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INTERVIEW TRANSCRIPTS

00:00

Catalina Gomez: Hello Mr. Pickard

Participant 1: Hello

Catalina Gomez: I'm Catalina Gomez; I'm conducting this research about people's behavior when shopping for groceries. Thank you so much for participating in my research. I want to let you know that I have planned this interview to last approximately one hour. I don't want to miss the little details so I'll be recording, but remember that only the researchers that are in this project are going to have, like, access to this video. All information gathered will be held confidential and I will just use the information that is valuable for our research. Even if you agree to take part of this research, you may stop this interview if you feel uncomfortable, because I don't intend to inflict any harm with this research. Thank you for agreeing in participating.

Participant 1: Ok.

Catalina Gomez: You have been selected to speak with me today because you have been identified as someone who has a great deal to share about your shopping for groceries experience. Our research project is interested in understanding people's sentiment concerning shopping for groceries. We're trying to identify the pains and needs of people, ehh, to hopefully help improve this shopping experience.

01:40

Catalina Gomez: So, to start I would like to know how does your regular day to day life look like? If you can tell me a little bit how is a regular day for you?

Participant 1: A regular day for me... Well I'm not working right now, so I just wake up in the

morning and I'll go and research market data for my investments and my stocks, I'll do that for two or three hours, and then usually that takes me into lunch. And then I usually study; I'll read a book usually business related, about leadership or anything financial. And then with the rest of the day I would take the time to work on my YouTube Channel.

02:38

Catalina Gomez: Ok. Can you tell me a little bit about your food preparation and cooking experience in your day, like. Do you cook for lunch?

Participant 1: So-

Catalina Gomez: (overlapping) in a regular-

Participant 1: Sorry is broke up a little bit there.

Catalina Gomez: So, in a day that you make lunch, How's it?

Participant 1: 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.

03:52

Catalina Gomez: So, your dinner is the meal that you elaborate the most, right?

Participant 1: Yes

Catalina Gomez: Can you tell me about it? How do you plan for it? Like, Did you plan it in advance or you just check what you have and you start cooking. How is it?

Participant 1: So.. I guess it would sort of center around what I have but typically I would plan like one special meal. The other day I made a Vietnamese sandwich called a Bahn-Mi, which had some kind of unique ingredients. It had an Asian radish called a "Daikon" and that Daikon is only available at one supermarket where I am. So if I want to make, like, a really nice meal then I'll sort of do my grocery list centered around that meal, and then I would get all the ingredients that I need for that and I'd use whatever left over ingredients from that meal to fill in until I go grocery shopping again.

05:05

Catalina Gomez: So, how often do you go for grocery shopping?

Participant 1: twice a week. So I buy food for myself and my partner and I usually go twice a week.

05:20

Catalina Gomez: Ok. Ehh. What comes to your mind when I say groceries?

Participant 1: Produce. Mostly produce. So all the, all ingredients that kind of go bad. Because all the carbohydrates and any of the, the overly-produced foods last a long time so usually the main reason why I go grocery shopping is to get spinach, because that's what I ran out of first every time.

Catalina Gomez: That's your favorite?

Participant 1: Yeah, it makes me feel good.

05:59

Catalina Gomez: "(laugh)" What comes to your mind when I say list?

Participant 1: My least favorite?

Catalina Gomez: No, no, no. LIST. What is a list for you? When I say list, what comes to your mind?

Participant 1: Yeah, I would say a grocery list.

Catalina Gomez: Grocery list?

Participant 1: That's about really the only list that I ever use.

06:24

Catalina Gomez: Ok, and what comes to your mind when I say shopping?

Participant 1: What comes to your mind when you say shopping..., most of the time.. is like an obligation. Is something that I don't want to do but I have to do.

Catalina Gomez: So, why do you dislike, like shopping?

Participant 1: As in shopping..., if you just say the word shopping I'll probably going think food related, yeah.

07:00

Catalina Gomez: Ehh. What comes to your mind when I say groceries shopping?

Participant 1: Mmm... I don't want to do it. "(laughing)"

Catalina Gomez: "(laughing)" But do you think like in any specific eh, place... or why you wouldn't want to do it?

Participant 1: Specific place?

Catalina Gomez: As in, do you always go to the same like, store, for example?

Participant 1: 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.

