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Appendix 6.1: Items for inclusion in the initial questionnaire instrument.¹

Price consciousness

- 1.* The money saved by finding low prices is usually not worth the time and effort.
2. I always check the prices of similar fruits and vegetables to make sure I get the best value for money.
- 3.* Fruits and vegetables are so cheap I don't bother to check the price.
4. I am always on the lookout for bargains.
5. I will shop at more than one store to find the lowest prices.
- 6.* I will always pay more for something I know my family will eat.

Budget consciousness

- 1.* I rarely bother to watch my money when I shop for groceries.
2. Most of the items I buy, I have planned to purchase before going to the shop.
3. I stick firmly to a budget when I buy fresh fruits and vegetables.
- 4.* I don't worry about the amount I spend on fresh fruits and vegetables.
- 5.* I rarely make a shopping list.
6. When I shop for groceries, I usually keep count of how much I am spending.

Involvement

1. Shopping for fruits and vegetables is not something I waste a lot of thought on.
- 2.* I like to spend time making my choices of fruits and vegetables.
3. I enjoy shopping for fruits and vegetables.
4. I am interested in information on fruits and vegetables.

Variety seeking

- 1.* I only buy fruits and vegetables which are familiar to me.
2. I frequently try strange foods.
- 3.* I have a few, specific fruits and vegetables which I like.
4. I often try out new recipes.
- 5.* My household tends to prefer to eat the same things.
6. I think it is fun to try out food items that I am not familiar with.
7. I get bored if I have to eat the same food every day.
- 8.* Whenever I buy strange foods for my household they are wasted.
9. I like variety in my meals.
- 10.* I only buy food that I like.

¹ Starred items indicate reverse scoring.

Need for Cognition

1. I enjoy spending my time solving puzzles.
2. I like problems which are complex.
3. If I need to remember something, I say it over and over to myself.
4. I really enjoy thinking up new ways of doing things
5. I always check that the things people tell me are accurate
6. I prefer to rely on reason and logic when making decisions.
7. I enjoy spending time investigating all sorts of questions about life.
8. When working on a problem, I can easily find myself lost in a mass of information which I have collected.
9. I tend to look at a problem from many different angles before I make a decision.
10. I like tasks that are complex and which require me to give them a great deal of thought.
11. It doesn't matter what I do, I always end up thinking about the how and why of the task I am involved with.
- 12*. I generally prefer simple tasks where I don't have to think.
- 13*. I rarely spend time thinking on issues which do not affect me personally.
- 14*. I prefer to let things happen, rather than try to understand why they turned out.
- 15*. Having to think about a task for long hours does not interest me.
- 16*. I usually get more satisfaction from solving daily problems, than from solving complex problems.
- 17*. I often do things on the spur of the moment.
- 18*. It is enough for me that something gets the job done, I don't care how it works.

Experiential processing

19. I often seem to think in pictures
20. When I need to remember something, I try to associate it with a situation which will help me to remember.
21. I mostly rely on my feelings when I make a decision

Shopping Involvement

1. I often go shopping when I have spare time.
2. Shopping is fun.
- 3.* I spend as little time as possible actually shopping.

Perceptions of nutrition

- 1*. Most vegetables have the same nutrition value.
- 2*. I feel that most fruits are the same nutritionally.
3. I believe it is important to buy a wide range of fruits and vegetables to get balanced nutrition.
4. I always buy food which is good for me.

Concern for social consequences

1. I try to buy only the best if I am having guests for dinner.
- 2.* It is my family's problem if they don't like what I buy.
3. I worry about whether my family/friends will be satisfied with my choices.
- 4.* I don't spend a lot of time trying to find things my family/friends would like to eat.

Energy and time constraints

1. I don't feel like thinking too hard today.
2. There are many demands on my time today.
- 3.* I am alert today.
4. Today, I feel a little low on energy.
- 5.* I have plenty of time for shopping today.

Appendix 6.2: Initial sample characteristics

Summary characteristics of the first sample.

AGE	SEX		SHOPPING FREQUENCY				Total
	Female	Male	Weekly	Fortnight	Monthly	Rarely	
Under 21	53 (55.79)	24 (29.27)	24 (28.24)	18 (50.00)	8 (34.78)	27 (81.82)	77 (43.50)
21 - 24	26 (27.37)	45 (54.88)	39 (45.88)	11 (30.55)	15 (65.21)	6 (18.18)	71 (40.11)
25 - 34	10 (10.53)	9 (10.98)	15 (17.65)	4 (11.11)	-	-	19 (10.73)
35 +	6 (6.32)	4 (4.88)	7 (8.24)	3 (8.33)	-	-	10 (5.65)
Total	95	82	85	36	23	33	177*

Bracketed numbers are percentages of the total for each column.

