The Centre for Global Food and Resources

The Vietnam urban food consumption and expenditure study

Factsheet 6: The many trade-offs in choosing where to shop for food

This factsheet provides insight on market access and why consumers decide to shop at different types of food retail outlets. This insight builds on Factsheets 4 and 5, which provide insights on *how* food retailing is changing in urban Vietnam, discussing the fact modern food retailers are gaining market share. In particular, higher income urban households are spending a relatively larger share of their food budget at modern retail outlets (e.g. hypermarkets and supermarkets). However, the largest share of food expenditures for urban Vietnamese households are still being made at traditional food retail outlets. While income is one factor influencing the choice of where to shop for food, there are likely to be other factors at play, and this factsheet considers these other factors.

We classify food retail outlets as either modern or traditional. **Modern food retail outlets** include: hypermarket/supermarket; minimart; specialty shop; and online and phone orders. **Traditional retail outlets include**: formal wet market; family shop; semi-permanent stand; peddlers/mobile vendors; and informal street markets (definitions of the retail outlets are in the appendix). During the interviews, respondents (consumers) were asked to indicate the distance from their home to the nearest type of each retail outlet and the estimated time it would take them to get there. We used multiple-choice questions to ask how frequently they tend to shop for food products at each type of outlet, and how they would typically travel to the retail outlet (e.g. by motorbike, walk, bicycle, car, public transport, etc.). We then asked the respondent to name the main reason they shop at each outlet. Based on the answers given we classified the main reasons consumers shop at [outlet] into 23 categories. The categories include things such as: ‘food is safe to eat’, ‘food products are fresh’, ‘store is easy to get to’, ‘fast service’, etc.

Market access: distance, time and mode of transport

Generally, households in Hanoi travel the least distance to get to retail outlets compared to households in the other cities (Tables 1–4). In **Ho Chi Minh City and Hanoi ‘traditional family shops’ were consistently the closest and quickest to get to** (Tables 1 and Table 2) and households predominately nominated this as the main reason they shopped at these outlets (Figure 1 and Figure 2). Similarly, traditional family shops and ‘semi-permanent stands’ were the closest and quickest to get to for households in Lao Cai City and Son La City (Table 3 and Table 4).

Motorbikes were the main form of transport used to access retail outlets. **However, more than 87% percent of households (across all cities) walk to traditional family shops** (Tables 1-4). In addition, in Hanoi and Son La City the majority of households walk to both semi-permanent stands and informal street markets and the majority of households in Lao Cai City walk to semi-permanent stands. Considering that respondents generally walk to these shops it is not surprising that a number of respondents mentioned ‘can purchase small amounts’ and ‘store is easy to get to’ as reasons to shop there (Figures 1-4).

‘Specialty shops’ required the greatest travel and time for households in Ho Chi Minh City and Hanoi and households in each of the

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cities offered 'food is safe to eat' and 'food is high-quality' as the main reason they shop at specialty shops (Figures 1–4). Thus, households that value these attributes may be willing to make the effort to travel a longer distance to obtain food with these attributes. However, households do tend to visit specialty shops less frequently than other outlets; more than 80% of the households in each city said they shop at specialty shops 'less than once a month' or 'never' (Tables 1–4).

Focussing on a portfolio of food products of interest (see list in Table 5), we asked where consumers buy them 'most of the time'. **The majority of respondents selected 'formal wet markets' as the outlet where they most often buy fresh meat, fish and seafood, fruit and vegetables** (Table 5). The most frequently mentioned outlet-of-choice for rice was semi-permanent stands (Table 5). Supermarkets and traditional family shops were they key outlets for 'fresh milk and yoghurt' and 'processed foods' (Table 5).

Other factors influencing consumers' decision *to purchase* food at various outlets: price, quality, and safety matter.

Consumers that shop everyday tend to do so at 'formal wet markets' and 'informal street markets' (Tables 1-4). It is then not surprising that consumers nominate 'food products are fresh' as the main reason for shopping at these outlets (Figures 1-4). It is interesting that consumers' reasons for shopping at different outlets vary across urban locations surveyed (see Figures 1-4 and Tables A1-A4 in the Appendix). For example, in Ho Chi Minh and Hanoi, a relatively large share of consumers indicate that low and flexible prices are the main reasons they shop at wet markets (35% in Ho Chi Minh and 26% in Hanoi) and or traditional family shops (50% in Ho Chi Minh and 36% in Hanoi). However, in Lao Cai City and Son La City, less than 20% of consumers nominate low and flexible prices as the main reasons they shop at either wet markets (14% in Lao Cai City and 13% in Son La City) or traditional family shops (17% in Lao Cai City and 14% in Son La City). Interestingly, in Lao Cai City and Son La City a much larger share of consumers than in Ho Chi Minh and Hanoi consider freshness, food safety, and quality as main factors driving them to shop at these traditional food retail outlets.

When considering reasons to purchase food at modern markets, including hypermarkets/, supermarkets, minimarts and specialty stores, a relatively large share of consumers indicate they do so because food products sold at these outlets are 'of high quality' and are 'safe to eat'. For example, roughly one-half or more of consumers in all cities indicate the safety and high quality of food products sold at supermarkets/hypermarkets is a main reason they shop at these outlets (55% in Ho Chi Minh City, 51% in Hanoi, 52% in Lao Cai City and 46% in Son La City, Tables A1-A4). It is important to note that frequency of use of these outlets is relatively lower than traditional retailers in all urban locations (Tables 1–4).

Although, few consumers purchase food **online** or **over the phone**, the ones that do are motivated to do so by the 'fast service' and 'delivery service' (Figures 1–4). If or when online shopping and phone orders are introduced at more outlets, this could become an increasingly popular method for food shopping, especially for time-poor consumers.