Catalina Gomez: So you prefer this store, eh, just because you already know how it's distributed and what they offer? And everything. So you feel like, at home when you go there?

Participant 1: Yeah, so if it's just me, by myself and I'm going grocery shopping and I don't have to wait for a teller or anything like that, then I can get into the grocery store and be back to my car, I think I timed it.. my quickest time was twelve minutes.

Catalina Gomez: ok. "(laughing)"

Participant 1: That was enough food for like four days.

Catalina Gomez: ok. You say you go twice in a week and you do it as fast as possible,

Participant 1: yeah- (overlapping)

Catalina Gomez: (overlapping) that's your goal?

Participant 1: That is right. That's my goal, yeah.

Catalina Gomez: Not to waste time at the store?

Participant 1: Yes, I feel like time management is pretty important. I don't really want to be around a whole lot of people..., particularly now. So, yeah, time is everything.

09:19

Catalina Gomez: ok, Would you tell me one story of your own typical grocery shopping process? When you get there, what happens? What's the first thing you look for? or How is it?

Participant 1: 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.

Catalina Gomez: If I understood correctly, you try to follow like the grocery path? Not like, first I need this, then I go for this because it's on my list, you just follow the grocery path?

Participant 1: Yes, yeah, because it takes less time to walk from one end of the building to the other end of the building, instead of looking for each item. Even if I'm doing something different, like when, when I went to get those Daikons, it was still the natural sort of pathway of the grocery store. I don't usually have to go back and forth to find different items, that rarely happens.

Catalina Gomez: Yes. But some people just follow the list...

Participant 1: Yeah

Catalina Gomez: Not everyone realizes that the store has a path.

Participant 1: Well, it is laid out in a, in a particular fashion and once you get used to that, you can navigate it quite easily.

11:59

Catalina Gomez: Yes. When was the last time you were in charge of planning for your grocery

shopping? When was the last time? Like

Participant 1: The last time I what? Sorry..

Catalina Gomez: You went for grocery shopping. Not went but plan for it?

Participant 1: That I plan for it?

Catalina Gomez: Like, if you were this week or last week. When did you plan, like. Ok. Tomorrow I will go.. When that happens the last time?

Participant 1:.....

Catalina Gomez: You don't understand my question?

Participant 1: No, no really.

Catalina Gomez: so, When was your last visit to the store?

Participant 1: Last visit to the grocery store?

Catalina Gomez: Yeah

Participant 1: I think that would have been on Thursday. Thursday.

Catalina Gomez: Ok, so you planned for it the same day or you plan the day before? like, you realized you had to go because you were missing something? How did you plan it?

Participant 1: Yeah, so usually it all centers around spinach. That's usually how it goes... I'd go like a day without spinach, I know it sounds weird....

Catalina Gomez: No, it is interesting.

Participant 1: Like, when, we have a bit of a garden here..., and like, spinach was a staple of my garden because I eat quite a bit of it... I think it help with, anti-inflammatory. Inflammation and stuff like that. So, when you grow spinach, it would grow and then it would go to seed and once it goes to seed it gets really bitter. So, every two weeks, throughout the summer, I plant spinach, and when the garden is producing, then I may only have to go to the grocery store, you know, once every week or week an a half. But everything seems to center around spinach and I usually don't go much more than a day without it.

Catalina Gomez: Ok. It's not weird... like, For example, when I run out of eggs, I go.

Participant 1: yeah, And you have eggs every morning?

Catalina Gomez: Yes, for breakfast.

Participant 1: Ok. Yeah, I guess there's just that one thing that you can't go without. It seems like it is probably a morning food as well, hey?

Catalina Gomez: Or it's something that you like a lot, that's important to have around.

Participant 1: Part of the routine.

14:52

Catalina Gomez: Do you have any online grocery shopping experience?

Participant 1: I don't.

Catalina Gomez: No

Participant 1: I have never done online. Not at all.

Catalina Gomez: ok.....

15:13

Catalina Gomez: How do you usually plan what to buy? You use lists, you said before?

Participant 1: Yes, if I want to do something that's... is special, something that I don't regularly do, or, if I'm having a BBQ, or a whole bunch of people over, then it's a list, because there's particular ingredients that I need to be able to really make the food as good as what I want it to be. But other than that, I just go, and, and is whatever is in my mind because I buy the same stuff all the time.

