

Assessment Day Bookstore (Students) Report – 2012

Likert Scale Items have a scale ranging from 1 = Strongly Agree to 5 = Strongly Disagree. Therefore, lower means are more positive than higher means.

Last Modified: 03/06/2012

1.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The bookstore has an overall customer-friendly environment	96	160	24	17	8	305	1.95
2	I can purchase what I need in the bookstore quickly and easily	88	152	34	24	8	306	2.06
3	Bookstore associates are knowledgeable	85	167	37	10	2	301	1.93
4	Bookstore associates are friendly	87	155	36	20	7	305	2.03
5	The hours of operation at the bookstore are convenient for me.	68	143	36	43	13	303	2.31

Statistic	The bookstore has an overall customer-friendly environment	I can purchase what I need in the bookstore quickly and easily	Bookstore associates are knowledgeable	Bookstore associates are friendly	The hours of operation at the bookstore are convenient for me.
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	1.95	2.06	1.93	2.03	2.31
Variance	0.85	0.95	0.59	0.87	1.21
Standard Deviation	0.92	0.97	0.77	0.93	1.10
Total Responses	305	306	301	305	303

2.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	The textbooks I need for my classes are available at the bookstore when I need them.	48	134	58	44	13	297	2.46
2	I am satisfied with the availability of used textbooks in the bookstore.	44	137	45	43	26	295	2.56

Statistic	The textbooks I need for my classes are available at the bookstore when I need them.	I am satisfied with the availability of used textbooks in the bookstore.
Min Value	1	1
Max Value	5	5
Mean	2.46	2.56
Variance	1.13	1.37
Standard Deviation	1.07	1.17
Total Responses	297	295

3.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am able to find recently published books in my field of expertise at the bookstore.	41	122	65	22	9	259	2.37
2	The bookstore has a good selection of magazines.	36	99	73	11	5	224	2.33
3	It is easy to locate the books I'm looking for in the general books' department.	59	135	52	13	4	263	2.12

Statistic	I am able to find recently published books in my field of expertise at the bookstore.	The bookstore has a good selection of magazines.	It is easy to locate the books I'm looking for in the general books' department.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.37	2.33	2.12
Variance	0.93	0.78	0.75
Standard Deviation	0.96	0.88	0.86
Total Responses	259	224	263

4.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	There is a good selection of apparel styles in the bookstore.	66	162	44	17	5	294	2.09
2	I can find the size(s) I need while shopping for apparel in the bookstore.	66	154	33	17	15	285	2.16
3	There is a good selection of snacks and food products in the bookstore.	60	148	38	19	4	269	2.10

Statistic	There is a good selection of apparel styles in the bookstore.	I can find the size(s) I need while shopping for apparel in the bookstore.	There is a good selection of snacks and food products in the bookstore.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.09	2.16	2.10
Variance	0.75	1.04	0.77
Standard Deviation	0.87	1.02	0.88
Total Responses	294	285	269

5.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Responses	Mean
1	I am satisfied with the efollett.com shopping experience.	48	98	44	13	7	210	2.20
2	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.	45	68	52	6	5	176	2.19

Statistic	I am satisfied with the efollett.com shopping experience.	The booknow® program (ability to purchase your books while registering for classes online) adds value to my overall experience as a bookstore customer.
Min Value	1	1
Max Value	5	5
Mean	2.20	2.19
Variance	0.95	0.91
Standard Deviation	0.97	0.95
Total Responses	210	176

6. Please provide additional suggestions for improving services at the MU Bookstore.

Text Response

Below are general themes represented by responses, with high prices and not enough Marshall apparel being dominant themes.

Many respondents said that the books were too expensive.

Larger sizes for female apparel were requested.

Some respondents felt that gifts and clothing were overpriced as compared to other stores in the area.

Respondents requested more used books, if possible.

Respondents wanted a greater selection of Marshall apparel.

The service is good and the people are nice.

I like the bookstore; I just wish they were open longer sometimes!

Most people found the staff to be helpful; a few did not.

Other than the long lines at the start of each semester, my experience with the MU Bookstore have been excellent.

It bothers me that I get don't get a student discount at Mu Bookstore when I do get a Marshall Discount at Empire.

The bookstore should be larger and offer a greater selection of books and magazines.

Please inform us of things like the BookNow program. There were several things in this survey that that I've never heard of.

I can't think of any improvements. All I've had are good experience with MU Bookstore.

It would be more convenient if the bookstore were open an hour or two later. The lack of evening hours also was noted by respondents who have only evening classes. Other respondents requested weekend hours.

Having to leave bags outside the store is viewed as problematic by some respondents.

Some respondents requested that the bookstore pay them more when they sell back their books.

Lab manuals need to be available for students in a timely manner.

Students should be able to get their own textbooks without having to find an employee to do it.

One respondent complimented the Bookstore on its nail polish selection.

The need for better customer service was mentioned by a few respondents.

Integrate communication with professors and bookstore for affordable textbook (soft cover book, dont use latest addition)

One respondent requested a larger selection of headphones.

One respondent requested healthier snacks.

I like the book rental options.

Before they turn over a person for being late in returning rented textbooks, they should find out if the student had legitimate reasons.

One respondent requested that the bookstore make foreign films available.

Ebooks, I bought the majority of my books through another vender because they had the e versions of my textbooks.

I love the book store! They have monster energy drinks and the MSC food court does not...

Please get Kelly green Marshall hats.

Have more lines open at the beginning and end of the semesters.

I feel that the bookstore is not very supportive of Athletics here at Marshall. There's that small section that has some shirts that are for sports; however it does not have all of them. Track and field for instance doesn't have any shirt. I can truly say that I know a lot of people who would buy a Marshall Track and Field shirt. Most of the other sports have even that INE shirt there. Why can't all sports?

Include more general books related to less popular majors (such as Engineering).

Statistic	Value
Total Responses	109