

# Building Store Patronage by Strengthening Community Relationships

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Rural Grocery Initiative

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# Community Identity & Sense of Place

Grocery stores are  
**ANCHOR INSTITUTIONS**  
in the community





# Social Capital, defined:

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



# Two Main Questions:

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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

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## **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





# Analysis

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**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

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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

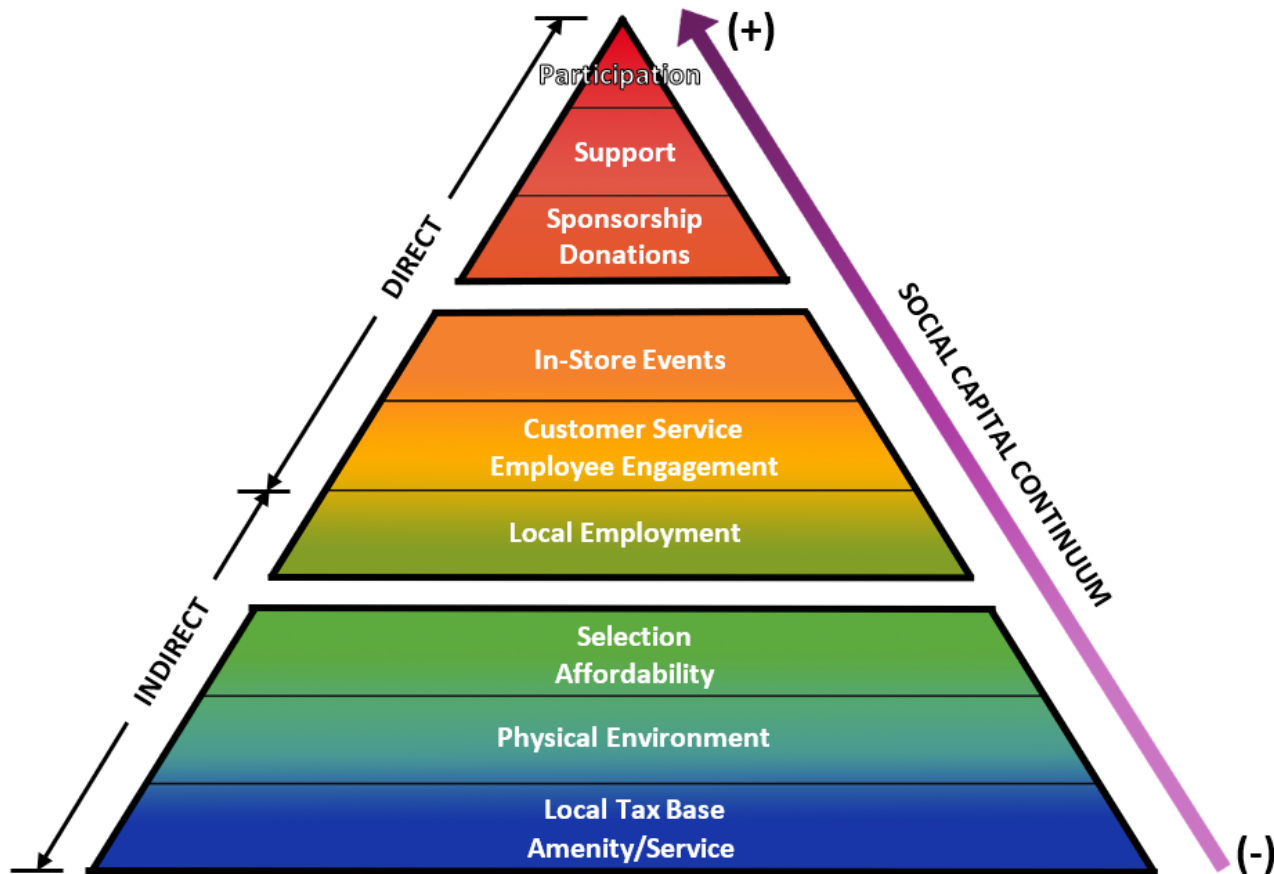
GROCERY STORE SOCIAL CAPITAL  
BEST PRACTICES

## 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





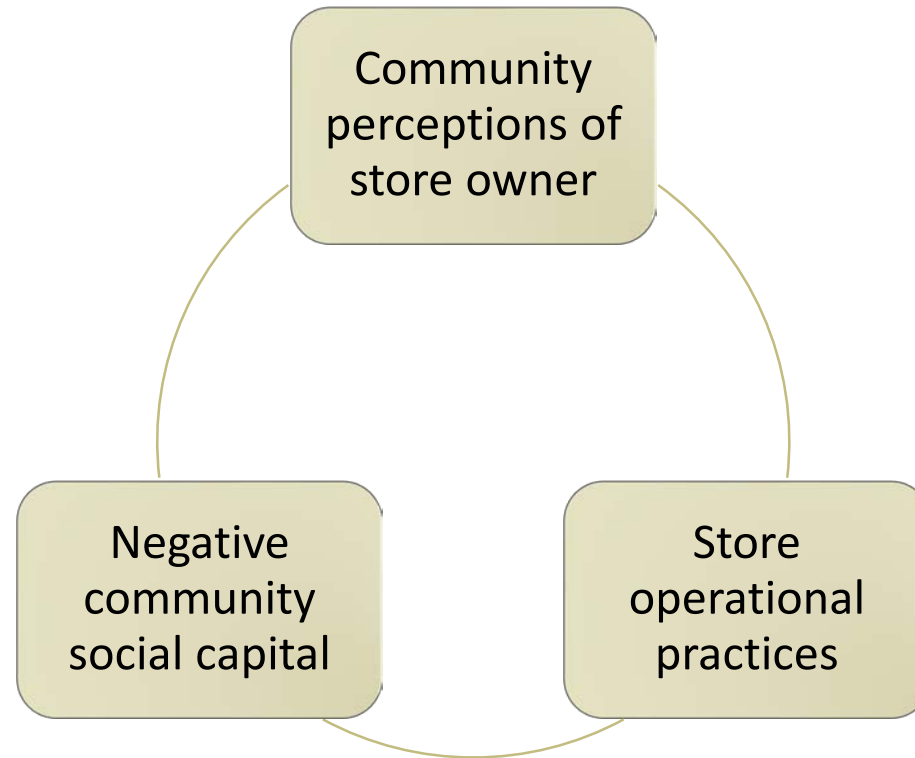
*Garden of Eden*  
Little River, KS

Create a  
shopping  
“experience.”

GROCERY STORE SOCIAL CAPITAL  
BEST PRACTICES

# Other Influences

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### 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

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