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| **THEME** | **MAIN CODE** | **CODES** |
| ***Online promotions are useful, but unhealthy food specials dominate*** | **Unhealthy food marketing online is too prominent** | Harder to buy healthy food online compared to in storeHealthy food is not on special oftenIf healthy food isn't as visible to you, you won't buy itNot enough price promotions on healthy foodPresence of price promotion influences purchasing of unhealthy foodPromotions on supermarket home pagePrompt on website to browse through specialsShould promote both healthy and unhealthy foodsSpecials are not common for fruit or vegUnhealthy food promotions are too prominent |
| **Impulse buying online** | Browsing behaviour onlineImpulse buying because of price promotionImpulse buying unhealthy food in storeImpulse buying unhealthy food onlineIn store allows for browsing for specials more than onlineJunk food specials more obvious when shopping in storeJunk food specials more obvious when shopping online More browsing online than in storeMore impulse buys onlineMore impulse buys instore Price promotions can trigger impulse buying |
| **Experiences with personalised marketing online** | Feels misled by promoted search resultsHas noticed promoted search resultsHasn't noticed promoted items in search resultsIgnores promoted search resultsHas seen healthy option promptHasn't seen healthy choice prompt beforeHave you forgotten prompt is mostly for unhealthy food Personalised specials listUnhealthy items promoted in search results“Have you forgotten?” prompt |
| **Using loyalty points or reward programs online** | Buying extra items for loyalty pointsSpending more to qualify for bonus loyalty points Loyalty points online |
| **Opinions on online recipes** | Feature to add directly from recipe page to shopping cartHas seen recipe prompt but not triedHas used recipes beforeHas not seen or used recipes onlineMeal planning using recipesPositive response to recipe promptRecipe prompt not relevant due to different dietary preferencesBudget recipes ideas are useful to save money |
| **The importance of the online catalogue and price promotions** | Begin shop with reading online catalogueBegin shop with looking at specials tabBuying extra to take advantage of the price promotionDon't use catalogue onlineEasier to stay within budget using specials when shopping onlineParticipant with low income - importance of catalogueOnline catalogue encourages impulse buys of price promotionOnline only specialsPositive feelings about price promotionsShop directly from online catalogue into cartShopper actively seeks out price promotions onlineUsing the online cataloguePositive feelings about price promotions |
| ***Online grocery platforms are helpful for budget conscious shoppers*** | **Pricing tactics** | Spend less money shopping onlineSpend less money shopping instore  |
| **Affordability** | Cost of food risingSort by unit priceHealthy food is more expensive than unhealthy foodPrice has a big influence on purchase decisionsReducing the price of healthy food would have large impact on purchasing habitsTry to save money by buying things on price promotionOnline budget recipes Not able to access reduced to clear items onlineNot everyone can afford a lot of fresh food Variability in fresh produce prices makes them hard to budget for |
| **Delivery fees** | Free delivery enticed beginning to online shopPaying a subscription fee for unlimited deliveriesSpending a specific amount to get free deliveryDelivery costs are too expensive |
| **Keeping to your budget when shopping online** | Able to check basket and purchase price before checking outEasier to keep track of spending onlineUnexpected total spend when in storeI can stick to my list online |
| **Pre-planning purchases when shopping online** | Begin shop by looking through “bought before” listUsing a category to search for itemsBefore online shopping has a clear idea of what to purchaseChecking inventory at home before doing online shopping orderDoesn't plan shopping with a listOnline shopping reduces food wasteSticks to the shopping list online |
| ***There are pros and cons with shopping instore and online*** | **Hybrid shopping – both in store and online** | Buy some items in store and some items onlineShopping in store for delicate or perishable items |
| **Reading nutritional information online** | Are photos of ingredients lists current online?Check nutritional information more in store than onlineComparing nutritional info is hard online across two productsPhysically comparing two products in storeDoesn't compare nutritional information across two products onlineDoesn't read nutritional information for every productReading country of origin information is importantUnderstanding nutritional information is difficultUsing a phone to online grocery shop means that nutritional information photos are very small and hard to read |