* Cases with missing values excluded.

Appendix 6.3: Items for inclusion in Stage 2 of the questionnaire development.

Budget consciousness

- 1.* I rarely bother to watch my money when I shop for groceries.
2. I stick firmly to a budget when I buy fresh fruits and vegetables.
- 3.* I don't worry about the amount I spend on fresh fruits and vegetables.
4. When I shop for groceries, I usually keep count of how much I am spending
5. Most of the items I buy, I have planned to purchase before going to the shop.
6. I rarely buy items that are not on my shopping list^Δ.

Price consciousness

1. I will shop at more than one store to find the lowest prices.
- 2.* The money saved by finding low prices is usually not worth the time and effort.
- 3.* Fruits and vegetables are so cheap I don't bother to check the price.
4. I am always on the lookout for specials^Δ.
5. I always check the prices of similar fruits and vegetables to make sure I get the best value for money.

Involvement

- 1.* Shopping for fruits and vegetables is not something I waste a lot of effort on^Δ.
2. I enjoy shopping for fruits and vegetables.
3. I like to spend time making my choices of fruits and vegetables.
4. I am interested in information on fruits and vegetables.

Variety seeking

1. When I see a new fruit or vegetable, I am eager to try it (new item).
- 2.* I prefer to eat only those fruits and vegetables which are familiar to me^Δ.
- 3.* There are only a few and specific fruits and vegetables which I like^Δ.
4. My household is adventurous in the foods they will eat (new item).
5. I frequently try strange foods.
6. While preparing meals or snacks, I often try out new recipes^Δ.
- 7.* My household tends to prefer to eat the same things.
8. I think it is fun to try out food items that I am not familiar with.
- 9.* Whenever I buy strange foods for my household they are wasted.
10. I tend to lose my appetite if I have to eat the same things everyday^Δ.

Family concerns

^Δ Item wording modified from initial instrument.

1. I worry about whether my household will be satisfied with my choices.
2. I am careful to buy only foods that I know my household will eat.
- 3.* I don't spend a lot of time trying to find things my household would like to eat.

Need for Cognition

1. I like my life to be filled with puzzles that I must solve^Δ.
- 2.* Having to think about a task for long hours does not interest me^Δ.
3. I prefer complex to simple problems^Δ.
- 4.* I prefer to let things happen, rather than try to understand why they turned out.
- 5.* Thinking is not my idea of fun^δ
- 6.* I generally prefer to accept things as they are rather than to question them^δ.
- 7.* I often do things on the spur of the moment.
- 8.* Simply knowing the answer rather than understanding the reasons for the answer to a problem is fine with me^δ.
9. I like to spend time solving problems involving numbers^Δ.
- 10.* I would rather do something that requires little thought than something that is sure to challenge my thinking abilities^δ.
- 11.* Learning new ways to think does not excite me very much^δ.
- 12.* I usually get more satisfaction from solving daily problems, than from solving complex problems.
13. It doesn't matter what I do, I always end up thinking about the how and why of the task I am involved with.
- 14.* I generally prefer simple tasks where I don't have to think.
- 15.* It is enough for me that something gets the job done, I don't care how it works^δ.
16. I prefer to think things over carefully, rather than act on my feelings.
17. I like tasks that are complex and which require me to give them a great deal of thought.

Faith in Intuition

1. When it comes to trusting people, I can usually rely on my "gut feelings".
2. I am good at visualising things.
3. I can quickly form impressions about people^Φ
4. I trust my initial feelings of situations^Φ.
5. I can usually judge a person's character by their appearance^Φ.
6. I often have clear visual images of things.
7. I can usually feel when a person, or situation, is right or wrong, even if I can't explain how I know^Φ.
8. I can sense right away when a person is lying^Φ.
9. I believe in trusting my hunches.
10. My initial impressions of a situation are almost always right.

^δ Indicates original wording from Cacioppo et al.

^Φ Slight rewording of Epstein et al.

Appendix 6.4: Second-stage questionnaire instrument: Shopping styles and Cognitive processing.

SHOPPING STYLES

This survey is part of research I am conducting into shopping preferences. All the information you provide on this questionnaire will be kept completely confidential. You are not asked to provide any information about yourself which may identify you, and all my analysis is at an aggregate level - no one individual is identified.