As discussed in Factsheet 5 and shown in Table 5, consumers purchase a diverse portfolio of foods products from both modern and traditional food retail outlets. Access (e.g. distance, time and product availability) does play an important role in consumers' choice of where to shop for food (e.g. some food products such as dairy and some types of imported food products are more readily available at modern outlets compared to traditional). **However, access is not the only factor influencing Vietnamese consumers' choices of where to shop for food. Rather, consumers' concerns about price, freshness, quality, and food safety all influence where they shop – that is if there are options.**

Consumers' association of modern retail outlets with quality and safety could threaten the future market share of some types of traditional retail outlets. Potential changes in food retailing can also affect market access for the smallholder farmers selling agricultural products through these traditional markets

Table 1. Consumers' access to and shopping behaviour at different retail outlets in Ho Chi Minh City, Vietnam (n=1010).

	Supermarket/ hypermarket	Minimart	Specialty shop	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler	Online	Phone
Distance to nearest [outlet]										
Average distance in kilometres (st. dev)	2.85 (15.85)	1.92 (2.79)	4.15 (4.48)	1.23 (1.55)	0.30 (2.39)	0.92 (1.27)	2.48 (2.97)	---	---	---
Time taken to get to nearest [outlet]										
Average time in minutes (st. dev)	12.59 (5.75)	10.22 (5.82)	18.03 (11.49)	8.33 (4.38)	3.54 (2.31)	8.04 (4.42)	12.09 (6.75)	---	---	---
How frequently households shop for food items at [outlet]										
Everyday	0.5%	0.8%	0.0%	44.2%	2.4%	1.2%	15.5%	0.3%	0.0%	0.0%
2-6 times per week	5.3%	2.3%	0.4%	37.2%	29.2%	19.3%	7.9%	4.7%	0.0%	0.2%
Once a week	17%	2.1%	0.3%	4.1%	16.1%	9.5%	2.8%	3.8%	0.1%	1.6%
2-3 times per month	34.9%	19.4%	5.6%	4.6%	30%	35.6%	14%	17.9%	0.3%	4.7%
Once a month	19.9%	8.7%	1.8%	3.6%	9.2%	7.6%	5.7%	7.6%	1.1%	7.8%
Less than once a month	20%	35.8%	21.9%	5.5%	5.5%	16.1%	27.9%	30.1%	11.6%	16.8%
Never	2.4%	30.9%	70.0%	0.8%	7.6%	10.7%	26.2%	35.6%	86.9%	68.9%
How consumers normally get to the nearest [outlet]										
On foot	4.8%	14.2%	0.6%	20.5%	87.1%	30.5%	17%	---	---	---
Bicycle	0.9%	1.4%	0.8%	2.4%	0.1%	2.6%	1.5%	---	---	---
Motorcycle	93.8%	84.2%	98.3%	76.9%	12.7%	66.9%	81.2%	---	---	---

Table 2. Consumers' access to and shopping behaviour at different retail outlets in Hanoi, Vietnam (n=703).

	Supermarket/ hypermarket	Minimart	Specialty shop	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler	Online	Phone
Distance to nearest [outlet]										
Average distance in kilometres (st. dev)	1.85 (1.81)	1.25 (2.43)	2.38 (1.97)	0.70 (0.89)	0.12 (1.92)	0.22 (0.58)	0.72 (1.20)	---	---	---
Time taken to get to nearest [outlet]										
Average time in minutes (st. dev)	12.19 (6.63)	9.49 (5.30)	14.81 (9.17)	7.57 (3.97)	4.29 (2.43)	6.43 (3.56)	7.74 (4.29)	---	---	---
How frequently households shop for food items at [outlet]										
Everyday	0.0%	0.0%	0.0%	40.7%	92.9%	1.8%	34.0%	0.1%	0.1%	0.0%
2-6 times per week	2.8%	1.6%	0.6%	27.6%	1.0%	16.6%	22.6%	9.1%	0.0%	0.0%
Once a week	4.8%	4.0%	0.9%	8.0%	5.9%	19.7%	6.8%	9.7%	0.1%	0.2%
2-3 times per month	16.7%	16.0%	8.7%	11.7%	0.1%	35.1%	7.3%	29.0%	1.0%	2.8%
Once a month	29.0%	20.9%	6.5%	5.2%	0.0%	10.4%	2.4%	11.2%	1.4%	1.8%
Less than once a month	45.6%	36.6%	34.8%	6.7%	0.1%	13.0%	12.1%	29.9%	13.4%	29.7%
Never	1.1%	21.1%	48.5%	0.1%	0.0%	3.4%	14.8%	11.0%	84.0%	65.5%
How consumers normally get to the nearest [outlet]										
On foot	10.3%	31.9%	12.3%	28.2%	93.2%	68.3%	53.3%	---	---	---
Bicycle	3.4%	2.5%	2.5%	6.4%	1.0%	3.6%	3.7%	---	---	---
Motorcycle	85.8%	65.6%	84.9%	65.2%	5.8%	28.1%	43.0%	---	---	---

Table 3. Consumers' access to and shopping behaviour at different retail outlets in Lao Cai City, Vietnam (n=150).