| **Issues with the quality of fruit and vegetables purchased online** | Buy minimal fruit and veg online, only necessitiesBuying fruit and veg in store instead of onlineDo supermarkets give less fresh items to online orders?Doesn't buy fruit and veg onlineIn store marketing for fruit and veg is effectiveNo quality concerns with fruit or veg bought onlineWants to personally select fresh items in store |
| **Feelings and emotions influence purchasing behaviours** | Emotions can influence purchasing of unhealthy foodFeelings or emotions influencing purchasing (general)More susceptible to cravings when shop in storeOnline shopping is relaxing, a pass timeDon’t have to think too hard when shopping online |
| **Differences in the shopping experiences because you can’t physically see products** | Difficulties because can't physically see productForget things when shopping online because not prompted by physically seeing itemsPhysically seeing fresh fruit and veg puts you in a healthier frame of mind for purchasing foodSeeing a photo online doesn't influence purchasing as much as seeing the physical product in storeHard to make the healthiest choice when you can’t physically see itemsHard to visualise how much food you are buying |
| **Convenience** | Able to select delivery for a time that suits youDon't have to physically walk down aisles in supermarketHealth condition means spending a long time shopping in store is difficultLess time consuming to shop online compared to instoreOnline grocery shopping is easier when you don't have a carOnline shopping is more convenientOnline shopping is relaxing, a pass timeOnline shopping means you don't have to bring children to the supermarketPandemic made us shop onlineUse online shop because it's faster than in storeYou are able to online shop in your own time, when it suits youOnline shopping is faster than in storeThere are pros and cons to shopping online  |
| **Children influence how the family shops and what they buy**  | Children and teenagers are susceptible to food marketing practices in-storeChildren have selective taste preferences and may not want what's healthyConcerned about child’s nutritionTrying to be good eating role models for childrenTaking children in store to shop (negative) |
| **There is no difference in the accessibility of healthy food online or instore** | Healthy food not more or less accessible online |
| ***Scepticism of supermarket-led actions*** | **Supermarkets operate as private entities** | Don't need government intervention into supermarket regulationGovernment shouldn't interfere with private companiesOnline shopping is changing the supermarkets business modelSupermarkets are responsible for regulating themselves |
| **Distrust of supermarket and scepticism of their motives surrounding health** | Scepticism of health star ratingsScepticism of nutritional information provided by supermarketsSupermarket regulation won't happen without government interventionSupermarkets are trying to make moneySupermarkets sell a lot of unhealthy foodSupermarkets should do more to promote healthSupermarkets should do more to put healthy food on price promotionSupermarkets think more about money than about healthiness of productsHealth information from supermarkets isn’t objectivePrice promotions are for items that are poor quality |
| **Suggestions for policies to improve the healthiness of online grocery retail environments** | Supermarket initiative suggestion Awareness or education campaign for healthy foodFilter by health star rating to improve online shopping for healthy foodsFilter option to remove unhealthy food from onlineHave a healthy food online tab or category onlineHealthcare spending could increase due to poor dietary choicesHealthy option prompt would help with purchasing decisionsIs it everyone's job to make supermarkets healthy?It would be hard for the government to regulate supermarketsMake healthy food specials more prominent onlineSupermarkets should make it easier for people to find healthy food online  |
| ***A role for government-led actions*** | **How to regulate online supermarkets** | Can't force people to buy only healthy foodGovernment policy to regulate supermarketsGovernment should have a big role in regulating supermarketsGovernment should look out for people's best interestGovernment should regulate what supermarkets are allowed to promote and advertiseTaxes on unhealthy foods |
| **Personal responsibility narratives** | All food can fit in your diet, even unhealthy foodComparing junk food to tobaccoGovernment overreach in food policyIndividual choicesJudgement of others for not knowing cooking basicsPersonal responsibilityPersonal taste preferences override health recommendations |
| **Role for government**  | Positive response to government regulation of online supermarkets, but acknowledge that unlikely to happenPositive response to WHO guidelines about marketing unhealthy food onlineUnequal power of fresh food vs unhealthy food companiesUnsure whose job it is to make supermarkets healthierPolicy suggestion  |