

Factors Influencing Students' Food Choices When Shopping for Food

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Abstract

With the development of society, human beings require more on different aspects of life, especially on food. For coping with the conversion of consumers' requirement, marketers should master new requirements firstly. In addition, students are treated as a kind of consumers with high consumption on food, and it is necessary for marketers to exploit their new ideas towards food. On account of this, the most efficient way is to do marketing research. This report illustrates three methods of marketing research, comparison among three methods, and advice to marketers.

Keywords: Development, Consumption, Marketing research, Methods, Advice

1. Findings

1.1 Findings of focus group

It can be discovered that female students spent less than male students during the process. For another thing, female students like spending mainly on meals and fruits; regardless, male students like to spend more on fast food or other snacks. As the question that "usually where do you buy these kinds of food?" student E (Male, 21-year-old) answered: Karaoke, I rarely go to other places. Besides that, I hang out with my friends." Student B (Male, 21-year-old) and student D (Male, 21-year-old) both expressed that they always went to supermarkets and restaurants near the school. It is easy to find that most male students usually went to restaurants, while female students like to go to the canteen at school. Solomon wrote that market researchers found women eat more fruit and fewer quantities; men are likely to eat more meat and more quantities. That is because sexual identity, which is a vital component of a consumer's self-concept, makes people conform what they should act, dress, or speak (2007, p.164). In that case, it is ought to cost less for female students; even so, according to their answers about cost on food per month, female students spend more than male students. When male students were asked about the reason, they all answered when they hang out, every person pay for bill in turn. Consequently, it is possible for a person even not to pay per month. That is the way that male students demonstrate they are magnanimous, and that is a kind of psychology. By question 6, "what is your definition of healthy food, by your own thoughts, by mass media or by family and friends?", student A (Female, 21-year-old), student B, and student F (Female, 21-year-old) demonstrated they form the perspective from the process of growing which means their choice of food come from themselves with the growing. The left three students student C (Female, 21-year-old), student D, and student E (Male, 21-year-old) expressed they make choice by external factors such as magazines, ads, and their parents and friends. In reality, those above were all belong to Group Influence, and the influence to the students (C D E) is Informational influence. Their answers also match skinner's theory, known as behaviorism theory (Black et al, 2001, pp.398-400; Sheth et al., 1999, p.147). Similarly, about the question whether external factors such as the package, the attitude of sales people, student A answered she like the smaller size of products. Researchers call it "the experiential hierarchy" that consumers act on the basis of their emotional reactions, and behaviors are strongly influenced by intangible product attributes such as product size and external stimuli such as advertising (Schiffman et al., 2008, p.105). Basing on the answers of students and theories in the books, these factors can really affect the choice of consumers.

1.2 Findings of Interview

I find food choice of student A and B are both affected by external factors, such as family members, friends, and ads etc. As Blackwell, Miniard, and Engel reported people modify their self-concept in their interactions with others in reference group, I find individuals would like to use reference groups as benchmarks to measure their own behaviors and opinions. What's more, about the question whether their families and friends support or prevent them buying something, student C and D both expressed the situation occurred. To clarify, student C and

D change their beliefs or actions based on perceived group pressures (2001, p.399). About the question whether they come across the situation that ads said something is good, while your family and friends prevent them buying. Both students expressed it occurred; however, the final decisions are opposite. Student C bought food on ads, while student D followed his parents' suggestion. According to the 2008 *Touchpoints ROI Tracker*, among the influences on consumer purchases "Recommendation from family and friends" ranked the first with 84, and "TV ads" and "Magazine ads" ranked the second and the fourth respectively. The result of the interview doesn't correspond with that result. Student D's final decision fits the ROI research result (Washington and Miller, 2010a). Furthermore, according to a report, students are more easily influenced by TV and Internet than their parents. However, their parents are more easily affected by newspaper than students. That is related with the style of life. Students would more like to watch TV and search the internet rather than running over newspapers. About a series of questions about trust resources, student A and B both demonstrated that they treated authority news as most trust ones. According to a 2008 survey, "Strangers with expertise" ranked the second, while "Friends, family, and acquaintances" ranked the first. It is likely because students are studying outside. In that case, they form the habit of relying on experts instead of their family (Washington and Miller, 2010b).

It can be also found that ethics can affect purchasing to some extent. By the question, whether ethics is the first and the main factor influencing your behavior, student C and D both expressed ethics is not the main consideration but somewhat during the process of purchasing. Just as the *Conscious Consumer Report*, quality is regarded as the most important when making purchasing decisions, followed by price, where a product is made, and energy efficiency in turn. Thus, it can be found that it fits the result of interview. If students face the ethics problem directly, they will consider ethics. Student C expressed that she never ate the meat of dog, because dog is so cute and she liked it. Of course, it doesn't offend to eat the meat of dog. However, it is a kind of moral ethics, and customers will feel unaccepted to something which is clashing the limit of moral ethics (Hartman and DesJardins, 2008, p.80). Based on the 2008 *Green Gap Survey*, 39% of consumers hold the point that they are consuming products that are more environmentally friendly, and 25% hold "I am concerned, but I'm not consuming less or changing my buying habits". Similarly, Student C and D have the same point with that of those 25% (Washington and Miller, 2010c).

1.3 Findings of accompanied shop

When student C and student D selected yogurt, they both watched the back to examine the production date. It demonstrates they both focus more on whether eating healthily. However, the difference of them is that student C firstly found the discount area to select an economical one. Not only in yogurt area, but in other food areas Student C watched the price at first. When they went to Honey area, student D he stopped and took a bottle of honey with special package shape, but at last he didn't buy. He demonstrated the reason was that he liked food with special and beautiful package. Student C wanted to select the cheaper one and compare the pureness of them, and finally she chose a little higher but one of high pureness. She thought the price was worth of high pureness. According to Solomon, it is evident that working-class consumers tend to evaluate products in more utilitarian terms such as comfort rather than fashion, while affluent people concern more about appearance and body image (2007, p.424). Student D would like to select coca cola and green tea of a particular brand; however, student C didn't choose a specific brand. By observing, student D also chose some famous brands of yogurt. When he was asked about the reason, he expressed that he believed brands and well-known brands cannot bring him harm such as chemical substance. In that case, it matches with Brand Personality, and student D adds security to brands of yogurt (Schiffman et al., 2008, p.149). A journal mentioned two experiments made by Gerd Gigerenzer and Stanford University respectively. These two experiments both described that participants felt food tasty which was in the package with brand label on it. (Washington and Miller, 2010a). According to Peter, Olson, and Grunert, student D should be classified into the uninvolved food customer who treats price as the major parameter. In contrast, student D didn't show that he had such a consideration about price, and he just bought food which he liked. Student C can be looked as the rational food consumer who is highly critical and pays more attention to quality and price, and by observation she really selected quite carefully (Peter et al., 1999).