	Supermarket/ hypermarket	Minimart	Specialty shop	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler	Online	Phone
Distance to nearest [outlet]										
Average distance in kilometres (st. dev)	2.41 (2.53)	1.15 (1.38)	1.07 (1.50)	0.65 (1.00)	0.15 (1.01)	0.25 (0.61)	1.27 (1.69)	---	---	---
Time taken to get to nearest [outlet]										
Average time in minutes (st. dev)	11.61 (4.72)	7.90 (6.00)	7.23 (5.67)	6.85 (2.98)	3.79 (2.06)	5.01 (3.06)	7.73 (6.48)	---	---	---
How frequently households shop for food items at [outlet]										
Everyday	0.0%	0.0%	0.0%	55.3%	2.0%	0.7%	12.0%	0.7%	0.0%	0.0%
2-6 times per week	0.0%	0.0%	0.0%	32.7%	35.3%	11.3%	16.7%	16.7%	0.0%	0.0%
Once a week	5.3%	0.0%	0.0%	3.3%	22.0%	14.0%	4.6%	15.3%	0.0%	0.0%
2-3 times per month	26.0%	4.7%	2.7%	6.7%	32.7%	42.7%	16.7%	53.3%	0.0%	0.0%
Once a month	28.0%	9.3%	4.0%	2.0%	6.7%	20.7%	6.6%	9.3%	2.0%	0.0%
Less than once a month	34.0%	28.7%	33.3%	0.0%	0.7%	3.3%	26.7%	4.7%	14.7%	14.7%
Never	6.7%	57.3%	60.0%	0.0%	0.6%	7.3%	16.7%	0.0%	83.3%	85.3%
How consumers normally get to the nearest [outlet]										
On foot	7.0%	11.8%	11.5%	24.7%	92.0%	61.9%	27.6%	---	---	---
Bicycle	0.7%	0.0%	1.6%	2.6%	0.0%	2.1%	4.7%	---	---	---
Motorcycle	91.6%	88.2%	86.9%	72.7%	8.0%	36.0%	62.5%	---	---	---

Table 4. Consumers' access to and shopping behaviour at different retail outlets in Son La City, Vietnam (n=151).

	Supermarket/ hypermarket	Minimart	Specialty shop	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler	Online	Phone
Distance to nearest [outlet]										
Average distance in kilometres (st. dev)	3.42 (3.11)	0.40 (1.29)	0.46 (1.36)	1.33 (1.85)	0.38 (4.07)	0.13 (0.41)	0.83 (1.18)	---	---	---
Time taken to get to nearest [outlet]										
Average time in minutes (st. dev)	14.29 (7.08)	2.09 (4.97)	2.76 (6.13)	8.96 (4.74)	4.31 (1.91)	4.75 (2.98)	7.46 (5.33)	---	---	---
How frequently households shop for food items at [outlet]										
Everyday	0.0%	0.0%	0.0%	47.7%	0.7%	0.0%	28.5%	0.7%	0.0%	0.0%
2-6 times per week	0.0%	0.0%	0.0%	19.9%	36.4%	24.5%	19.2%	31.1%	0.0%	0.0%
Once a week	1.3%	0.0%	0.0%	7.9%	30.4%	25.8%	5.3%	28.5%	0.0%	0.0%
2-3 times per month	21.9%	2.0%	2.0%	14.6%	19.2%	28.5%	14.6%	30.5%	0.0%	0.0%
Once a month	14.6%	2.6%	0.0%	5.3%	7.3%	8.6%	4.6%	4.6%	0.7%	0.0%
Less than once a month	37.1%	10.6%	11.9%	4.6%	0.0%	1.3%	17.9%	3.3%	5.3%	0.7%
Never	25.1%	84.8%	86.1%	0.0%	6.0%	11.3%	9.9%	1.3%	94.0%	99.3%
How consumers normally get to the nearest [outlet]										
On foot	19.8%	8.0%	13.6%	36.4%	95.3%	81.6%	55.9%	---	---	---
Bicycle	2.3%	0.0.%	0.0%	2.0%	0.7%	2.2%	4.4%	---	---	---
Motorcycle	77.9%	92.0%	86.4%	61.6%	4.0%	15.4%	39.7%	---	---	---

Table 5. Share (%) of consumers that nominate certain retail outlets as the venue where they most often buy certain food types in Ho Chi Minh City, Hanoi, Lao Cai City and Son La City, Vietnam. Online, phone and other outlets were rarely selected (phone order was selected for rice by 1.8% of Ho Chi Minh households; online was selected for vegetables by 0.1% of households in Hanoi) and hence are excluded from this summary. The highest percentage for each food is presented in bold.

	Supermarket	Minimart	Specialty shop	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler
Ho Chi Minh City								
Fresh meat	19.3%	1.1%	0.2%	**63.8%**	0.3%	0.2%	13.9%	0.1%
Fresh fish & seafood	10.1%	0.7%	0.1%	**70.8%**	0.1%	0.4%	17.4%	0.0%
Fresh fruit	14.4%	0.5%	0.1%	**57.0%**	0.1%	14.9%	12.5%	0.5%
Fresh vegetables	13.4%	0.8%	0.0%	**67.0%**	0.1%	0.6%	17.4%	0.3%
Fresh milk & yoghurt	**64.6%**	2.6%	1.2%	3.8%	27.1%	0.8%	0.3%	0.2%
Processed food	**68.7%**	2.2%	0.3%	4.0%	14.3%	7.2%	1.3%	0.2%
Rice	6.8%	1.8%	0.1%	27.1%	12.7%	**41.6%**	4.6%	0.2%
Hanoi								
Fresh meat	0.3%	0.1%	0.0%	**60.4%**	0.0%	10.1%	28.9%	0.0%
Fresh fish & seafood	0.7%	0.7%	0.3%	**60.1%**	0.3%	7.4%	30.2%	0.3%
Fresh fruit	0.1%	0.0%	0.1%	**39.0%**	0.3%	31.3%	20.9%	8.3%
Fresh vegetables	0.3%	0.3%	0.1%	**52.4%**	1.0%	1.3%	40.8%	3.4%
Fresh milk & yoghurt	19.2%	2.8%	0.4%	1.5%	**72.7%**	0.7%	0.6%	0.1%
Processed food	**47.1%**	9.8%	1.7%	3.1%	9.2%	26.9%	2.1%	0.0%
Rice	0.0%	0.4%	2.2%	8.9%	5.5%	**76.5%**	4.3%	0.0%
Lao Cai City								
Fresh meat	0.0%	0.0%	0.0%	**86.2%**	0.7%	0.0%	13.1%	0.0%
Fresh fish & seafood	0.0%	0.0%	0.0%	**86.2%**	0.7%	0.0%	12.4%	0.7%
Fresh fruit	0.0%	0.0%	1.3%	**72.0%**	0.0%	17.3%	5.3%	4.0%
Fresh vegetables	0.7%	0.0%	0.0%	**78.7%**	0.6%	0.0%	13.3%	6.7%
Fresh milk & yoghurt	24.1%	0.0%	0.0%	3.6%	**71.5%**	0.0%	0.7%	0.0%
Processed food	**40.2%**	0.0%	0.0%	14.9%	21.9%	17.2%	4.6%	1.2%
Rice	0.0%	0.0%	0.0%	40.1%	0.7%	**55.3%**	2.6%	1.3%
Son La City								
Fresh meat	0.0%	0.0%	0.0%	**60.3%**	0.0%	0.0%	39.7%	0.0%
Fresh fish & seafood	0.0%	0.0%	0.0%	**59.1%**	0.0%	0.7%	39.6%	0.6%
Fresh fruit	0.0%	0.0%	0.0%	**40.0%**	0.0%	17.4%	29.0%	13.6%
Fresh vegetables	0.0%	0.0%	0.0%	**44.6%**	0.0%	0.0%	34.5%	18.9%
Fresh milk & yoghurt	5.3%	0.0%	0.0%	0.0%	**93.9%**	0.0%	0.8%	0.0%
Processed food	15.7%	0.0%	0.0%	9.6%	**50.6%**	0.0%	24.1%	0.0%
Rice	0.0%	0.0%	0.0%	30.3%	1.3%	**48.0%**	20.4%	0.0%