Catalina Gomez: Ok. So, when you make a list, you make a paper list or do you use your cellphone?

Participant 1: No, because I don't have a phone, so, I just use paper.

Catalina Gomez: Ok. And that list method is effective for you? or sometimes you get to forget something?

Participant 1: So, yeah, with the list, particularly when it comes to spices, and there's some spices that may not be so common, I'd take my list and I'd go throughout the fridge and throughout the spice rack and any of the pantries and whatever I have I'd just put a little star beside it to know that I don't need it... And then, I'd go to the grocery store and I'd take my list and I'd check off my items as I get them and usually my list would have a recipe on it. And then, if I like what was made then I'd just keep that piece of paper. And then I would always have that recipe. And then, if I want to eat it again, I know quite quickly what I need and what I have and I can just make it. I have one right over here if you want to see it.

Catalina Gomez: Yeah.

Participant 1: All right....

Participant 1: I'll take a photo of it. Cause it is not going to pick it up, cause my camera is on blur.. but I have my camera right here... give me two seconds...

Catalina Gomez: It is fine.

Participant 1: Timer on...

Participant 1: I'll send it to you. so you can see it... all right

18:13

Catalina Gomez: Thank you so much. Can you please tell me what you do when you don't find something that you're looking for? like When you're in the store and you don't find something, what do you do?

Participant 1: 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.

18:37

Catalina Gomez: But if you don't want to go to another one, like would you ask for help to someone in the store?

Participant 1: Ehh, rarely would I ask anybody for help because most of the time they're all shelf stockers and they're not super encouraging for you to ask them questions..., "(laughing)" I just don't want to bother them. So, I'd just go home and I'd look up an alternative ingredient for whatever it is that I'm trying to make.

Catalina Gomez: Ok.

Participant 1: (overlapping)

Catalina Gomez: But if it's something that you really want and you need it and you don't have much time to go to a another store..., wouldn't you ask then?

Participant 1: I mean, yeah, I'd usually ask the shelf stockers if I absolutely have to have it but... that doesn't happen very often.

19:40

Catalina Gomez: And when you go, like for example, to a new store and you don't know the layout, if it is the first time you go, do you like check the signs or do you just go, like follow the path and see what they have to offer?

Participant 1: Ok, so if I was going to a new place... I find the signs above to be quite general and not super helpful... but, if I'm going to a new store, then I would just put myself in the mental mind space that this is going to take a long longer than I anticipate...

Catalina Gomez: Aja

Participant 1: Because, not only do I want to find the stuff that are my staples and I'm going to be looking for all the time, I'm also going to take the time to look at the stuff that's sort of around what I want..., and I'd try to make a mental note of it, so that if, in the future, I need it, then I know where I can go to get it.

Catalina Gomez: Ok (overlapping)

Participant 1: So that makes sen-

Catalina Gomez: yeah (overlapping)

Participant 1: So, I'm surveying the grocery store to see all of what it has so that I can be faster next time. That's what I do...

21:00

Catalina Gomez: "(laughing)" yeah... Are you aware of any resources that are available at the store for improving your shopping experience?

Catalina Gomez: like for exam-

Participant 1: No (overlapping)

Catalina Gomez: like for example, where do you prefer to pay?

Participant 1: where do I-

Catalina Gomez: If they offer the option of cashiers or self check-out, which one do you prefer to use?

Participant 1: So, I prefer the scanning method, where you have the scanner and you can walk around, you scan all your items, you put them into your basket and then you go to the cashier and you just show them the scanner.

Catalina Gomez: Aja

Participant 1: 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?

Catalina Gomez: Yes... Like, for example (overlapping), when you're buying meds or alcohol or something you have to wait for the person to verify your ID. Or, sometimes, the machine just doesn't work properly so you have to ask for help... So, yeah, that may take longer than going through the cashier... Is that it?

Participant 1: Yeah (overlapping); it just makes me feel weird... I guess maybe I don't put the item completely on the scale and the computer knows what a little of milk is supposed to weight... So then it just kind of curses you out...

23:14

Catalina Gomez: You know, what has happened to me...like I prefer the self check-out...