About the question whether he thought of ethics about manufactory or food itself or not, student D liked taste of that brand at first, and then he found that the company of that brand was donating part of its sales to Sichuang Panda Base. Accordingly, he would more like to buy it because of additional responsibility, and it can be found that consumers have become ethical purchasing, although it is being disputed. However, ethics influence the behavior of consumers to some extent in current ethics era (Carrigan and Attalla, 2001). Nevertheless, student C expressed that she didn't notice ethics during the process. When student D was asked whether student D noticed the organic food or not, he said no. Because he thought that there are vegetables mainly among all the kinds of

organic food, he never cooked meals by himself. Thus, he never concern that. Student C said she didn't know what is organic food; hence. She would not to buy that. In that case, it is easy to be seen that customers wouldn't like to try new things which they don't know. When student C and student D are asked whether they would think of cow which are inhumanely treated when buying milk and yogurt, they expressed they didn't think of that.

1.4 Summary and comparison of results among three methods

During the whole process of observing, student D didn't pay attention to the advertisement of TV in the supermarket, and he also didn't try new kinds of food from shopping guides. However, in interview, student D demonstrated that he would like to see ads with voice and pictures like TV ads. Moreover, he demonstrated he was easily attractive by ads. During the focus group, student C expressed she would consider the ethics of food, and student D said if he liked the product, he would buy it whether the company of that product thought of ethics or not. In the process of interview, student C and D both expressed they didn't consider ethics when buying food. During observation, student D bought food of the company which was donating part of its sales to Panda Base, and student C said she didn't think of ethics.

In the process of focus group, interview, and accompanied shop, student C expressed and acted in a way that she focused more on the price of food. It can be also found that parents have a strong influence on their children's food preferences. Besides, it also matches with the results of the literature examining the relationship between children's food preferences and those of their parents.

According to the application of triangulation and multiple case studies approach, it can be found that price is vital in determining the selection of food for students, and suggestion from parents and friends also influences food choice of students (Stavros and Westberg, 2009). About the factors of ethics and advertisement, it cannot be discovered that they really affect the choice, but they can affect food choice to some extent. After all, different areas of people have different viewpoints towards food choice.

2. Comparison

Comparing focus group and interview, interview can get deep and more accurate information than focus group, although focus group can get innovative ideas. Besides, student C and D would more like to speak and express their points in interview. From my perspective, interview is better. When comparing interview and observation, I would like to set an example that student D express he didn't consider ethics; however, he bought the food, the company of which donated sales to Panda Base. Moreover, he had known the behavior of that company before buying. Accordingly, it is my viewpoint that observation can get more exact consumers' behaviors; after all, behaviors are more precise than words. To sum up, accompanied shop is the method which can reveal which factor influence food choice and can help researchers more on the effect of food choice.

3. Suggestion

3.1 Suggestion to marketers

By focus group, interview, and accompanied shop, it is evident to get some vital information about consumer behavior. In that case, it can also offer marketers advice. It is important for marketers to make market strategies based on research and practice about consumer reflection toward products. On account of that, marketers always want to increase the probability or frequency of consumer behavior such as frequenting particular stores or purchasing particular products. Admittedly, it can only represent SII, because students who participated in focus group, interview, and accompanied shop are all from SII. According to research above, we can find that some students would like to buy specific brands; notwithstanding, others don't keep loyal to particular brands. Therefore, it is necessary for marketers to divide the whole market into segments. These called Brand loyalists or Routine brand buyers who like to buy particular brands should be targeted by one kind of method, and those called information seekers or brand switchers will be appealed in another way. Just as student C, she almost didn't buy a particular brand but focus on high quality and low price. Marketers should make a sales promotion strategy that can make students, like student C, feel "high quality, low price". In that case, marketers can discount or promote, for example, something is 20p off, or "buy one, get one free". Of course, that is a short-time strategy (Chavadi, 2009). Moreover, it is important that the products sold at a given price to cover the cost, and the extent of discounting is in moderation. That is because consumers evaluate prices connecting product's quality and the prices of competitive substitute products. If the price is made too low, it will harm brand image of the companies. It is also necessary to consider the profit of wholesalers and retailers when setting price. In that case, it will attract new customers to become brand loyal to the companies (Meiselman and MacFie, 1996, p.275). Essentially, marketers should push out successful advertisement which focuses more on emotional feelings rather than the informational content it carries, because the kinds of products by different companies are more or less

the same (Sashikala, 2007). Hence, marketers should put emotional feelings into the targeted customers' minds by advertisement. In the process of observation, student C often noticed discounting information by whatever forms; however, student B was only sensitive to the form of advertisement with voice and pictures. In that case, marketers should carry out promotional mix which involves advertising of television in the supermarket or stores and personal selling by shopping guides (Lamb et al., 2004, p.467). Thus, student C and D will be both "hit". For students who keep loyal to a specific brand, marketers should select some popular products firstly, and then study the advantage which can attract students. After that, marketers should strengthen that advantage to make students loyal to their brands. Because students cannot tell which brand is environment friendly or organic, it is necessary for marketers to put a label with environment friendly or organic. In that case, students can know which brand and company is doing good practice about environment and society. Undoubtedly, it can also upgrade the image of company and can also prove that the company is undertaking social responsibility. Additionally, companies also should publicize the kinds of food which the public don't know and let them know the benefit, such as organic food.

4. Conclusion

By the results above, it can research some factors which influence food choice of students such as price, ethics, and advertisements. Further to this, combining individual's experience and literature, accompanied shop is thought to be the most efficient way. At the same time, it offers marketers a quite good research method and some suggestion. For that reason, marketers can change marketing strategies or make new ones based on the research results.