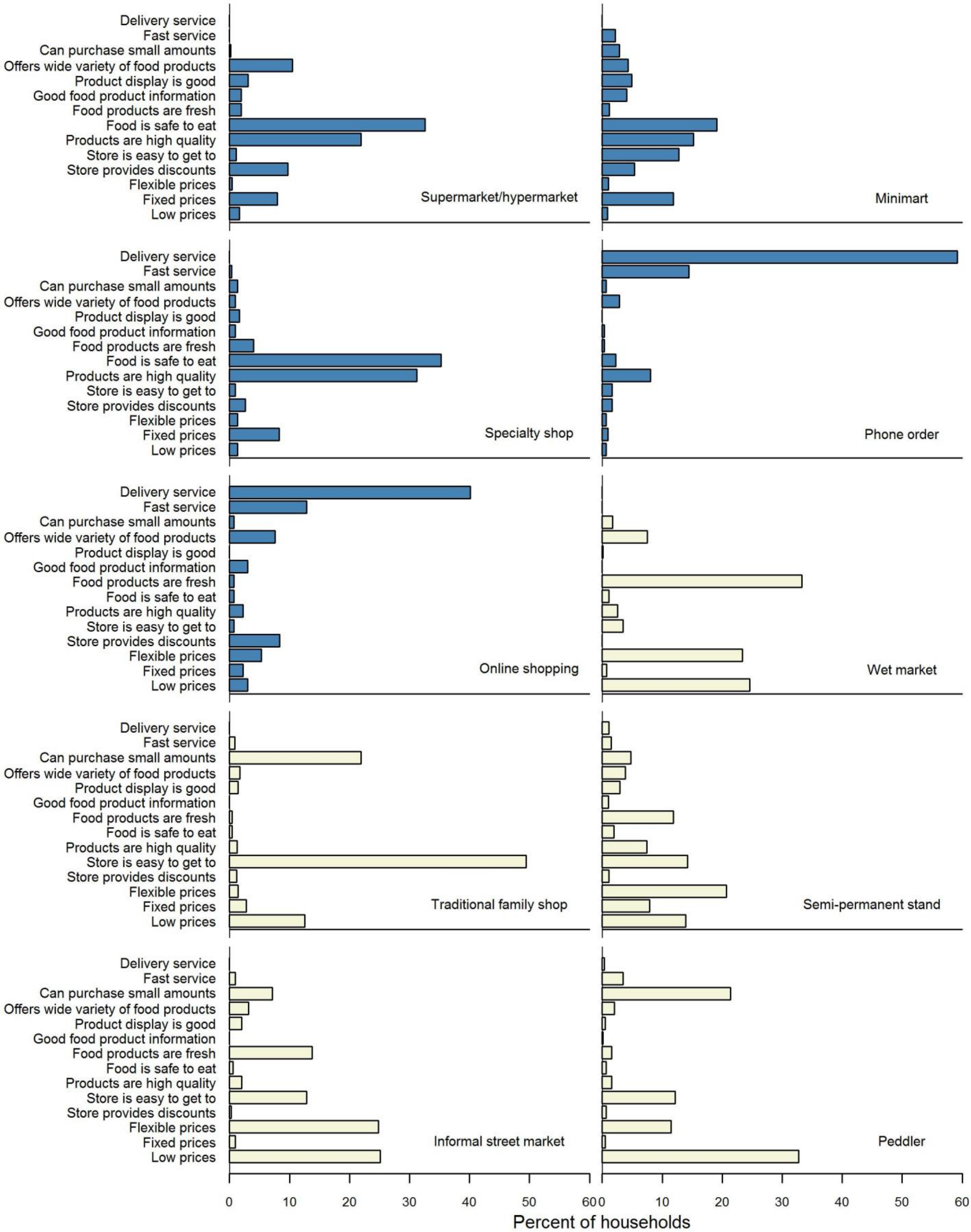

Figure 1. Share (%) of households that nominated [reason] as the 'main reason' they shop at each retail outlet (if they said they shop at the particular outlet) in Ho Chi Minh City, Vietnam (n=1010). The graph shows the 14 most common factors. For the complete list (plus percentages) see the appendix. Blue shading is used to depict modern retail outlets and beige is used for traditional retail outlets.

