

Coding Paradigm	Concepts from Literature	Themes	Codes	Sample Quotes	
Ecological	Preferences and behaviors of customers shopping for food at a specific task and gender level.	People	Friend		
			In-relationship	"About my family or about my other things I can say, like I still live with my girlfriend. "	
			Family		
			Store Employees		
	Importance of the "Type" and the Location of the Grocery Store (In regard to Nutrition / Pricing),	Environment	Home		
	Factors such a store design, aisle management and overall product ergonomics also predict, the number of time a consumer might spend in an aisle.		Nearby store	" I shop there whenever I pass that from that store, because usually I don't have any specific preference to go to any specific store for me, whichever is closer to my area or maybe if I'm coming out from the work and if I encounter any store, so I just pick up their stores. "	
			Store		
	Upgrading Self Checkout Experience for Food Purchase. People who use handheld scanners fixate on and touch			Self Checking	
				Bar code scanner	
				Cashier	
				Phone	
				List	"I'll check my list to make sure I don't forget anything small."
				Shopping Cart	
Basket					

scanners fixate on and touch more products; possess a more robust perception of control of the shopping process, and enjoy shopping more.

Tools

Payment method	"So, I usually pay with MasterCard"
E-mail	"Sometimes I got <Promotion brochure> those in my mail. So that helped me decide which store I want to go to that week."
Car	"My partner can drive me there <to the shop>"
Coupons/deal/offer/promotion	"Uh, yeah, so we usually get those kinds of like a few cents off, or a few dollars off coupons when you were buying it."
Card	"So about the resources, I'm not sure what other resources they have. Uh, they have a card or card to register your phone number as well."
Weighting machine	"There's always a weighing machine there, you put it there and you just select your item."
Recipes	"Sometimes maybe I checked and saw an interesting recipe I want to try out"
Buying out of the plan	
Taking advantage of Deals	"I like their weekly deal advertisement paper, whatever that's called. So I know what's on sale. (...) I think that's something I definitely would use a lot."
Shopping choice base on finance	"So, and on that day I went to stop the show, but my bill was pretty low because I just, I was very focused and there was time crunch."
Shopping on weekends	
Reliability on service	"I don't trust enough if they get delivered to me that those <Produce selection> are the best ones"
Deciding where to shop	"<DEALS> helped me decide which store I want to go to that week"
Planning at store	"I do go to the place with a lot of the fresh stuff first, protein ... I'll check those out first and then I'll think about what goes with it."

Integrated Model to understanding Grocery Shopping

Experience & Purchase Behaviour, Grocery Store Interventions & Trials to study Consumer Behaviour. The “food environment” does play a vital role in consuming healthy food. Shopping behavior concerning three decision processes: the shopping trip's timing, store choice, and the amount to spend.

Behaviors

Deciding what to buy	
Using store Tools	<Bar code scan> "For fruits you don't have stickers on every piece, right?"
Asking for help	"Unless there's people around. I don't look in the store for help"
Discard entire bag	"Uh, if I'm going there and there are a couple of items that are missing. So because of that, I have to leave my entire bag, then I was like, I'm not going to carry my bag."
Change plan	"Or maybe I have changed my planning. Okay. I can't have it, uh, for the next day. "
Throw receipt away	"But considering today's world, or maybe my habit, I throw my receipt right away until it's like, they're not bigger offers."
Compare with other store	"Sometimes our organization part is not up to the mark, as I'm seeing it, if I'm comparing it with the other stores."
Buy random	"So, those are the only basic things like I prepare and I go there, but when I enter the store, there are some kind of things to say, for example, chicken nuggets, that's not in my mind. And if I'm walking by the aisle from a frozen food and I see that, I just pick it up."
Grocery waste	"sometime what happen like, when I buy some kind of a grocery, there's a lot of grocery that got wasted because at the gist like I did just order a like"
Dinner main Dish	"I spend most of my time in the afternoon preparing for dinner".
Fresh	"I don't plan my meal in detail. It really depends on what's fresh in the store"
Buy precooked food	"Sometimes we purchase some ready make stuff so I can just reheat it sometimes"
Cheking price	" I don't know what price exactly they are if they're not organized enough"
One shopping Trip	"I don't like to visit multiple stores at the same time"

Conceptual

Importance of location, prices and product availability when choosing a store. Comparison of Online vs In-Person experience, Traditional markets gain a natural and a conventional trust, as they are perceived as cost-effective, family-trusted, and available.

Preferences

Select own produce	"...to picking which item. If there are multiple apples in front of me, I'll pick through it"
	"I would buy it, but a choice between organic bananas and regular bananas, I'm just going to buy the regular bananas. Same thing with spinach."
Write List instead of typing	"I like to write it down physically instead of typing, because that helped me remember stuff a little better"
Online	"can get delivered to me and something that's not time sensitive"
	"Something's already prepared. And I know exactly what it is."
	"I have never done online. Not at all."
Discounts	"I check what's on sale and what looks fresh while I'm in the grocery store."
Prefer relevant emails	" So instead of that, like I would prefer relevant emails that will just come to me rather than like all the marketing events. "
Price relatively	"So that's the thing, like we, you get organic store, organic things that you want to buy, but the same organic thing, at one store is totally different than the other one in terms of prices. So yeah, relatively cheap in that case, "
Like own bag	" And over there also, I prefer the paperbacks and put the things over there and have my grocery coming, like in my own bag."
Like organized way	"And second of all, um, I really liked the way they, uh, organize the things. "
Frustrated	"I guess it's in the afternoon thinking about what I should cook for dinner".
Happy	"Mmm...,I don't think so. Yeah, I guess one of the good things about grocery shopping is the music selection. No matter where I go;"
Upset	"Sometimes I would get upset if I purchased something that I already have"
Angry	"It makes me little angry or sad mix of emotions. And if I'm not finding the two, three items, like what I need, I discard my whole shopping. "