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Table 1. Advantages and disadvantages of three methods

characteristics methods	advantages	disadvantages
Focus Group	<ol style="list-style-type: none"> generally versatile: It is easy to find focus group is not only for research, but it is also used for studying and master how to get more information by listening to their talking. It can be treated as a process of exercising, studying, and researching (Kent, 2007, p.91). can be seen by other researchers and clients: Other researchers can learn some skills and find problems by seeing the process. Clients can know the whole process and cannot exclude it so much (Burns and Bush, 2010, p.218). innovative ideas generation: There are 6-12 people in focus group (Malhotra and Birks, 2003, p.165). Participants can be directed at understanding a wide variety of issues, such as reactions to new products (Burns and Bush, 2010, p.218). 	<ol style="list-style-type: none"> Interpretation is subjective May not represent the population may make participants shy to answer and interpret: Because some participants don't know each other, they will not tell others what they really think (Malhotra and Birks, 2003, p.168). cost a little more than observation: Researchers will buy something to reward participates to join in the discussion such as keepsake gift and drinks etc. (Burns and Bush, 2010, p.219).
Interview	<ol style="list-style-type: none"> Better understand the various opinions and reasons: Moderators can get much deeper meanings to better understand their answers (Malhotra and Birks, 2003, p.188). versatile: Likewise, it can exercise the skills of interviewers not only for researching (Malhotra and Birks, 2003, p.192). make interviewees willing to tell what they think: Because interview is a process of fair exchange of information, interviewees would like to tell moderators what they feel and think (Malhotra and Birks, 2003, p.193). can get hidden motives: Moderators can ask deep to master interviewees' hidden motives (Kent, 	<ol style="list-style-type: none"> The interviewers need to be trained and have experience to get qualitative data: It is a complex process to prepare (Malhotra and Birks, 2003, p.194). cost more than observation: Interviewers need to be trained how to ask questions and master the skills. The fees of training are needed to be considered (Malhotra and Birks, 2003, p.195). results depend on the skills of interviewers: The important and useful contents are various, and it wholly depends on the degree

	2007, p.101).	to the skills moderators master (Kent, 2007, p.100).
Accompanied Shop	<p>1. Observation can obtain accurate information: Observers can get right information, because the observed don't know they are followed and can express the true action and feelings (Burns and Bush, 2010, p.214).</p> <p>2. Observation can cost less: Observers can observe for free (Kent, 2007: 111).</p> <p>3. minimize no response errors: It can avoid the situation that none response, because in the whole process there is no communication (Burns and Bush, 2010, p.214).</p>	<p>1. Some behavior will happen under specific circumstances: The observed can act under the simulation of crowd and other aspects, and it is possible for them not to reflect their normal action and feelings (Kent, 2007,p.113)</p> <p>2. Motivations, attitudes, and other internal conditions cannot be observed: Observers can not get information about attitude and motivation etc. because of no communication (Burns and Bush, 2010, p.215).</p> <p>3. sometimes unsuitable in natural settings: There happen some embarrassing situations that you will be considered as thieves in the supermarkets, and what's worse, you may be driven out by security guards (Malhotra and Birks, 2003, p.248).</p> <p>4. may be affected by observers' perception: Like interview, the vital and helpful information selected depends on the perception of observers (Malhotra and Birks, 2003, p.250).</p>

Appendix A: the transcript of focus group

Focus Group Summary

- **Date:** March 13, 2010
- **Place:** a classroom in SII
- **Time and Duration:** 45 minutes
- **Moderator:** Yan Xue
- **Assistant Moderator:** Li Lin
- **Participants:**
- **Participant 1:** student A, Female, 21-year-old, Chinese, Harbin, Heilongjiang province, China, a student in SII.
- **Participant 2:** student B, Male, 21-year-old, Chinese, Dalian, Liaoning province, China, a student in SII.
- **Participant 3:** student C, Female, 21-year-old, Chinese, Zhengzhou, Henan province, China, a student in SII.
- **Participant 4:** student D, Male, 21-year-old, Chinese, Guangzhou, Guangdong province, China, a student in SII.
- **Participant 5:** student E, Male, 21-year-old, Chinese, Huludao, Liaoning province, China, a student in SII.
- **Participant 6:** student F, Female, 21-year-old, Chinese, Beijing, China, a student in SII.

Color Code: taste advertisement and promotion information (TV, internet, magazine etc.) family and friend price health convenience ethics custom religion

Introduction

We are students from SII in year three. In order to explore the factors influencing students' food choices when shopping for food using, we establish a focus group. Questions are all relative to what can affect your food choosing and how you choose food. In this focus group, there are 6 people, and you are all selected after a short conversation with us, which we think are really proper for our assignment. Moreover, you are all sophomore in SII.

Now let us begin our focus group

1 Moderator: Now we have know that you all live at school, so how much do you spend on food every month?

A About 800 Yuan

B 1000 Yuan

C 600 Yuan

D Maybe only 500 Yuan

E 800 Yuan

F Usually, 900 Yuan

2 Moderator: Which type of food do you spend most on? For example, fruit, snacks, or meals etc.

A I spent mainly on meals, so it is not expensive

B I prefer fast food and functional medicines

C I also spend on meals a lot.

D Also meals

E I usually have my meals in Karaoke, so it may be a little more expensive than others.

F Mainly on meals and some fruit.

3 Moderator: Usually where do you buy these kinds of food?

A I select canteen and some fruit stall.

B Supermarket and canteen at school.

C I prefer the canteen at school, because I think food in canteen is clean, diversified and **cost saving**.

D Restaurant, especially some Cantonese dishes.

E Karaoke, I rarely go to other places. Besides that, I hang out with my friends.

- F Some small restaurants around school.
- 4 Moderator: Why do you like these places instead of others?
- A Because they are all on campus; they are convenient to me.
- B Because of the price, it is cost saving.
- C The supermarket which I always go to is near my dormitory, and the canteen is suitable for we students in daily lives..
- D Because I come from Guangdong, I choose restaurants that can provide hometown meal.
- E Just for fun! Only when I am tired from singing; I eat some food, and then feel it tasty.
- F Near school, and they are tasty.
- 5 Moderator: Can you tell me more about what is the most important to you when purchasing food item?
- A Own preference is important when purchasing. I think more on taste.
- B Price as well as taste.
- C Health, say skin caring, and price as well.
- D Health.
- E Just individual preference, and for singing.
- F Losing weight.

Moderator: For student D, I know you come from Guangdong, people there always choose some precious wild animals because they are beneficial to people's health. Would you choose these animals?

D: No, I will not do that. It is beyond my ethical limitation.

Moderator: I see some people are nodding their heads; tell me about your ideas please.

A: We have our own knowledge about what should be eaten, and what should not. I think we can not have wild animals arbitrarily just because of region.

C: I think that is against the law.

Moderator: Student B, I have know that you are focusing on price a lot, so what is your criteria of price, what range of price can you accept?