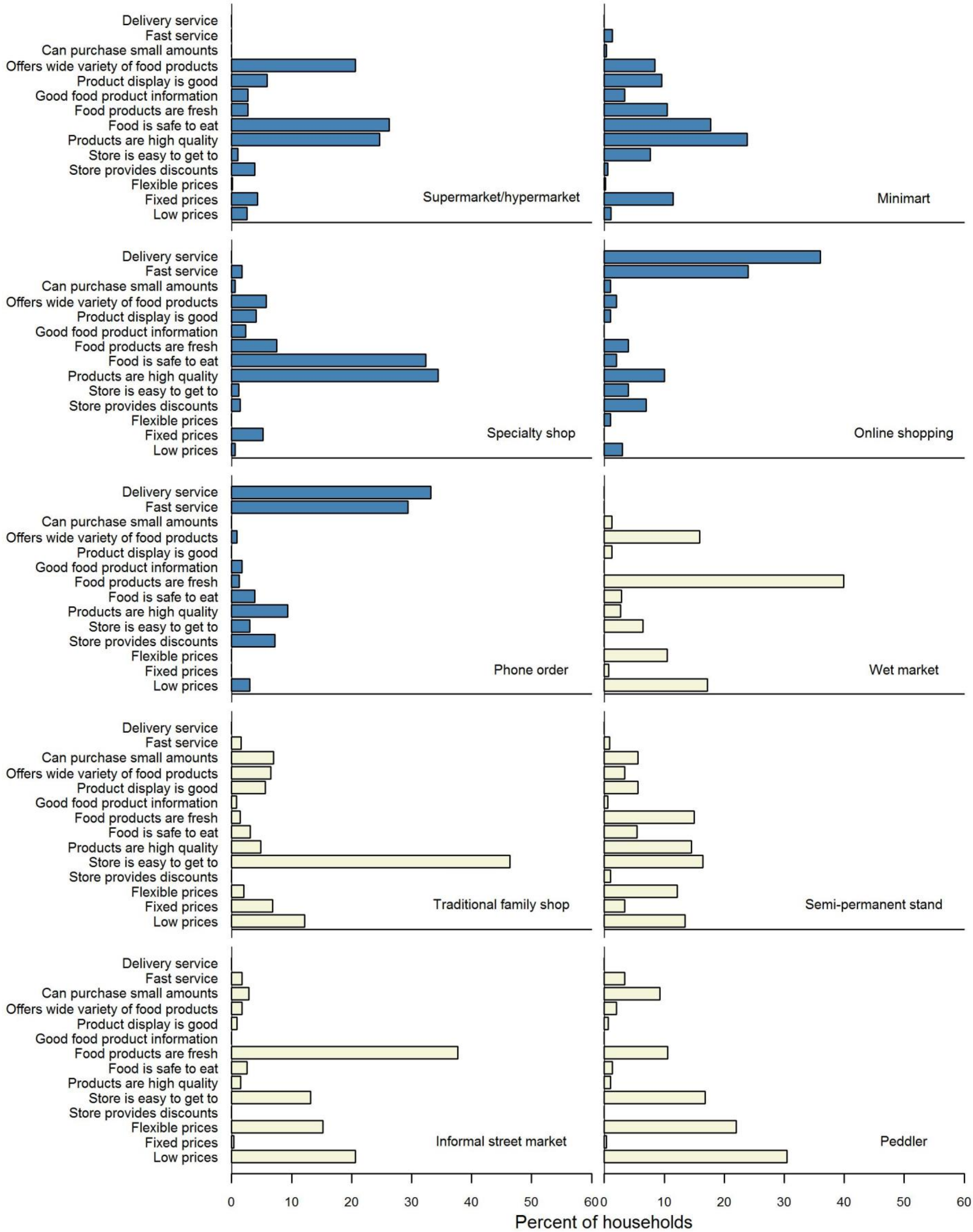

Figure 2. Share (%) of households that nominated [reason] as the 'main reason' they shop at each retail outlet (if they said they shop at the particular outlet) in Hanoi, Vietnam (n=703). The graph shows the 14 most common factors. For the complete list (plus percentages) see the appendix. Blue shading is used to depict modern retail outlets and beige is used for traditional retail outlets

