## Appendix A:

Example of questions asked, guided by the Marketing Mix Theory framework:

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| Marketing mix theory framework component | Example questions |
| Introductory questions | * Why did you start shopping for groceries online? * Who do you shop for when you purchase your groceries online? (In the context of family members) |
| Place (online grocery retail) | * When you shop online for your groceries, why do you choose an online platform rather than in-store? *Prompt: what are the benefits?* * How often do you shop online? *How does this compare to instore?* |
| Product (groceries) | * Do you use a shopping list to plan in advance what you are going to buy online? *To what extent do you stick to that? For unplanned things, what else influences you on what to buy?* * Do you think the foods you buy online for a given shop would be similar if you had shopped in-store instead? |
| Price (value) | * Do you think you spend more or less when shopping online? Why do you think this is? * How much do you spend in an average month using online grocery sites? Is this different to in-store spending? |
| Promotion (advertising, social media, price promotions) | * When shopping for groceries online, are you aware of “specials” or price promotions? *Can you describe these and how you use them?* * What types of foods are usually price promoted when you’re shopping online? * Have you noticed prompts for “healthier choices” while you shop online? *What do you think about them?* |
| What should be done to make online grocery retail healthier? | * The World Health Organization recommends that supermarkets stop promoting junk food at cheap prices and instead promote healthier options. What do you think about this recommendation? * Are there other things that online food retailers could do to support you and others to purchase healthy foods? * Who do you think is responsible for healthy online food retail environments? Do you think governments have a role to play by regulating online supermarket practices? * What else do you think supermarkets and governments can do to make it easier for you to purchase healthy foods? |