B: In the mess hall, the price is fixed, 6 Yuan for two meat dishes and two vegetable dishes, so I think this is normal. And I think the price cannot beyond 10 Yuan for my lunch.

Moderator: And if there is a kind of food which is cheap and dirty but tasty. Will you buy it?

B: I will not choose it. Price is not decisive; it is just an additional terms and a kind of restriction. If the food is good in quality, or maybe really tasty, I think I like to pay higher.

Moderator: I want to hear all the different points from you. So what are the points of others on price when purchasing food?

- A I think price is important for decision, but it is not the most important one.
- C Yes, I have criteria of price on my mind. The quality and value of the item must fit the price, then I will buy that, and vice versa. For example, I can pay 3 Yuan for an apple of good quality, but I cannot pay more than that even it is excellent.
- D I would consider several factors when purchasing instead of one particular reason, but price can be a factor. Furthermore I prefer to pay more on healthy food.
- E I value more on own satisfaction, so taste, particular experience are attractive to me. Price may take about 30% in my mind.
- F Yes, price is vital but not decisive.

Moderator: Can external factors affect you easily about your choice? Like the attitude of the sales people, the package, or something else?

- A I like small size pack. And I focus on the bright appearance.
- B I don't care
- C Price, if it is expensive, I would think more about it.
- D I do not care.
- E I do not care, either.
- F No special requirements on external stimulation.

- 6 Moderator: What is your definition of “health”, by your own thoughts, or you know it from the mass media, or your family’s idea?
- A I own my own concept that health is a condition that is benefit to my body.
- B It depends on my thoughts
- C Parents and friends tell me about some healthy eating.
- D By my watching, and some magazines about food
- E By television and advertisement, but for most of the case, I can judge the fact by myself.
- F I have my own perspective about forming “health”
- 7 Moderator: Do you think your hometown’s custom affect your food choice?
- A I like having some salty food because of my family, and I think rice in my hometown is much more delicious than other regions.
- B I like eating some seafood because Dalian is located near the sea
- C I prefer noodles. You know Henannese like to choose food made up of wheat
- D We always eat Cantonese dishes
- E I always eat seafood due to its location
- F After meal, people in Beijing always have some desert.
- 8 Moderator: Do you think ads will influence your food choice?
- A Usually I am not influenced by the ads
- B Me too
- C It depends on my favor; sometimes the ads can be attractive, but sometimes not.
- D If sometimes the ad is attractive, I will have a try
- E I will have a try, but if it is useless, I will give it up
- F I will not be attracted for most of the times.
9. Moderator: When you are purchasing, can you think of your religion or race?
- A I have no religion and I am the Hans
- B I have no religion and I am the Hans
- C I have no religion and I am the Hans
- D I am from Wolunchun Group in China, and we purchase more drink and less greasy food
- E I have no religion and I am the Hans
- F I have no religion and I am the Hans
10. Moderator: Do you consider your ethical concept affect your behavior of buying , say recently more and more people are focusing on the deformed chickens of KFC, can you consider the critical comment on KFC by others and media when you choose something in KFC?
- A I love it, since I was a child. Therefore, I will not be easily affected
- B I don’t care
- C I have heard of it before; besides, I pay more attention to my health, so I won’t choose anything in KFC
- D Because I don’t like eating greasy food like KFC, I don’t care
- E I think it is a rumor set by KFC’s competitors, and I don’t see it by myself. Thus, I won’t believe it
- F That is disgusting; I will not have KFC any more.

Moderator: Thanks for your participation!

Appendix B: the transcripts of interview

Interview A:

Interview Summary

- Date: March 20, 2010
- Place: a classroom in SII
- Time and Duration: 14: 00-14:18, 18 minutes
- Moderator: Yan Xue
- Assistant Moderator: Li Lin
- Interviewee 1: Student C, female, 21-year-old, Chinese, from Henan, China, a student in SII.

Color Code: taste advertisement and promotion information (TV, internet, magazine etc.) price
ethics health news of government, TV, and radio etc. family and friends

Q: Last week, we had our focus group, and I knew sometimes you are concerning about ethics when you are purchasing food. Today, we are going to have an interview about ethics and food purchasing, about how and why such social alternatives can affect your choice. Firstly, I want to know what your definition of ethics in food is.

C: Some manufactures product dirty food or employ people to work without humanity in order to make more money.

Q: When you are buying food, is ethics the first or the main factor can influence your behavior?

C: Actually, I cannot think about ethics at the first time. **When I am buying something to eat, I always think about taste**, then maybe when I go home, or when I see some activities or news, I remember that.

Q: So dose it means ethics can somewhat influence you , but not the main reason you buy or not buy something?

C: Yes. **But it also depends. For example, I never eat dogs, when I come into the restaurant selling dog's meat, I think about ethics immediately.**

Q: How do you think about the ethics affairs on food like catching too many dolphins and whales without humanity in some countries; feeding on special feed to chicken in KFC; people eating wild and protected animals.

C: **I never purchase that kind of food, like dogs or dolphins. They are cute, and I love them. It is inhumane to eat them.**

Q: But what if pork and beef? They are all animals.

C: But we are familiar with them, they are traditional food, not like dolphins or whales, so I can accept them.

Q: Do you care if the animals are killed painfully? And can you tell me how do you think of that?

C: Yes, animals also have their feelings, and it is brutal to kill them without humanity.

Q: Do you care that when you are purchasing food?

C: **Well, not really yet, because we don not contact it frequently.**

Q: Do you think food producing process should link with the environment?

C: Yes.

Q: Can you explain it further?

C: **Like protecting the wild animals. All manufacturers have to consider about our environment, to make it sustainable and rational.**

Q: But how do you know that when you are purchasing food? Which is environmental-friendly one and which are not?

C: When I am buying food, I cannot remember that. And I do not think I can tell the environmentally friendly one from others.

Q: **Would you like to pay more for this kind of special "service"?**

C: Maybe, **while I also consider the price.**

Q: You know recently, organic food is popular but controversial. How do you think of the organic food?

C: I have no idea about that.

Q: I wonder where you ethics come from. Is it your own concept or you learned it **from the mass media, like TV news, internet, some magazines?**

C: Mostly, I have my own concept of it.

Q: So you are not influenced by the social factors a lot?

C: Yes. Perhaps **I notice something about food when the affair is popular and everybody is talking about it.**

Q: What is your own limitation about ethics on food, saying to what extent you cannot accept to choose the food because of ethics?

C: based on laws. **And if one kind of animal is precious, scarce, and cute, I will not buy them. I also support**

regulations on protecting environment.