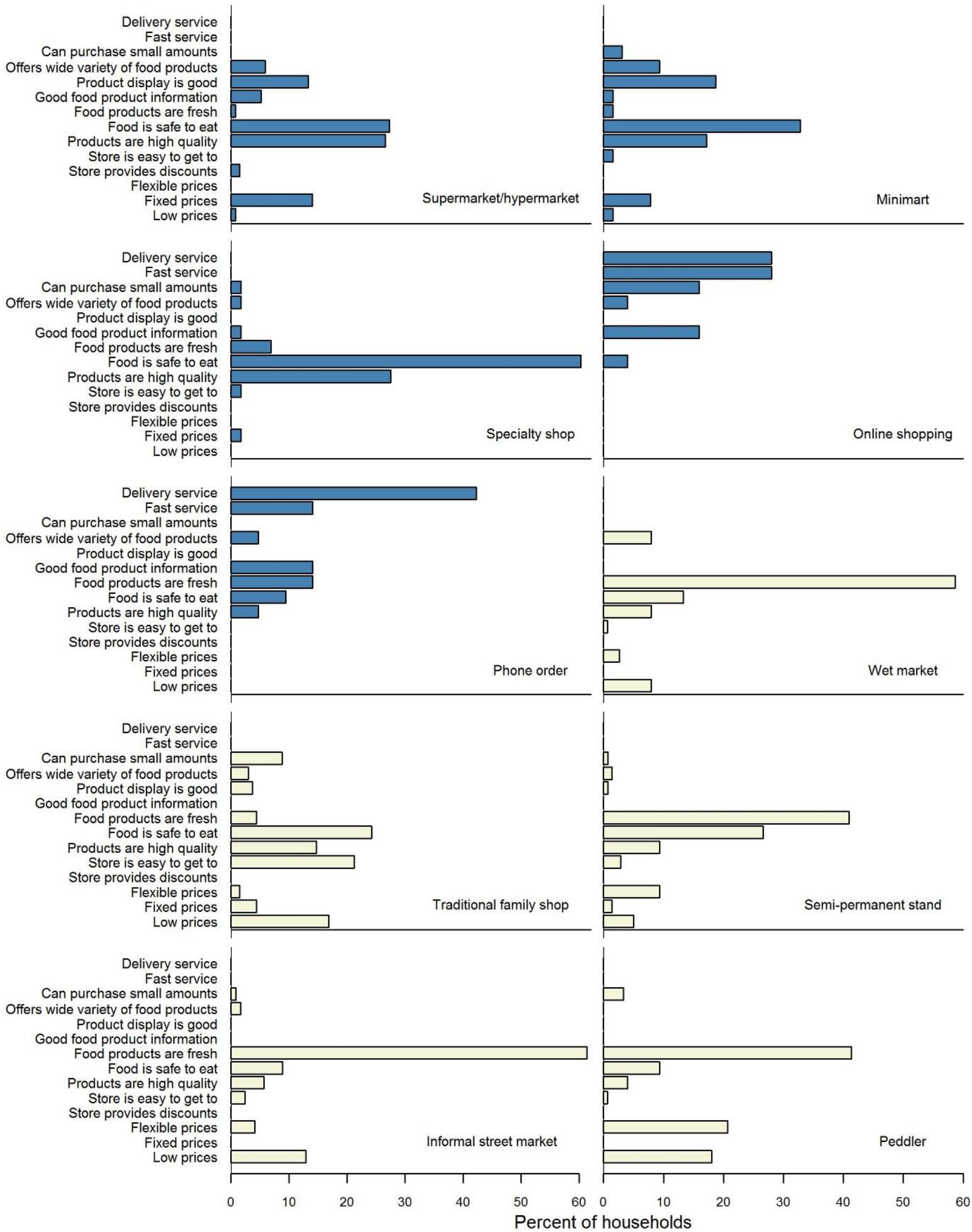

Figure 3. Share (%) of households that nominated [reason] as the 'main reason' they shop at each retail outlet (if they said they shop at the particular outlet) in Lao Cai City, Vietnam (n=150). The graph shows the 14 most common factors. For the complete list (plus percentages) see the appendix. Blue shading is used to depict modern retail outlets and beige is used for traditional retail outlets.

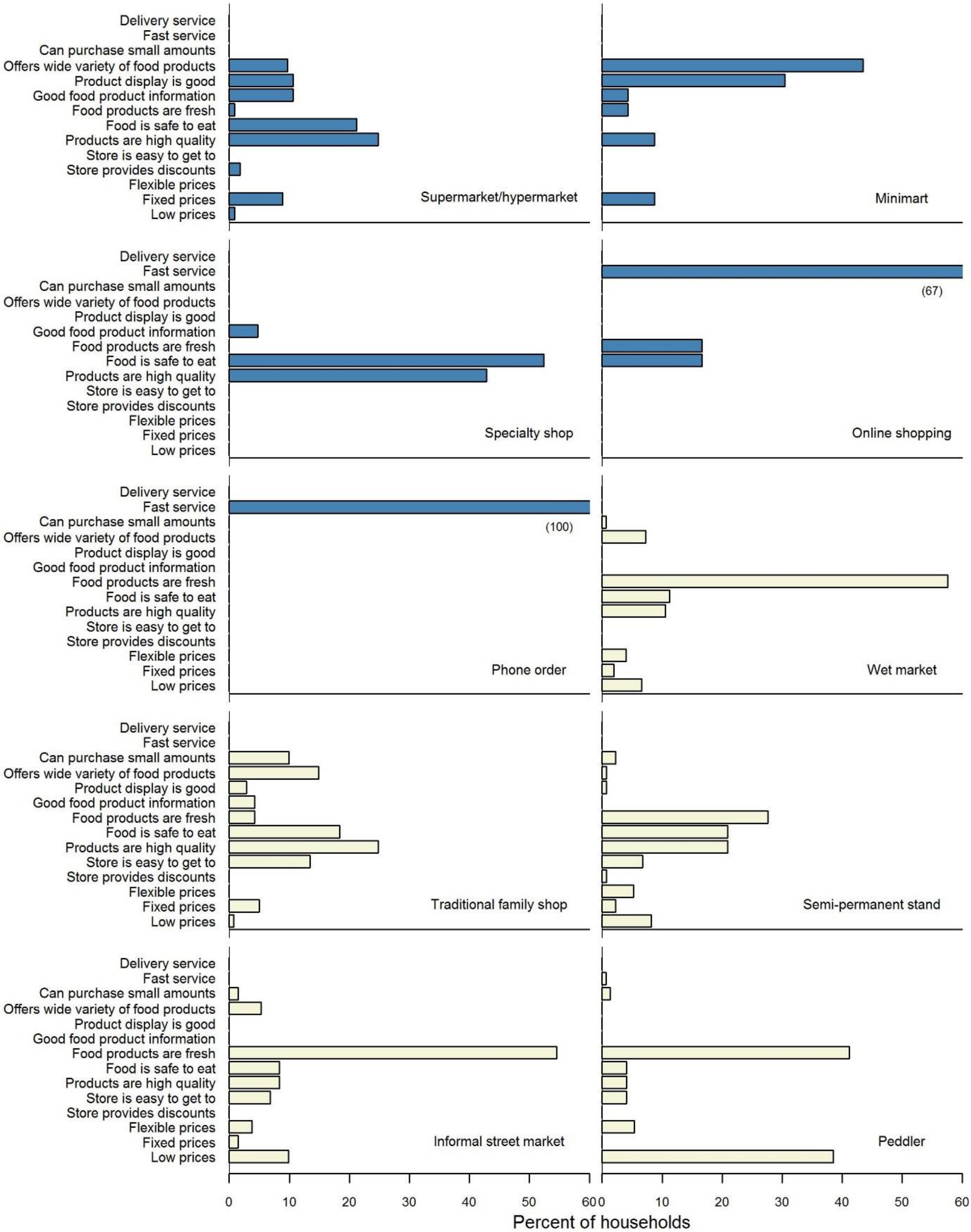

Figure 4. Share (%) of households that nominated [reason] as the 'main reason' they shop at each retail outlet (if they said they shop at the particular outlet) in Son La City, Vietnam (n=151). The graph shows the 14 most common factors. For the complete list (plus percentages) see the appendix. Blue shading is used to depict modern retail outlets and beige is used for traditional retail outlets.