The questionnaire is divided into two (2) parts. The first part contains a series of statements which concern life in general. The second part of the questionnaire is concerned with shopping.

For each of the statements, please indicate the extent to which you agree or disagree. For example, circling five (5) in the following statement shows that you agree with the statement.

	Disagree Strongly	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
There is some good in everyone.	1	2	3	4	5	6
If you had disagreed with the statement, you would have circled either (1), (2), or (3).						

Thank you for your time.

Kate Owen
Postgraduate, Department of Marketing and Management, UNE

General Statements about yourself	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
When it comes to trusting people, I can usually rely on my "gut feelings".	1	2	3	4	5	6
I like my life to be filled with puzzles that I must solve.	1	2	3	4	5	6
I am good at visualising things.	1	2	3	4	5	6
Having to think about a task for long hours does not interest me.	1	2	3	4	5	6
I can quickly form impressions about people.	1	2	3	4	5	6
I prefer to let things happen, rather than try to understand why they turned out.	1	2	3	4	5	6
I trust my initial feelings of situations.	1	2	3	4	5	6
Thinking is not my idea of fun.	1	2	3	4	5	6

General Statements about yourself Cont.	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
I prefer complex to simple problems.	1	2	3	4	5	6
I can usually judge a person's character by their appearance.	1	2	3	4	5	6
I generally prefer to accept things as they are rather than to question them.	1	2	3	4	5	6
I often do things on the spur of the moment.	1	2	3	4	5	6
Simply knowing the answer, rather than understanding the reasons for the answer, to a problem is fine with me.	1	2	3	4	5	6
I often have clear visual images of things.	1	2	3	4	5	6
I like to spend time solving problems which involve numbers.	1	2	3	4	5	6
I would rather do something that requires little thought, than something that is sure to challenge my thinking abilities.	1	2	3	4	5	6
I can usually feel when a person, or situation, is right or wrong, even if I can't explain how I know.	1	2	3	4	5	6
Learning new ways to think does not excite me very much.	1	2	3	4	5	6
I can sense right away when a person is lying.	1	2	3	4	5	6
I usually get more satisfaction from solving daily problems, than from solving complex problems.	1	2	3	4	5	6
I believe in trusting my hunches.	1	2	3	4	5	6
It doesn't matter what I do, I always end up thinking about the how and why of the task I am involved with.	1	2	3	4	5	6
I generally prefer simple tasks where I don't have to think.	1	2	3	4	5	6
My initial impressions of a situation are almost always right.	1	2	3	4	5	6
It is enough for me that something gets the job done, I don't care how it works.	1	2	3	4	5	6
I prefer to think things over carefully, rather than act on my feelings.	1	2	3	4	5	6
I like tasks that are complex and which require me to give them a great deal of thought.	1	2	3	4	5	6

PART TWO: Shopping Style	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly	Not Applicable
I rarely bother to watch my money when I shop for groceries.	1	2	3	4	5	6	NA
Most of the items I buy, I have planned to purchase before going to the shop.	1	2	3	4	5	6	NA
I don't feel like thinking too hard today.	1	2	3	4	5	6	NA
I stick firmly to a budget when I buy fresh fruits and vegetables.	1	2	3	4	5	6	NA
I worry about whether my household will be satisfied with my choices.	1	2	3	4	5	6	NA
When I see a new fruit or vegetable, I am eager to try it.	1	2	3	4	5	6	NA
There are many demands on my time today.	1	2	3	4	5	6	NA
I rarely buy items that are not on my shopping list.	1	2	3	4	5	6	NA
I don't worry about the amount I spend on fresh fruits and vegetables.	1	2	3	4	5	6	NA
I prefer to eat only those fruits and vegetables which are familiar to me.	1	2	3	4	5	6	NA
I don't spend a lot of time trying to find things my household would like to eat.	1	2	3	4	5	6	NA
When I shop for groceries, I usually keep count of how much I am spending	1	2	3	4	5	6	NA
There are only a few and specific fruits and vegetables which I like.	1	2	3	4	5	6	NA
My household is adventurous in the foods they will eat.	1	2	3	4	5	6	NA
I frequently try strange foods.	1	2	3	4	5	6	NA
Shopping for fruits and vegetables is not something I waste a lot of effort on.	1	2	3	4	5	6	NA
While preparing meals or snacks, I often try out new recipes.	1	2	3	4	5	6	NA
I will shop at more than one store to find the lowest prices.	1	2	3	4	5	6	NA
My household tends to prefer to eat the same things.	1	2	3	4	5	6	NA
I enjoy shopping for fruits and vegetables.	1	2	3	4	5	6	NA
The money saved by finding low prices is usually not worth the time and effort.	1	2	3	4	5	6	NA