Q: Do you think your idea is far from what the media publicized?

C: There may have some differences, but the core idea is the same.

Q: What if you know something is healthy and beneficial to your body, but eating it is against the law before you purchase food by yourself, will you buy it or escape from it, or you will be hesitant?

C: Of course not. I won't have it if I am shopping by myself.

Q: What if you are having a meal with someone else? He or she orders that kind of animal?

C: Then I may think about it. After all, He or she is my friend or family, I have to respect him.

Q: And another aspect about ethics. You know in China, some manufacturer are selfish and draws water to one's mill. They use some dirty and unhealthy ingredients in the food, like the poisonous milk powder and dirty oil happened in China. They are talked about through newspaper, internet and some forums. Do you care a lot on them?

C: Yes. They are related to me a lot. They can make me sick, so I must consider about it when I am purchasing food or eat out.

Q: Have you ever thought that how you can avoid it?

C: To tell you the truth, it is hard to avoid from it. Like usual, we buy food, how can we know it is the bad one or good one? But if recently, the media is publicizing that KFC is not that clean, I won't buy it for some days.

Q: After all, do you think social factors, like media, have affected you a lot on food?

C: Not too much. Mainly, I have my own knowledge, but to some degree I can also be influenced by the media.

Q: For those affairs on food and ethics which you notice, where do you usually get them?

C: Mainly through the Internet and from my friends.

Q: Do you think we students' concerning on ethics on food can influence the manufacturers?

C: Yes, I think we can somewhat influence them.

Q: Thank you!

Interview B:

Interview Summary

- Date: March 20, 2010
- Place: a classroom in SII
- Time and Duration: 14: 30-14: 51, 21 minutes
- Moderator: Yan Xue
- Assistant Moderator: Li Lin
- Interviewee 2: Student D, male, 21-year-old, Chinese, from Guangdong, China, a student in SII.

Color Code: taste announcement and ads (TV, internet, magazine)

price ethics health brand

news of government, TV, and radio family and friends

Q: Last week, we had our focus group, and I knew sometimes you are concerning about ethics when you are purchasing food. Today, we are going to have an interview about ethics and food purchasing, to further talk about how and why such social alternatives can affect your choice. Firstly, I want to know what your definition of ethics in food is.

D: I think there are two kinds of issues can be said about ethics in food. First, it is concerned with the producer, who does something against ethics to save cost; then another is buying and eating precious and illegal animals, which can be said, bite and sup crisis. When I am facing it, I won't buy the food.

Q: when you are buying food, is ethics the first and the main factor can influence your behavior?

D: Seldom.

Q: So dose it means ethics can somewhat influence you, but not the main reason you buy or not buy something?

D: Yes, not the main reasons.

Q: Then what is your first reaction when buying food? Or what is your “main reasons”?

D: **Maybe the taste** and my experience.

Q: How do you think about this kind of ethics affairs on food? For example, catching too many dolphins and whales without humanity in Japan; feeding on special feed to chicken in KFC; eating wild and protected animals.

D: I think it is true related to ethics, and the event is true serious, but I think I have no right to blame KFC, or Japanese. It is just their means to make money.

Q: Would you continue to buy them when you have already known the issues?

D: No, **I will not buy them.**

Q: Do you care if the animals are killed painfully? And can you tell me how do you think of that?

D: Yes.

Q: Do you care that when you are purchasing food?

D: Seldom. Because I think it is the limitation in our society. Few people think about that and I cannot tell which is killed painfully and which is not.

Q: Do you think food producing process should link with the environment?

D: Yes. **People are concerning more on environment, and considering the present condition of nature and the food chain we should not damage it any longer.**

Q: Like which procedure should be linked with environment?

D: When manufacturers are producing food, they should not pool the chemical substance into the rival, and they should not waste raw material.

Q: But you do not know what to do and how to choose an environmentally friendly one like you have said before. Am I right?

D: Yes, it is hard for we consumers to tell the differences.

Q: You know recently, organic food is popular but controversial. How do you think of the organic food?

D: I think it is good, but I think there is no need to choose everything organic.

Q: could you explain it?

D: **Because organic food may be expensive** and the technique may be not that mature.

Q: I wonder where you ethics come from. Is it your own concept or you learned it from the mass media, like TV news, internet, some magazines?

D: Most of the time, **my point is consisting with the media**, but I have my own judgment.

Q: So do you mean you do not easily believe the media? All things, you have to think about it calmly by yourself after informed news?

D: Yes. Sometimes, the media do not tell you the truth, saying, KFC says MCD's meat is dirty, then MCD uses the media to critique KFC. That is quite common. So I can not believe everything the media told me. But if recently, **all the media through Internet, TV or newspapers are reporting a same event**, I think it is true, because after all, the media has its own integrity and rules.

Q: What is your own limitation about ethics on food, saying to what extent you cannot accept to choose the food because of ethics?

D: **We cannot do something against laws in China, including consuming on food.**

Q: What if you know something is healthy and beneficial to your body, but eating it is against the law before you purchase food by yourself, will you buy it or escape from it, or you will be hesitant?

D: No, I won't.

Q: What **if you are having a meal with someone else?** He or she orders that kind of animal?

D: **I may eat them**, and I will not blame my friend.

Q: And another aspect about ethics just like you have said before. In China, some manufacturers are selfish and draw water to one's mill. They use some dirty and unhealthy ingredients in the food, like the poisonous milk powder and dirty oil happened in China. **They are talked about through newspaper, internet and some forums.**

Do you care a lot on them?

D: originally not that much, but recently I have heard too much about the second-use oil, and then when I am eating out, I can always think about it.

Q: Have you ever thought that how you can avoid it?

D: I believe in some famous and familiar brand.

Q: Then when you are choosing food in a supermarket or a restaurant, can such social factors come immediately into your mind?

D: Not always.

Q: So it is the taste or your own lifestyle comes into your mind at the first time?

D: Yes. But if some traditional and usual customs, I will think about it at the first time, like panda, I know I cannot eat it when I see it, and some resent and popular affairs.

Q: For those affairs on food and ethics which you notice, where do you usually get them?

D: Mainly through the Internet like Renren, and some news through my friends and families.

Q: Do you think we students' concern about ethics on food can influence the manufacturers?

D: Maybe, because they also have to balance their profit and the need of customers.

Q: Thank you!

Interview C:

Interview Summary

- **Date:** March 20, 2010
- **Place:** a classroom in SII
- **Time and Duration:** 10: 00-10: 14, 14 minutes
- **Moderator:** Li Lin
- **Assistant Moderator:** Yan Xue
- **Interviewee 1:** Student C, female, 21-year-old, Chinese, from Henan, China, a student in SII.