Consumer satisfaction when shopping for groceries was a significant predictor for building trust with a specific grocery store.	Feelings	Trusty issue	"Uh, earlier, I used to have trust issues with online shopping because I don't know if food might come good or it's not that great as comparison"
		Piss off	"Sometimes they miss out on so much items and then they give you the refund. And then we get pissed off? Like Shit, I need that item, into my like pantry, but it's not there."
		Painpoints	"Product misplaced, so I don't know how much they cost or ANYTHING on it"
			"Like in the moment, if I go to the grocery store and I don't find it, I'd try another grocery store but I usually won't go to more than one."
		Shopping Process	"That's my preferred method. And, as far as the self check-outs, like with the desk, and the scanner and the bags and the scale and everything, I would only use those if I have one item, one or two items and there's nobody else there.. I can't explain why I do that, but I don't like taking my full grocery cart up to those scanning stations..., Oh I know why, because I find that they, maybe I do something wrong but it always beeps and blurbs and then you have to wait for an attendant to come... You know what I mean?"
			"twice a week. So I buy food for myself and my partner and I usually go twice a week."
			"So, every grocery store that I've ever been in, as far as I can remember, always has the produce right by the entrance. So, I'd go into the store, I'd go left, I'd get my staples: spinach, bananas, because that's what I need for my shake, and then maybe some leafy greens, some root veg, so like, maybe I need some potatoes or some squash. From there, I'd go and I would get ah my bread..., of course this is going to be dictated by the layout of the grocery store, and then I would usually save, ah, meats and dairy products for last. You know, just go up each aisle, and I know where every item is that I want and I'd just get everything that I'm looking for. So it usually goes, produce and then all the other foods and then, at the end, all the cold stuff."
			"I don't usually plan a really detailed plan or specific items"
			"Yeah, yes, so I always go to the same store because I know

	<p>Importance of the shopping behavior concerning three decision processes: the shopping trip's timing, store choice, and the amount to spend.</p>	<p>Activities</p>	<p>Planning Shopping</p>	<p>Yeah, yes, so I always go to the same store because I know where everything is. And, my, my shopping habits don't vary that much, as far as the different items that I buy..., so it is more important for me, to be able to go to the grocery store and know where everything is rather than to save money or go to a grocery store that has a large variety. It's more about time than it is about, anything else."</p>
			<p>Meal Planning</p>	<p>"I usually stare at the stuff I bought for a little bit to see which ones are the ones I want to eat tonight"</p> <p>"Ok, so like my breakfast is usually a shake with, is all natural stuff; so it is spinach, water, bananas, oats and chia seeds. And then lunch would typically be like a sandwich, so with just turkey and lettuce and whole grains and pickles and stuff like that. And then dinner would be probably the heaviest meal of the day and it could be, it could really be anything, it could be spinach, tomato based, oh sorry. Spaghetti, tomato based sort of beef Bolognese sort of thing or.. chicken, fish.. things of that nature.., rice."</p>
			<p>Asking for help</p>	<p>" I checked with the counter and asked them, first of all, there are a couple of guys inside as well. So I asked them someone who is putting on the vegetables or something, I just go to the person and say like, I'm looking for this thing. And if you have, can you please, can you check your pantry? Can you check your, like a backend or something? Like, if you might have it on the back, you might poke it to put it here."</p>
			<p>Go to express queue</p>	<p>"And, uh, it, this was a nice experience for me because my items were ten or less, so I was in an express queue. "</p>
			<p>Online shopping</p>	<p>"and most of the cases I use Amazon, Amazon services, so two hour services. So it's pretty easy for me. "</p>
			<p>Pantry Management</p>	
			<p>Low price</p>	<p>"I guess I'm more of like a bargain shopper"</p>
			<p>Discounts</p>	

Expectations	Promoting Nutrition at the Grocery Store, Enhance Food Retail Environment, Upgrading Self Checkout Experience for Food Purchase. Price setting related to customer's attitude affect their loyalty to a store	Needs & wants	Read my mind	"It should read my mind because what exactly I want to eat."
			Save time	"But I just want to save the time on all that, that I have, like all the overall, like all the rush going to and fro. "
			Want a better experience	"As per consumer expectations, customer expectation I prefer like, okay, they should be there because it's the biggest store. "
		Motivations	Please the family	"If there's something that if I like it, I want to make sure my family likes it too"
			Craving for something	"But the thing is, uh, there are a couple of days where, like, You crave for something. So you're planning failed on during that time."
			Inspire by Social Media	"I like to browse social media for (..) food and recipes. I do it for fun. And once a while I see some interesting recipes that I want to try out"
			Save time	"So if I can, kind of group that together, and just do one trip to <the store> or maybe they <food> get delivered to me"