Participant 1: yeah

I don't why, I even do like the line. I don't mind ... Even if I have a lot of stuff to pay for, I prefer the self check-out but I don't like to use the store bags... So, I scan everything and, at the end, I start packing so, I suppose I waste a lot of time on that.

Participant 1: Oh, yeah, the packing, yeah. Oh, maybe that's part of it too.... Because when you go with the conveyor belt you can get your items on there really quick and then, as the cashier is scanning them you can go to the other end of the cashier and start loading it. So, it seems more like a streamer lined.

Catalina Gomez: Yeah, it may be faster than just doing it by yourself.

Participant 1: Yeah.

24:11

Catalina Gomez: ...If you had a magic wand and you could change one thing about your life, as it relates to planning meals and grocery shopping, what would you do?

Participant 1: why do I need a magic wand?

Catalina Gomez: "(laugh)"

Participant 1: I would probably come up with a.... like to improve my shopping experience and.. and... what is the word I'm looking for.. my productivity in life through not taking so much time grocery shopping and cooking. I would probably eat the same things every week. I've tried that before. I don't know if that's the answer you're looking for....

Catalina Gomez: No I mean, It's an interesting answer, but...like not to punish yourself but rather to enjoy the experience of shopping, like what do you imagine? Like, just I don't know. Why do you prefer to go for groceries and not buying them online? That could be one?

Participant 1: Why do I prefer to go for groceries and not buying them online?

25:35

Catalina Gomez: Yeah, why do you prefer to buy your groceries at the store and not buying them online?

Participant 1: I guess because you can select your own produce. But also, I don't know, I guess is just what I'm familiar with, what I have always done.

25:55

Catalina Gomez: So, if you like, if you can imagine something, Like I just dislike to waste my time when I go there, like I don't want to make lines. How do you imagine that experience? Like just going and taking everything and-

Participant 1: It would be no people. If I was to wave a magic wand...., it would be no people. For example, the produce area is usually nice and open and the individual stalls in all the grocery stores that I've ever gone to, the produce area is always nice and open, I don't know why that is, but it is. So you can usually get through there quite easily and then it's the aisles with all the cereal and grain and all the non-perishable stuff, that is the word I'm looking for, you can kind of get stuck in those aisles sometimes. Particularly now, because they want you to go up one aisle and down the other, which is kind-

Catalina Gomez: Aja

Participant 1: which is kind of annoying. And then.. umm, you know-

27:10

Catalina Gomez: So, do you mean, if there's another person with a cart, you cannot pass as fast as you want?

Participant 1: Yes, because usually what people do is they'd leave their cart, say, on the right or the left, and then they'd stand back from the shelf so that they can see it, right? Because the aisles are quite narrow and they're trying to have a wider perspective and they kind of take up the whole aisle...

Catalina Gomez: Yes

Participant 1: And I'm not very big, I don't get noticed "(laughing)" so people just stand there for ages and I don't want to bug them so I just wait. So, yeah, I guess people and then you wouldn't have to wait at the cashier... That would be nice.. and you wouldn't have to find a parking space that is close by.

28:07

Catalina Gomez: Yeah! And, what do you prefer to use: the shopping cart or the basket? Or, What do you use to carry your items?

Participant 1: Usually, the half-cart.. Have you seen the half-carts?

Catalina Gomez: No... [they are smaller] like-

Participant 1: You have a full shopping cart, which is probably, maybe a meter long, and then there's this half-carts that are maybe like half a meter long.

Catalina Gomez: Ok.. -

Participant 1: and they are real short so they have a tight turn radius.

Catalina Gomez: They [exist] in Colombia, I have never seen them here, I didn't know they have them here, I have to look for them.

Participant 1: Yeah, That's what I prefer, because then you can still get heavy stuff. I find with the baskets. The baskets are nice and it's a nice option to have if you're getting light stuff and you're not getting too much... But other than that, I'd rather have a smaller cart... Because we're only two, in my family, so I can get everything in there.

29:22

Catalina Gomez: ... Is there anything else you would like to tell me about your groceries shopping experience? "(laughing)"

Participant 1: Is there anything else I would like to tell you about my groceries shopping experience?

Catalina Gomez: If I were the owner of the grocery shop that you go to, what would you like to tell me? Any advice? Or anything.

Participant 1: Any advice? Or anything.