Color Code: taste advertisement and promotion information (TV, internet, magazine etc.) family friend Shopping guide news of government, TV, and radio etc.

Q: I heard that you will be not affected by external factors such as package and the attitude of sales people etc. in Focus Group, but you said you usually get information and advice from your family and friends. Do you have something you don't like to eat and your parents also don't want to eat?

Student A: yes, it's mutton. I have the experience that my father doesn't like eating mutton; therefore I have never eaten it until I taste it when I hang out with my friends. I feel it is fine. I think it is because parents won't do the meals with food they don't like eating; therefore, I will not have opportunity to eat it. Therefore, I don't like that from early age.

Q: When you go to supermarket, who do you usually go with?

Student A: I usually go with my parents and friends.

Q: When you buy something, whether your parents attempt to support or prevent your buying that?

Student A: yes, I always come across that situation. Sometimes I want to buy some fruit jelly, and my parents tell me it does harm to health. Therefore, they don't let me buy it. Once I was losing weight, I found chocolate pie. I was hesitating whether to buy it; then, my friend told me it was cheaper than that in other supermarkets and just eating once would not affect losing weight. Thus, I bought it.

Q: When you walk around in the supermarket, do you usually notice posters with sales promotion or new products launching?

Student A: I often notice promotion; thus, it will save much.

Q: In the supermarket, we always see the shopping guides, and they always introduce the new products. Besides, let you have a try of new products. In that case, do you will listen to shopping guides and have a try?

Student A: it depends on the kind of food. If that kind of food is my like, I will listen and have a try and vice

versa.

Q: We often watch TV or search the Internet, and we often see ads on TV and Internet. Did you try to buy the products of advertisements on TV or Internet?

Student A: yes, I once bought food without high calorie online in order to lose weight. Once my mum heard a radio program said tomato is good for whitening the skin, she bought many tomatoes then every day.

Q: I once heard that potato contain something which can result from cancer. Have you heard of that?

Student A: yes

Q: where did you heard?

Student C: Firstly I heard of it from my mum, and my mum got the news from the article of newspaper.

Q: After that what is your attitude towards potatoes

Student A: well..., I felt if we ate normal quantity, it would not harm health, and it was not so extreme. My mum tried her best to avoid eating potatoes; besides, my mother didn't add potatoes into dishes. Besides, potato is not necessary for me; therefore, it is fine whether I can eat it or not.

Q: have you come across the situation that ads said something is good, while your family and friends told you it is not good?

Student A: to be truth, when I bought food without high calorie just mentioned, my mum didn't want me to buy. She is afraid that it is not good to health. Nonetheless, I bought it finally.

Q: Have you encountered that situation that your friends tell you something is harmful, while your parents tell you the opposites?

Student A: um, yes, I have encountered that. To clarify, I believe science and experts.

Q: In other words, you will believe the news from government about that?

Student A: um, it can be understood in that way.

Q: Thank you!

Interview D:

Interview Summary

- Date: March 20, 2010
- Place: a classroom in SII
- Time and Duration: 10: 30-10: 47, 17 minutes
- Moderator: Li Lin
- Assistant Moderator: Yan Xue
- Interviewee 2: Student D, male, 21-year-old, Chinese, from Guangdong, China, a student in SII.

Color Code: taste advertisement and promotion information (TV, internet, magazine etc.)
family friend shopping guide news of government, TV, and radio etc.

Q: you said you were often attracted by the ads, and where do you usually see the ads?

Student B: I usually watch TV and see the magazines, and by them I often see the ads.

Q: Have you tried anything which was advertised on TV or the Internet?

Student B: yes, I have bought a lot by TV and the Internet.

Q: Still now have you felt you were cheated to buy those?

Student B: no, I felt they are all good.

Q: Do you have something you don't like to eat and your parents also don't want to eat?

Student B: I have a true experience that I don't like eating salty food; however, my parents like eating. Thus, I began to try and accept it at last.

Q: I know you are a Guangdongnese, and Guangdong has the habit to eat some special food like wild animals. Will you change the way after your arriving at Dalian, because your classmates around you all have different tastes?

Student B: if I go out to eat with my friends, I will follow them to eat similar things. However, if I go out alone, I

will choose food which I am familiar with.

Q: When you go to supermarket, who do you usually go with?

Student B: I usually go with my friends, and mostly I go with my girlfriend.

Q: what about your families?

Student B: because I have girlfriend, it is not convenient with my parents. Therefore, mostly I go shopping with my friends.

Q: Have you encountered the situation that your girlfriend doesn't let you buy something?

Student B: she always doesn't let me buy something I like, and she said it is harmful to health.

Q: In that case, how did you make decision?

Student B: I often follow her, because I am afraid that she is angry. (Ha ha ha)

Q: Have your friends support or prevent your buying something?

Student B: no, they never prevent my choosing, because we are all males. Males don't like doing that series of things.

Q: When you walk around in the supermarket, do you usually notice the news of sales promotion or new products launching?

Student B: it depends. If the news of sales promotion or new products launching is by TV in the supermarket, I will notice that. That is because it has pictures and voice. If it is by posters, I will not pay attention to it generally.

Q: Would you like to buy food which is discounted?

Student B: it depends. If the quality is fine, I will have a try. If it is defective food, I will not buy it.

Q: Just now you said you will notice ads and promotion information by TV. Shopping guides also have voice and they are real people. If shopping guides are introducing new food, will you have a try?

Student B: um, to be truth, I like trying new things. Besides, I almost had a try before. However, I didn't buy them every time.

Q: Have you heard of something which is harmful to health?

Student B: yes, such as beer. Before it is said that beer contains virus, I didn't buy it since then.

Q: Where did you heard?

Student B: my friends.

Q: If government or TV news report that beer is safe, will you have a try again?

Student B: yes, of course.

Q: have you come across the situation that ads said something is good, while your family and friends told you it is not good?

Student B: um, yes. Once I wanted to buy a kind of functional drink advertised on magazines, my parents prevented me buying. They said it is harmful to the young.

Q: what is your final decision?

Student B: at last, I didn't buy it.

Q: have you come across the situation that your family said something is good, while your friends told you it is not good?

Student B: no, I have never come across that situation.

To sum up, what is your most trust resource?

Student B: official news like CCTV news

Q: Thank you!