PART TWO: Shopping Style Cont.	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly	Not Applicable
I like to spend time making my choices of fruits and vegetables.	1	2	3	4	5	6	NA
Fruits and vegetables are so cheap I don't bother to check the price.	1	2	3	4	5	6	NA
I think it is fun to try out food items that I am not familiar with.	1	2	3	4	5	6	NA
Whenever I buy strange foods for my household they are wasted.	1	2	3	4	5	6	NA
I am always on the lookout for specials.	1	2	3	4	5	6	NA
I am interested in information on fruits and vegetables.	1	2	3	4	5	6	NA
I always check the prices of similar fruits and vegetables to make sure I get the best value for money.	1	2	3	4	5	6	NA
I tend to lose my appetite if I have to eat the same things everyday.	1	2	3	4	5	6	NA
I am careful to buy only foods that I know my household will eat.	1	2	3	4	5	6	NA

Please state your age: _____

Sex: M / F

How often do you generally shop for groceries? Weekly () Fortnightly ()
Monthly () Almost never ()

Which category best describes the type of work that you are now doing?

- | | |
|-------------------------------------|---------------------------------------|
| 1. Manager or administrator | 7. Plant & machine operator or driver |
| 2. Professional | 8. Labourer or related worker |
| 3. Para-professional | 9. Unemployed |
| 4. Tradesperson | 10. Retired |
| 5. Clerk | 11. House duties |
| 6. Sales or personal service worker | |

What is your family's total taxable income category?

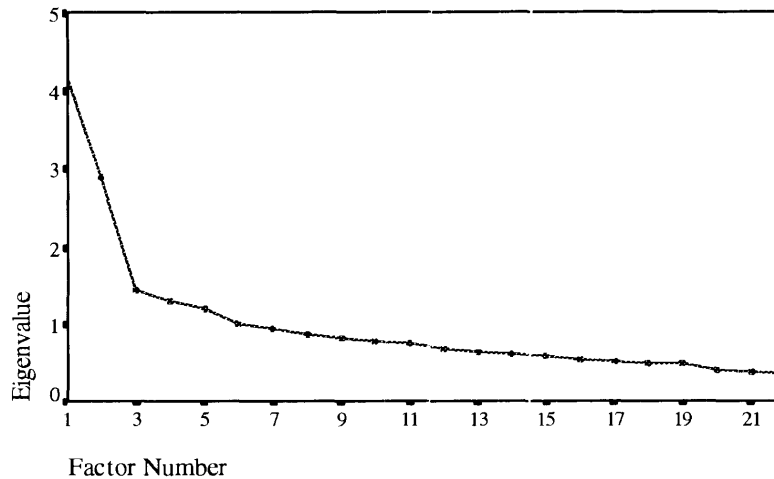
- | | |
|------------------------|------------------------|
| 1. \$0 - \$10 000 | 4. \$30 001 - \$40 000 |
| 2. \$10 001 - \$20 000 | 5. \$40 001 - \$50 000 |
| 3. \$20 001 - \$30 000 | 6. Over \$50 001 |

Including yourself, of those who normally live in your household, how many are:

- () women (18 and older) () children (0 - 5 years) () adolescents (12 - 17 years)
() men (18 and older) () children (6 - 11 years)

Appendix 6.5: Summary results for Stage-two of the questionnaire development

Factor scree plot for Rational vs Experiential processing.



Factor items for Rational vs Experiential processing.