Catalina Gomez: Yeah

Participant 1: Mmm... [Main gripes that I have] I can't think of anything right now...

30:18

Catalina Gomez: Ok, that's fine... Do you normally pay like with cash or do you use your card?

Participant 1: So, I usually pay with MasterCard

Catalina Gomez: Ok

Participant 1: Because I get my points and, I figure, because it is a large corporation, they bill the three percent transaction fee into the price of the goods anyway. But, if they were to have like a two-tiered payment system where I could save three percent and pay cash, I would do that. So, in my life, we have, oh we had we are getting rid of it, a family business and the transaction fees for MasterCard and Visa, for a small company, was quite substantial and, in our contract, in order to be able to receive payments with MasterCard and Visa, we couldn't offer a two-tiered system for payments without MasterCard and Visa pulling our rights to accept those as payments... So we had to sign a contract to say that we wouldn't offer a cash discount, as opposed to credit.

Catalina Gomez: Aja

Participant 1: And then, when you look at how companies get that back is just they put that into the price of the items. So, I would rather get a 3, or whatever the transaction is, it depends on how large a company is, but, we were paying three percent to MasterCard and Visa, and I would rather be able to pay cash and save that three percent rather than paying MasterCard and Visa.

32:16

Catalina Gomez: Ok. And you don't know about any program at your grocery store? if you're a loyal customer, they give you some benefits and you could save some money. Are you a loyal customer of your grocery store?

Participant 1: So, I don't really believe in loyalty cards.

Catalina Gomez: Aja

Participant 1: I don't have any sort of travel card, I don't have anything like that because I just don't think that big data collection is good for society. Whenever I get offered loyalty cards, I just turn them down. It doesn't matter, It doesn't matter what the discount is, I'd rather maintain my privacy and not disseminate my information throughout the corporate world for them to turn a profit out of...I'd rather pay that little bit that I'd have saved in discount and not give them all my information.

33:27

Catalina Gomez: Ok. And what about like, when you're shopping, do you choose like deals? Like, Do deals works for you? Like they persuade you? Like if there is two types of strawberries for example,-

Participant 1: Yeah

Catalina Gomez: Do you like to find like deals in the store? You will go for them or you just buy what you like?

Participant 1: So yeah, If it's an item that I've already kind of set out to buy that day and there's two different brands of, say chicken, because that does happen quite a bit, and one is cheaper than the other because it's on sale and I'm familiar with it, like if I've bought it before, then I'd go for the one that's on sale.

Catalina Gomez: Ok

Participant 1: But, of, I'm not familiar with it then I typically wouldn't buy it...

Catalina Gomez: Ok

Participant 1: I would stick with what I know.

34:39

Catalina Gomez: ... OK... So How do you regularly go to the store?

Participant 1: So, typically I'd drive my car and I'd park in the parking lot and I would try and find a flat spot within the parking lot, so that when I come out with my groceries, my grocery cart doesn't roll away from me as I'm turned around trying to put stuff in the trunk. Which is...That's happened to me before, because usually, if I'm on a hill from the back of my car, I would try and put my grocery cart perpendicular to the hill; it doesn't have to be a big hill, it could just be a tiny,

tiny bit of an incline. I try and put it perpendicular to the slope and I'd be grabbing my bags out and, as I'm grabbing my bags out, sometimes I bump the cart and the cart would start to roll off.

Catalina Gomez: Oh no

Participant 1: So, I usually try and find a flat spot to park my car.

Catalina Gomez: And, what do you do with the shopping cart?

Participant 1: So, the shopping cart usually has a corral that it gets put into.

Catalina Gomez: And you actually [put it back there]?

Participant 1: I always put it back, yeah. There's actually a YouTube channel of a guy who goes around and accuse people, so approaches people aggressively about leaving their grocery carts lying around; it's really funny. He just goes and makes people feel guilty about not doing their civic duty of putting the cart away when it's like, you know, twenty meters away.

Catalina Gomez: So, Do you feel this pressure because of him or do you do it because you feel you have to take care of the store tools?

Participant 1: I try to treat people the way that I want to be treated; and you know, if everybody does their part, it's in everybody's self interest. So even if I, Like I said, I'm kind of in a hurry all the time and I want to do my grocery shopping as quick as possible; but, let's say that I had a large grocery cart, like I'm having a BBQ and I've got many items and the person behind me only has a few, then I would let them go.