Appendix C: the transcripts of accompanied shop

Observation A:

Observation Summary

- **Date:** March 26, 2010
- **Time and duration:** 16: 00-16:50, 50 minutes
- **Meeting point:** entrance of Trust Mart
- **Place and setting:** Trust Mart near SII
- **Participant:** student D, male, 21-year-old, Chinese, from Guangdong, China, a student in SII

Color Code: taste advertisement and promotion information (TV, internet, magazine etc.) ethics
brand family and friend shopping guide news of government, TV, and radio etc. convenience price

section	item	time	detail	reason
Cookies	Onlyoreo Le Zhi Qu Duo Duo Hao Li You Xiong Mao Pai Pai	About 3 minutes	When Student D entered the supermarket, he walked around. Soon he saw syrup on sale and bought 2 packages directly. Then he saw the place selling cookies and sweet kinds of food, and he selected some famous brands and immediately bought one respectively such as biscuit.	Why do you buy that so quickly and without hesitating? “I think It is convenient and I like cookies very much.”
Can	Zhen Xin Lin Jia Pu Zi	About 5 minutes	When he walked to the fruit can, he chose many and compared them; at last, he saw the production date of them and bought one with coconut and pineapple. When he saw meat can, he chose fish can. Similarly, he also checked the production date.	Why do you spend long time on it? “ because the most important selection criteria for can is the production date and selecting famous brands ”
Coffee	Que Chao	About 4 minutes	While he saw coffee, he took one but laid it back, and also watches it several seconds. Finally, he didn't buy it.	Why do you want to buy coffee, but at last you laid it back? “because I always like to buy coffee, in reality I have a lot at home and dormitory. In that case, when I remember I have a lot, I will give up buying again”.
Instant Noodles	Kang Shifu	About 1 minute	When he saw instant noodles, he bought a large package at once.	Why do you buy large package of instant noodles? “Because it includes 6 units, however, it sells the price of 5. Therefore, I always buy large package ones.”
snacks	Qi Duo Bai Yelin	About 4 minutes	He bought many snacks including nuts and fried potatoes and cost about 3 minutes to select the brands.	What do you select? “I like the brand called Qiduo , and its taste is delicious . Therefore, I always select Qiduo”

fruit	pineapple	About 3 minutes	He walked around fruit locations, and at last he chose pineapple which had been cut into pieces.	Why do you buy pineapple which had been cut? “That is because it is convenient and I don’t need to cut it by myself.”
Cooked and Deepfreeze food	drumstick pig hoof San Quanling	About 6 minutes	He selected cooked food including drumstick and pig hoof, and he checked the date carefully. He walked around the area of deepfreeze food; however, he didn’t buy it.	What is the reason that just now you didn’t buy deepfreeze food? “Now I am studying outside and living in dormitory. Thus, I cannot thaw to eat.”
Dairy Yogurt	Yi Li Yogurt with Flesh Meng Niu Yogurt with Flesh	About 7 minutes	When he selected yoghurt, he spent about 5 minutes to select famous brands and checked the maturity and producing date. Besides, he chose ones with flesh finally. While he was selecting, a TV ad was on; however, he didn’t notice that.	What were you observing then? “ I am reliable on well-known brands and fresh yogurt is ought to be selected” Why do you select yoghurt with flesh? “Because I like fruit.”
Drink	Beer Coca Cola Kang Shifu	About 3 minutes	He looked for something but he didn’t find it, and at last he resorted to shopping guides. Then, he got to the area of drink, and he bought a dozen of beer and one bottle of Coca-Cola and Kang Shifu respectively.	Why do you select beer optionally? “I drink beer only for get-together; thus, I don’t care which brand. However, I like drinking Coca-Cola and Kang Shifu daily.”
Honey	Guan Sheng Yuan	About 1 minute	Before he settled accounts, he stopped and took a bottle of honey with special package shape to have a look. Finally, he didn’t buy it.	Before you settle accounts, why do you stop and take a bottle of honey? “Because I like food with special and beautiful package.”

Student D wanted to buy some convenient noodles and cookies which he planned to buy before going to supermarket. He just walked around and he didn’t go towards the place of selling cookies and convenient noodles directly.

Q: Do you buy something which your parents and your friends don’t want you to buy?

D: yes, like cookies and instant noodles

Q: Why do you want to buy them?

D: because it is continent, I will not go out to have meals.

Q: Have you noticed the promotion information?

D: no, it is the same to me whether it is discounting. That is because I only choose what I like no matter how much it is. Mostly I select some famous brands.

Q: I saw you didn’t notice the promotion information by TV in the supermarket. Why?

D: um..... I really didn’t pay attention to that, because it is too crowded. I only want to leave there after shopping.

Q: When you are purchasing yogurt, have you thought of the ethics of food?

D: Recently, I have. There is a San Lu event in China. Besides, I always select famous and reliable brands, so that I can avoid things like San Lu happens on me.

Q: What do you think about the animal treatment in food industries?

D: Well, I think animals have their own feeling as human beings, so they should be treated well, with good raising environment and perfect control of their growth. I think it increases the output.

Q: During the process of shopping just now, have you ever thought of ethics about manufactory, such as working condition, child labor, or the contribution to society.

D: Yes, sometimes. For example, when I buy Xiong Mao Pai Pai, the manufactory will donate one Yuan to Sichuan Panda Base. It is well-known that panda is the most valuable animal in the world; therefore, after that I often buy it because of responsibility to protect panda as well.

Q: I find that you ignore the Genetically Modified food, what is the reason?

D: Yes, that is because my parents don't allow me to buy them, and they say it is harmful to health.

Q: Have you heard of organic food?

D: Yes. Organic food becomes popular right now because of its health and environmentally friendly. I think organic food is a good choice for consumers.

Q: So you think people will choose organic food, am I right?

D: Maybe, because they think more on environment, and organic food is concerning a lot on environment and people's health.

Q: Do you think it is hard for you to choose food concerning ethics?

D: Yes, it is hard. I cannot tell the differences only by the appearance of food. If I can, I think I may choose ethical food.

Q: Would you like to pay more for the ethical food?

D: After balancing other aspects, such as taste and price, I may purchase it.

Q: Thank you!