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Appendix to Factsheet 6

Definitions and percentages used to generate graphs

Definitions of outlets

- *Hypermarkets and Supermarkets* (examples include Metro, Big C, Fivi Mart, Unimart, AC Mart).
- *Minimart* or convenience store (examples include 7-Eleven, Vinmart, Shop & Go, Circle K).
- *Specialty shops*: small sized shops with clear external billboards signalling the offer of certified safe, clean or organic vegetables (examples include Bac Tom, Big Green and Klever Fruit).
- *Online:* customers order food online and have their order delivered or prepared for collection.
- *Phone order:* customers order food over the phone and have their order delivered or prepared for collection.
- *Formal wet market*: a market formally established by the authorities.
- *Traditional family shop*: a small food shop run by a household that commonly sells processed foods and beverages.
- A *semi-permanent stand:* a retailer selling from a table, stand, cart, or stall that can be moved, but generally stays in one place during the day.
- *Informal street markets:* retailers sell to the public without having a permanent structure for the market.
- *Peddlers/mobile street vendors*: a retailer operating on foot, on a bicycle, or from a pick-up and sells both food and non-food items.

Table A1. Share (%) of consumers that nominated [reason] as the main reason they shop at each different retail outlet (if they said they shop at the particular outlet) in Ho Chi Minh City, Vietnam (n=1010). This table lists all 23 reasons offered by respondents, including the 14 reasons listed in Figure 1.

	Supermarket & hypermarket	Minimart	Specialty shop	Online	Phone	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler
Low prices	1.6	0.9	1.3	24.6	12.6	13.9	25.1	32.8	3.0	0.6
Fixed prices	8.0	11.9	8.3	0.7	2.8	7.9	1.0	0.5	2.3	1.0
Flexible prices	0.4	1.0	1.3	23.4	1.4	20.7	24.8	11.5	5.3	0.6
Store provides discounts	9.7	5.4	2.7	0.0	1.2	1.1	0.3	0.6	8.3	1.6
Store is easy to get to	1.1	12.8	1.0	3.4	49.4	14.3	12.8	12.1	0.8	1.6
Food products are high quality	21.9	15.2	31.2	2.5	1.3	7.5	2.0	1.6	2.3	8.0
Food is safe to eat	32.6	19.1	35.2	1.1	0.4	1.9	0.5	0.6	0.8	2.3
Food products are fresh	1.9	1.2	4.0	33.3	0.4	11.9	13.8	1.6	0.8	0.3
Good food product information	1.9	4.1	1.0	0.0	0.0	1.0	0.0	0.2	3.0	0.3
Product display is good	3.1	4.9	1.7	0.1	1.4	2.9	2.0	0.5	0.0	0.0
Offers wide variety of products	10.5	4.3	1.0	7.5	1.7	3.8	3.1	2.0	7.6	2.9
Can purchase small amounts	0.2	2.9	1.3	1.7	21.9	4.8	7.1	21.4	0.8	0.6
Fast service	0.0	2.2	0.3	0.0	0.9	1.5	1.0	3.5	12.9	14.5
Delivery service	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.3	40.2	59.2
Products are unpackaged	0.3	4.5	1.7	0.5	2.7	1.1	1.6	3.0	5.3	1.9
Ability to purchase on credit	0.1	0.1	0.0	0.5	0.2	1.4	0.0	0.5	0.0	0.3
Store is close to other shopping	0.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	3.8	1.9
Store is close to entertainment	0.3	0.3	1.0	0.0	0.3	0.2	1.0	0.5	0.0	0.3
Cleanliness of store	1.4	0.1	2.0	0.0	0.0	0.0	1.0	0.2	0.0	0.0
Opening hours	2.9	3.8	2.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0
Air-conditioning	1.0	2.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Friendly staff	0.5	2.6	0.3	0.1	1.0	2.1	1.2	5.5	1.5	0.6
Trusted Traders	0.2	0.3	2.3	0.4	0.1	0.6	0.0	1.3	1.5	1.0

Table A2. Share (%) of consumers that nominated [reason] as the main reason they shop at each different retail outlet (if they said they shop at the particular outlet) in Hanoi, Vietnam (n=703). This table lists all 23 reasons offered by respondents, including the 14 reasons listed in Figure 2.