Catalina Gomez: Like to pay?

Participant 1: Yeah, So, if we're at the cash register and say there's only one check-out girl there, which is what happens quite often and somebody behind me had just a couple items, I'd tell them to go first.

Catalina Gomez: Yeah, I actually realize about that too. Even if the store has many cashier spots, they're not always open. Sometimes there's just one person. How do you feel about that?

Participant 1: How do you think about that?

Catalina Gomez: Yeah

Participant 1: I mean, the groceries' industry operates on tight margins, I think is like three percent or something like that, and I understand that they need to make money so, that is what it is. And, quite often I think they just put one check-out attendant there to try and get you to go to the automated system. But..., I like work and I like to do things and I think that people need jobs and people need a purpose; I don't really believe in the guaranteed income. And I just don't think that's good for human psychology. So, I try and support people working in cash, cashier jobs by going to them instead of going to the automated tellers.

38:57

Catalina Gomez: So, is that one of your reasons, why you do it? To warranty, [that people] stay in their jobs?

Participant 1: Yes, for sure. I remember once we were at a large mall and, when you go to the cafeteria there and you get your tray food, and you sit down at the table and you eat it, right, I've always felt you should pick up your garbage, but this one lady is like, oh no, no, no, just leave it, leave it, leave it; because if everybody picked up their garbage the she wouldn't have a job.

39:39

Catalina Gomez: I mean, yes, that's something that's true. If nobody used the cashiers, they wouldn't need these people.

Participant 1: Yeah, yeah.

39:56

Catalina Gomez: I was just thinking about like, how can you get to use the code scanning machines if you're not subscribed to the store?

Participant 1: Yeah, so, when I got to the store, I don't use the scanners because I don't have a cellphone and I don't believe in big data collection. But, when I was in the Netherlands I would go to "Jumbo" and at "Jumbo" you didn't have to subscribe. You could just go and pick up a scanner, scan your items, and do your shopping and pay for your goods.

Catalina Gomez: Ok, Oh, I understand. So, that what you would prefer to have, to use these scanners, but-

Participant 1: Yeah,

Catalina Gomez: but because you don't like the subscription, and you have to subscribe [here in the US].

Participant 1: yeah, and I don't have a cellphone and it goes against my philosophy of live really.

Participant 1: and that is a nice thing about it in the Netherlands. Was... because when you go into a supermarket and you have a backpack, they always look at people with backpacks with suspicion; they do that in almost every store, even some stores, they make you leave your backpack at the front desk. Like other retail stores, not groceries stores.

Catalina Gomez: Aja yes

Participant 1: and because we were riding our bikes to the grocery store in the Netherlands, I'd load everything in my backpack to get it home, but I didn't want to put it in my backpack while shopping because I didn't want them to think that I was stealing, so, I'd take the grocery cart and I'd put my groceries in the grocery cart and then, I would take the scanner and I'd give it to the cashier and sometimes they would audit it, to make sure what I had in my basket or in my grocery cart. But then, on the other side of the check-out, there was a table

Catalina Gomez: Aja

Participant 1: That you could take your back and put in your groceries; it was quite handy.

Participant 1: So, there is this table for you to put your bag on, and take all your groceries out and put them on your backpack.

Catalina Gomez: Ok

Participant 1: Yeah

42:15

Catalina Gomez: And how do they check? Because here, I believe they control like if you, if you would like to use these scanners you need to subscribe with the store, so, like a way to control, like to know who's using the scanners. But how do they then control this in the Netherlands? Like-

Participant 1: So, every so often you'd go in and they would go through your groceries;

Catalina Gomez: Like they will check what do you have?

Participant 1: yeah, they would do a visual check. And it was kind of.. strange, because it was almost like when they had the scanner, it would tell them specific items to look for...

Catalina Gomez: Ok, [Maybe] the expensive ones?

Participant 1: Yeah, but I don't know if maybe it is a scam where people put two of an expensive item in, or something like that. You know what I mean?

Catalina Gomez: Ok.

Participant 1: so they scanned a 20 dollars item, and they want it to look like they are paying for that item, so they scan one but then they put two in to their basket. But it seemed to me, if my

memory is correct, that the machine would tell them when they would have to do an audit on the groceries. It was almost as if they were looking for specific items in the basket, for whatever reason I'm not sure.

