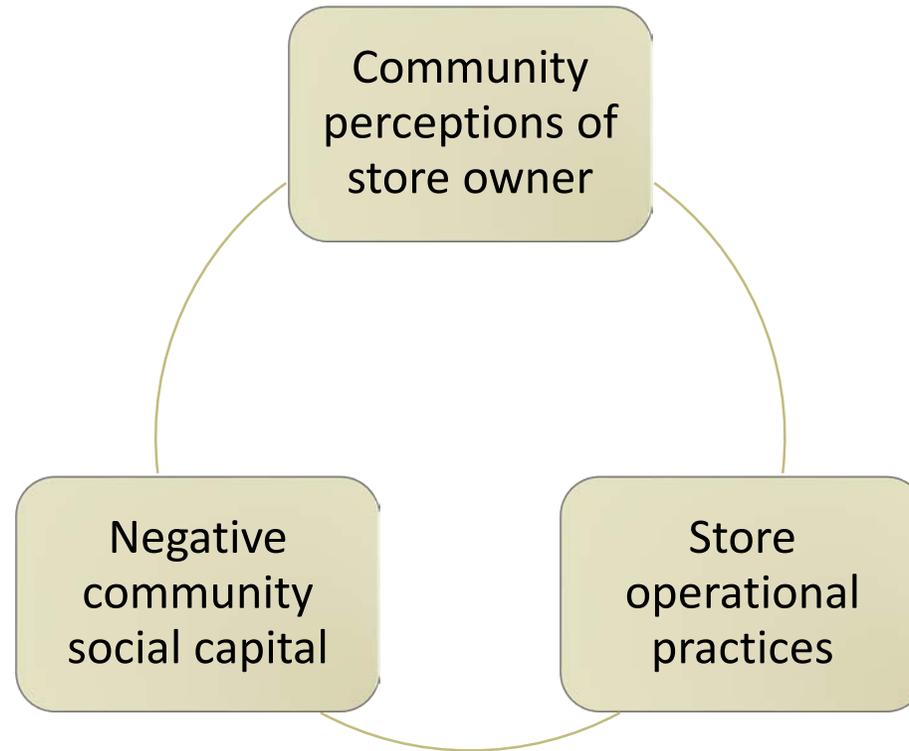


*Garden of Eden
Little River, KS*

Create a
shopping
“experience.”

GROCERY STORE SOCIAL CAPITAL
BEST PRACTICES

Other Influences





Rural Grocery Tool Kit

This resource library or "tool kit" is designed to provide resources to two primary audiences: those who are considering establishing a grocery store; and existing rural grocery store owners.

For those considering establishing a rural grocery store:

Below are five "steps" for planning and establishing a new store in a community. Each step contains information and resources for elements important to establishing a rural grocery. The resources below are best reviewed BEFORE making the commitment to launch a store. The creators of the Tool Kit suggest reviewing the process and making a plan first, and then using these links to reference resources and information as you develop the store.



Tools and resources for existing rural grocery store owners:

Resources for existing stores are organized in the following six key business categories. By clicking on the button below, you will find a listing of resources for improving all facets of operating a rural grocery.



[Rural Grocery Initiative: Business Management](#)

Grocery Store Assessment Categories

Product Supply

Pricing

Promotion & Advertising

Merchandising

Food Safety & Sanitation

Inventory Management

Variety of Product

Customer Service

Equipment/Technology

Long-term/Succession Planning

Business Management

Accounting

Community Connection

Contact Us

Rial Carver

P: (785) 532-6868

E: rtcarver@ksu.edu

Kolia Souza

MS Arch, MSCD

P: (785) 532-6868

E: ksouza@ksu.edu