	Supermarket & hypermarket	Minimart	Specialty shop	Online	Phone	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler
Low prices	2.6	1.1	0.6	17.2	12.1	13.5	20.6	30.4	3.0	3.0
Fixed prices	4.3	11.5	5.2	0.7	6.9	3.4	0.3	0.3	0.0	0.0
Flexible prices	0.1	0.2	0.0	10.5	2.0	12.1	15.2	22.0	1.0	0.0
Store provides discounts	3.9	0.6	1.4	0.0	0.0	1.0	0.0	0.0	7.0	7.2
Store is easy to get to	1.0	7.6	1.2	6.5	46.4	16.4	13.2	16.8	4.0	3.0
Food products are high quality	24.6	23.9	34.4	2.7	4.8	14.5	1.5	1.0	10.0	9.4
Food is safe to eat	26.2	17.7	32.4	2.9	3.1	5.5	2.5	1.3	2.0	3.8
Food products are fresh	2.7	10.5	7.5	39.9	1.4	15.0	37.7	10.6	4.0	1.3
Good food product information	2.7	3.4	2.3	0.0	0.8	0.6	0.0	0.0	0.0	1.7
Product display is good	5.9	9.5	4.0	1.3	5.6	5.6	0.8	0.7	1.0	0.0
Offers wide variety of products	20.6	8.4	5.8	15.9	6.5	3.4	1.7	2.0	2.0	0.9
Can purchase small amounts	0.0	0.4	0.6	1.3	7.0	5.6	2.9	9.2	1.0	0.0
Fast service	0.0	1.3	1.7	0.0	1.6	0.9	1.7	3.4	24.0	29.4
Delivery service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.0	33.2
Products are unpackaged	0.0	0.2	0.0	0.1	0.3	0.7	0.0	0.5	0.0	0.4
Ability to purchase on credit	0.6	0.2	0.0	0.1	0.0	0.0	0.0	0.0	1.0	0.0
Store is close to other shopping	0.1	0.6	0.0	0.1	0.0	0.1	0.3	0.2	0.0	0.4
Store is close to entertainment	2.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Cleanliness of store	1.9	0.4	0.6	0.0	0.0	0.1	0.7	0.0	1.0	1.7
Opening hours	0.4	1.7	0.3	0.3	0.9	0.9	0.8	1.5	2.0	0.9
Air-conditioning	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friendly staff	0.0	0.8	0.3	0.0	0.5	0.4	0.0	0.0	1.0	1.3
Trusted Traders	0.1	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	2.6

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Table A3. Share (%) of consumers that nominated [reason] as the main reason they shop at each different retail outlet (if they said they shop at the particular outlet) in Lao Cai City, Vietnam (n=150). This table lists all 23 reasons offered by respondents, including the 14 reasons listed in Figure 3.

	Supermarket & hypermarket	Minimart	Specialty shop	Online	Phone	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler
Low prices	0.7	1.6	0.0	8.0	16.3	5.0	12.9	18.0	0.0	0.0
Fixed prices	13.6	7.8	1.7	0.0	4.3	1.4	0.0	0.0	0.0	0.0
Flexible prices	0.0	0.0	0.0	2.7	1.4	9.4	4.0	20.7	0.0	0.0
Store provides discounts	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Store is easy to get to	0.0	1.6	1.7	0.7	20.6	2.9	2.4	0.7	0.0	0.0
Food products are high quality	25.7	17.2	26.7	8.0	14.2	9.4	5.6	4.0	0.0	4.5
Food is safe to eat	26.4	32.8	58.3	13.3	23.4	26.6	8.9	9.3	4.0	9.1
Food products are fresh	0.7	1.6	6.7	58.7	4.3	41.0	61.3	41.3	0.0	13.6
Good food product information	5.0	1.6	1.7	0.0	0.0	0.0	0.0	0.0	16.0	13.6
Product display is good	12.9	18.8	0.0	0.0	3.5	0.7	0.0	0.0	0.0	0.0
Offers wide variety of products	5.7	9.4	1.7	8.0	2.8	1.4	1.6	0.0	4.0	4.5
Can purchase small amounts	0.0	3.1	1.7	0.0	8.5	0.7	0.8	3.3	16.0	0.0
Fast service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.0	13.6
Delivery service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.0	40.9
Products are unpackaged	0.7	0.0	0.0	0.7	0.0	0.7	0.8	1.3	0.0	0.0
Ability to purchase on credit	0.7	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Store is close to other shopping	4.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Store is close to entertainment	1.4	3.1	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0
Cleanliness of store	0.7	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Opening hours	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Air-conditioning	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friendly staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0
Trusted Traders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0

Table A4. Share (%) of consumers that nominated [reason] as the main reason they shop at each different retail outlet (if they said they shop at the particular outlet) in Son La City, Vietnam (n=151). This table lists all 23 reasons offered by respondents, including the 14 reasons listed in Figure 4.

	Supermarket & hypermarket	Minimart	Specialty shop	Online	Phone	Wet market	Traditional family shop	Semi-permanent stand	Informal street market	Peddler
Low prices	0.9	0.0	0.0	6.6	0.7	8.2	9.8	38.5	0.0	0.0
Fixed prices	8.8	8.7	0.0	2.0	5.0	2.2	1.5	0.0	0.0	0.0
Flexible prices	0.0	0.0	0.0	4.0	0.0	5.2	3.8	5.4	0.0	0.0
Store provides discounts	1.8	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Store is easy to get to	0.0	0.0	0.0	0.0	13.5	6.7	6.8	4.1	0.0	0.0
Food products are high quality	24.8	8.7	42.9	10.6	24.8	20.9	8.3	4.1	0.0	0.0
Food is safe to eat	21.2	0.0	52.4	11.3	18.4	20.9	8.3	4.1	16.7	0.0
Food products are fresh	0.9	4.3	0.0	57.6	4.3	27.6	54.5	41.2	16.7	0.0
Good food product information	10.6	4.3	4.8	0.0	4.3	0.0	0.0	0.0	0.0	0.0
Product display is good	10.6	30.4	0.0	0.0	2.8	0.7	0.0	0.0	0.0	0.0
Offers wide variety of products	9.7	43.5	0.0	7.3	14.9	0.7	5.3	0.0	0.0	0.0
Can purchase small amounts	0.0	0.0	0.0	0.7	9.9	2.2	1.5	1.4	0.0	0.0
Fast service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	66.7	100.0
Delivery service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Products are unpackaged	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Ability to purchase on credit	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Store is close to other shopping	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Store is close to entertainment	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleanliness of store	1.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Opening hours	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air-conditioning	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friendly staff	0.0	0.0	0.0	0.0	0.7	0.7	0.0	0.7	0.0	0.0
Trusted Traders	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0