43:52

Catalina Gomez: Ok. And there in the Netherlands, do they have the possibility to pay like in the self check-out or just with the cashiers? Like when the people use these machines. Do they have self-checkouts?

Participant 1: I didn't see any self check-outs.

Catalina Gomez: No? It was always with a cashier.

Participant 1: yeah, I didn't see any self check-outs at Jumbo or didn't see any Albert Heijn; there was always a person that you interacted with.

44:23

Catalina Gomez: And how was it? Like you put- meanwhile you were shopping you were scanning like the products, and-

Participant 1: yeah,

Catalina Gomez: And you were putting them in your cart, right?

Participant 1: Yeah. The only thing that was a little bit annoying about that system was some of the produce products. like, when you had two different types of tomatoes or you had, maybe, a not so common produce and you're trying to look for it in the family of vegetables... Because [you were] Say, like those Daikons, those asian radishes, you would get all of your radishes and then there would be a weight scale and you would put your radishes on and then you would have to click through and find that item so that you could weigh it so you could put a barcode on, and then scan the barcode before putting it in your bag... That was a little bit annoying.

Catalina Gomez: like the process? You find the process annoying? like having to figure out what type of vegetable, then looking for it in the machine, then printing the barcode, and then-?

Participant 1: Yes, maybe it was more annoying because it was in Dutch....

Catalina Gomez: Oh ok "(laugh)"

Participant 1: you know what I mean, [] when I'm just going through the thought process, where it will be a different name and you will be clicking in A to D, and you are like oh it is carrots, but it could be in the Dutch name, I think that's why it was so annoying.

46:00

Catalina Gomez: Ah ok. But, for example, here like it happens to me sometimes. Like I don't even know about, like what kind of apples I'm buying. I just-

Participant 1: Yes,

Catalina Gomez: When I have like to pay, I'd just look for apples and I will choose the first option because I don't really know about the species (laugh) of apples. Or, sometimes, the picture is not like so...-

Participant 1: Clear

Catalina Gomez: So good, so cannot really see the details,

Participant 1: Yeah

Catalina Gomez: So, I think that's something that could be improved here as well. It's not about the Dutch, but is about the system, it is a little bit complicated to use.

Participant 1: yeah, I've thought about it..., why don't they just come up with the average price of an apple..., so whether or not it's like a green apple, or ahh, what are the other apples call [Tao]? Mmmm..

Catalina Gomez: Candy something, I don't know.

Participant 1: red delicious or whatever. Why don't they just come up with a price for all? Fuji?

47:23

Catalina Gomez: And what about when it is organic and non-organic? Depends-

Participant 1: Yeah, but I don't buy organic

Catalina Gomez: Why not?

Participant 1: Because from what I've understood of organic is that not all "organic" is organic. Because, They can claim it as "organic" but then there's like ahh.. an emergency contingency. So, If they get some sort of fungus or insect and it's going to ruin the crop, then they can use an herbicide or an insecticide to try and save the crop so that we have food stability. But so, from what I've read about, "organic" is not so organic.

Catalina Gomez: So you never, like if there is only organic at the store?

Participant 1: 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.

48:36

Catalina Gomez: Ok... Well, Do you have anything else that you [would like- to share]?

Participant 1: 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;

Catalina Gomez: Ok

Participant 1: And I don't know why, but for some reason, it makes me dance,

Catalina Gomez: "(laugh)"

Participant 1: "(laugh)" I don't know why, it just happens. And I'm a self-conscious person and I don't like dancing but, for some reason, in the aisles when they are playing Michael Jackson or something like that... It makes me dance.

49:16

Catalina Gomez: and do you like that? Is it important for you that the store have music?

Participant 1: Oh yeah, because it I don't know it just makes me happy.

Catalina Gomez: Ok

Participant 1: Yeah, music is good.

Catalina Gomez: Ok, so, that's everything for today. Thank you so much for your participation and your help. Your answers give a lot of insights for my research and I appreciate your time.

Participant 1: All right, thank you.

Catalina Gomez: Thank you so much

Participant 1: Ok

The body language of my interviewer was hard to interpret because his video was freezing a lot.

