

Figure 1: Places Where Consumers Buy Their Groceries

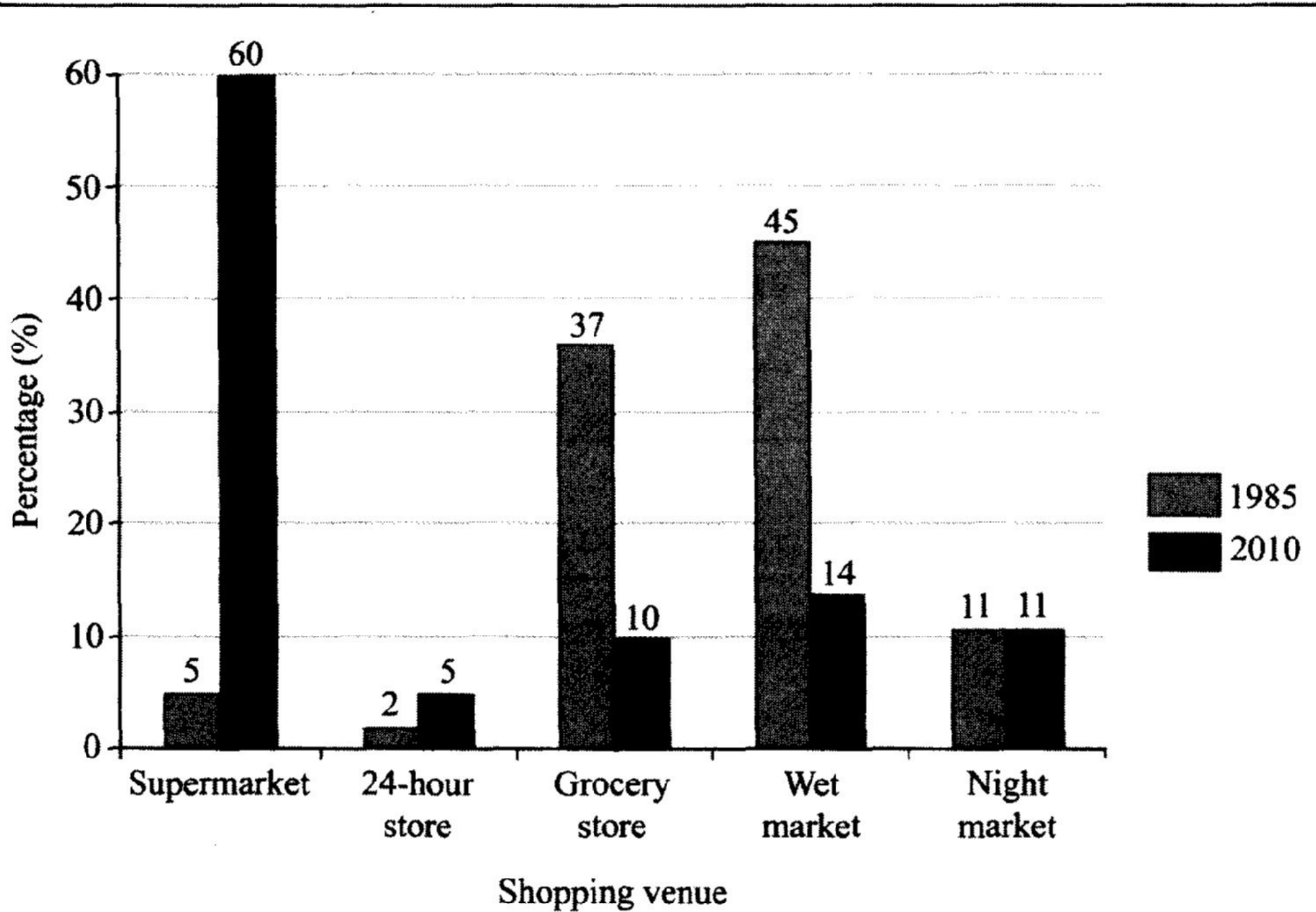
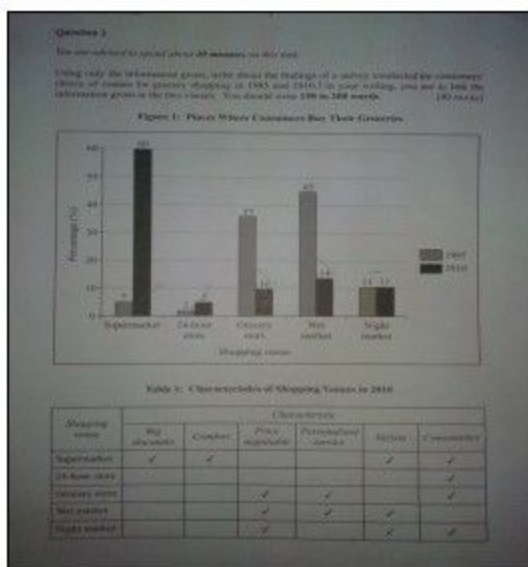


Table 1: Characteristics of Shopping Venues in 2010

<i>Shopping venue</i>	<i>Characteristic</i>					
	<i>Big discounts</i>	<i>Comfort</i>	<i>Price negotiable</i>	<i>Personalised service</i>	<i>Variety</i>	<i>Convenience</i>
Supermarket	✓	✓			✓	✓
24-hour store						✓
Grocery store			✓	✓		✓
Wet market			✓	✓	✓	
Night market			✓		✓	✓

MUET End Year 2011

Using only the information given, write about the findings of a survey conducted on consumers' choice of venues for grocery shopping in 1985 and 2010. In your writing, you are to link the information given in the two visuals. You should write **150 to 200 words**. [40 marks]



The stimuli present a bar graph changing patterns on consumers' choice of venues for grocery shopping in 1985 and 2010. The number of people choosing Supermarkets at first has been increased steady from just over 4% in 1985 to 60% in 2010. The use of 24-hour store went up from 2% in 1985 to 5% in 2010, but then reaching almost 5% by 2010.

On the contrary, the popularity of Grocery store has declined since 1985, falling from just under 50% in 1985 to 10% in 2010. The almost of wet market has rose from just under 50% in 1985, but then

fell back to about 14% in 2010. Choose of Night market has maintained the same level of consumers' choice, reaching almost 11% for the year 1985 and 2010.

The table shows the vary characteristics of Shopping Venues in 2010. The less of consumers' choice is 24-hour store because there is limited choose, but only have convenience for consumers. The totally same of characteristics offered by shopping venues are Grocery store, Wet market and Night market because their price negotiable. Thus, just Grocery store and Wet market have personalized service for consumers.

Last but not least, Supermarket, Wet market and Night market have prepared many varieties for consumers. A part from that, many consumers have more preferred the shopping venues by namely at Supermarket, 24-hour store, Grocery store and Night market because there are many convenience.

To sum up, the top shopping venue is Supermarket because they have only offered the big discounts for consumers in 2010.