Observation B:

Observation Summary

- **Date:** March 26, 2010
- **Time and duration:** 16: 00-16: 50, 50 minutes
- **Meeting point:** entrance of Trust Mart
- **Place and setting:** Trust Mart near SII
- **Participant:** student C, female, 21-year-old, Chinese, from Henan, China, a student in SII

Color Code: taste advertisement and promotion information (TV, internet, magazine etc.) ethics brand family and friend health news of government, TV, and radio etc. convenience price

section	item	time	detail	reason
Dairy Yogurt	You Guoli Yogurt mango: You Guoli Yogurt strawberry	About 5 minutes	When entering, go directly to the yogurt shelves. Firstly, see the big price ban hanging there, then go to the discount shelves, and after comparing the prices, select two satisfied yogurt at the same time, see the back of the package	Going directly: focus more on health, and individual habit. Comparing the prices: choose a economical one. Seeing the back: see the fresh time.
Snacks Biscuits	Onlyoreo	About 6 minutes	Firstly walking around the biscuits shelves. Then go to Onlyoreo, and choose one.	Walking around: see whether there is something on sale. If there is no discount of something, then choose what she usually has.
Snacks Biscuits	Onlyoreo	About 6 minutes	Firstly walking around the biscuits shelves. Then go to Onlyoreo, and choose one.	Walking around: see whether there is something on sale. If there is no discount of something, then choose what she usually has.
Honey	Run Da, Date Honey	About 6 minutes	Firstly, walking around the shelves, then, selecting one, but after seeing it, put it aside; choose a second one, hold it and at the same time, seeing a third one, the after thinking, choose the second one.	Walking around: comparing the prices, and find the right kind—Date Honey. Finding Date Honey: habit and good for girls. Put aside the first one: it is not poor enough after seeing the degree of purity. Hold the second one: think it is good, but the price is a little high, and then hold it, seeing whether there is a economical one. Put away the third one: the second one is better at the color

Fruits	1 kilogram of Mango	About 9 minutes	Firstly, walking around the fruit shelves, and then go to the mango shelves. After seeing the price of mango, Selecting mangos one by one conscientiously, put aside the bad ones.	Walking around: see what fruits are good at this season. Go to mangos: there are lots of mangos on the shelves. The criterion of choosing mango: the shape is standard; the appearance is smooth, not too large or too small.
Bread	One French loaf and one black rye bread.	About 3 minutes	Walking along the shelves, and then hold one. Walking to bread shelves, hold bread and ask the assistant something, then purchase these two breads.	Walking along: selecting the freshest breads. Choosing the first one: warm Ask the assistant: ask what the bread is made of, and whether it is fresh.

Through all the process, the observed had no lists, and except the yogurt, she had no certain goals of what she would buy. She walked around the shelves at her pleasure, and there is no arranged order of what to buy. Furthermore, there are no problems and no return purchase when she paid.

Q: Do you buy something which your parents and your friends don't want you to buy?

D: yes, I have been losing weight; therefore, I have been wanting to eat biscuits. Besides, I am alone. Thus, I bought that which my friends prevented me today

Q: Why do you want to buy them?

D: that is because I really want to eat that.

Q: Have you noticed the promotion information?

D: yes, I often notice whether it is discounting or not in the supermarket. I always consider that the price should not be at that level; thus, it must be discounted. (Ha Ha Ha)

Q: I saw you bought some yogurt, is it brands or categories which you usually buy?

D: um..... No, ones bought today is cheaper than that in normal times by promotion posters; hence, I buy them.

Q: When you were purchasing yogurt, besides the taste and price, have you thought about the ethics of food?

C: No.

Q: During the process of shopping just now, have you ever thought of ethics about manufactory, such as working condition, child labor, or the contribution to society.

C: Yes. I remember when I purchase mineral water like No ngfu Spring; we pay not only for the company, but also for society.

Q: Do you know the ethic affaires in milk and yogurt, like the process of milking a cow should be humane and the room environment for the cows should be superior as well, and it is good for the customers, the producer and the cows?

C: No, I cannot think of that when I am buying milk.

Q: Do you think it is important to raise superior treatment of animals' in food industries?

C: Yes, I think it is important, but it may be too troublesome for we customers to tell that kind of food. I think few people would like to see carefully of the package to find an ethic one. And I agree with your statement, producing food of humanity can increase the quality and quantity.

Q: Would you support it, or in other words would you like to pay more for the ethics?

C: Only if I am sure the companies do make use of the money for good treatment, and the price should be proper.

Q: And about the honey you bought, did you notice that you have chosen the organic one, signed on the package?

C: No, I did not notice that. (Looking at the bought honey again.)

Q: I remember you told me in the interview, you have no concept of organic food, so you still do not know what organic honey is?

C: No, it is not clear for me.

Q: Then I will tell you the concept of organic honey—a new kind of honey that concerns more on the environment and health, and there are no insecticides, antibiotics and any additives, which can be one kind of safety food. Usually, there is symbol of organic food on the package. Now you have the knowledge of organic honey, will you buy an organic one next time?

C: Maybe, because I still cannot know the outcome of buying an organic one and I should consider the taste and price next time.

Q: Why do you think people may choose organic food?

C: Maybe they are healthier than others, natural and with little additives. I think food with no additives is safe.

Q: What do you think of food containing too much additives?

C: They are necessary but unhealthy. I think most food items contain additives, but people are advocating food without additives since people are realizing the benefit of safety food.

Q: How do you think of genetically modified food?

C: On one side, I think it's not mature; it may cause danger, but on the other side, it will also provide something good to human health.

Q: Will you buy genetically modified food?

C: No, I will not. Because it is too expensive and I do not know exactly what it is?

Q: Do you think it is hard for you to choose food concerning ethics?

C: Yes, usually we cannot think of ethics at the first thought and we cannot find that easily among the shelves in supermarket.

Q: Then taste, your formal experience and price are your primary factors when purchasing food?

C: Yes, for most of the times.

Q: Thank you!

Appendix D: Summary of results among three methods

factors	frequency mentioned in focus group
taste	6
advertisement and promotion information (TV, internet, magazine etc.)	5
family and friend	1
price	9
health	4
convenience	3
ethics	2
custom	6
religion	1

factors	frequency mentioned in interview A and B
taste	3
advertisement and promotion information (TV, internet, magazine etc.)	5
price	2
ethics	8
health	1
news of government, TV, and radio etc	5

factors	Frequency mentioned in interview C and D
taste	1
advertisement and promotion information (TV, internet, magazine etc.)	7
family	9
friend	7
Shopping guide	0
News of government, TV, and radio etc.	3

factors	frequency mentioned in observation A and B
taste	5
Advertisement and promotion information (TV, internet, magazine etc.)	6
ethics	6
brand	7
family and friend	3
shopping guide (Observation A)	1
Health (Observation B)	4
news of government, TV, and radio etc	0
convenience	4
price	11