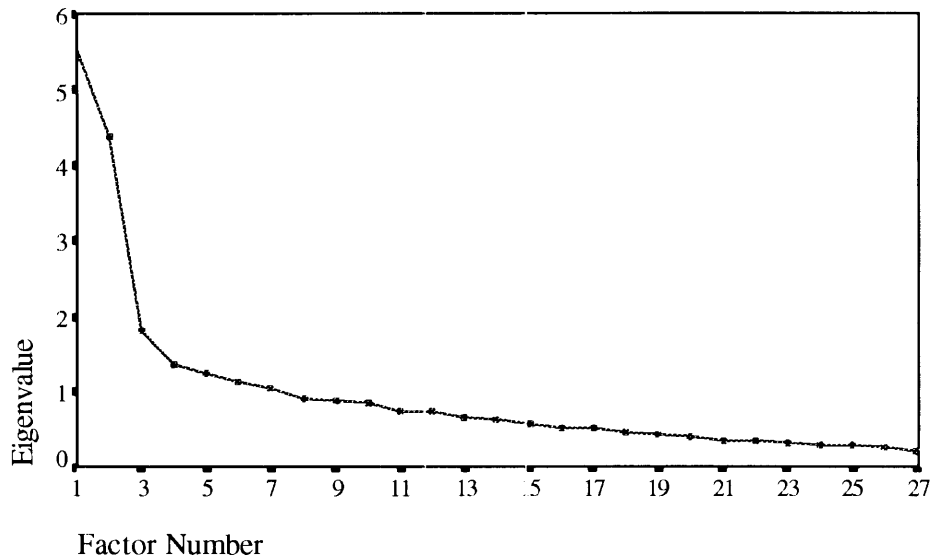
F1 - Need-for-cognition

- 7* I prefer to let things happen, rather than try to understand why they turned out.
- 10 I prefer complex to simple problems.
- 12* I generally prefer to accept things as they are rather than to question them.
- 14* Simply knowing the answer rather than understanding the reasons for the answer to a problem is fine with me.
- 17* I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.
- 21* I usually get more satisfaction from solving daily problems, than from solving complex problems.
- 24* I generally prefer simple tasks where I don't have to think.
- 26* It is enough for me that something gets the job done, I don't care how it works.
- 29 I like tasks that are complex and which require me to give them a great deal of thought.

F2 - Faith in Intuition

- 11 I can quickly form impressions about people.
- 18 I can usually feel when a person, or situation, is right or wrong, even if I can't explain how I know.
- 20 I can sense right away when a person is lying.
- 22 I believe in trusting my hunches.
- 25 My initial impressions of a situation are almost always right.

Factor scree plot for Shopping attitudes.



Factor items for shopping attitude dimensions.

Factor 1 - Variety-seeking Behaviour

- 34 When I see a new fruit or vegetable, I am eager to try it.
- 38* I prefer to eat only those fruits and vegetables which are familiar to me.
- 41* There are only a few and specific fruits and vegetables which I like.
- 42 My household is adventurous in the foods they will eat.
- 43 I frequently try strange foods.
- 52 I think it is fun to try out food items that I am not familiar with.
- 53* Whenever I buy strange foods for my household they are wasted.

Factor 2 - Price / Budget consciousness

- 30* I rarely bother to watch my money when I shop for groceries.
- 40 When I shop for groceries, I usually keep count of how much I am spending
- 46 I will shop at more than one store to find the lowest prices.
- 49* The money saved by finding low prices is usually not worth the time and effort.
- 51* Fruits and vegetables are so cheap I don't bother to check the price.
- 54 I am always on the lookout for specials.
- 56 I always check the prices of similar fruits and vegetables to make sure I get the best value for money.

Factor 3 - Involvement

- 44* Shopping for fruits and vegetables is not something I waste a lot of effort on.
- 48 I enjoy shopping for fruits and vegetables.
- 50 I like to spend time making my choices of fruits and vegetables.
- 55 I am interested in information on fruits and vegetables.

Factor 4 - Budgeting

- 31 Most of the items I buy, I have planned to purchase before going to the shop.
- 32 I stick firmly to a budget when I buy fresh fruits and vegetables.
- 36 I rarely buy items that are not on my shopping list.

Appendix 6.6a: continued: Women.

Hierarchical Regressions	B, β , (r)	B, β , (r)	No. Child	InAge	Child/Income ¹	B, β , (r)	B, β , (r)	B, β , (r)
Price consciousness								
R=.29, F (5,147) p=.03	-.572*, -.24, (-.25)	.102, .10, (.13)		-.280, -.07, (-.05)	-.005, -.01, (-.17)	.011, .04, (.13)		
R²_{inc}	(R²_{inc} = .06, F_{inc} (1, 151)**)							
Budget consciousness								
R=.24, F (5,147) p=.11	-.264, -.12, (-.16)	1.046, 1.10, (-.03)		.762*, .20, (.13)	-.115, -.18, (-.02)	-.360, -1.34, (-.03)		
R²_{inc}	(R²_{inc} = .03, F_{inc} (1, 151)*)							

*p ≤ .05, **p < .01, ***p < .001

Appendix 6.6b: Hierarchical regressions for the consumer characteristics where results are significant: Men.

Hierarchical Regressions	B, β , (t)	B, β , (t)	B, β , (t)	B, β , (t)	B, β , (t)	B, β , (t)	B, β , (t)
Need for cognition	Man/admin	Proff	Paraprof	Clerk/trade	Income ¹	Household	Budget
R=.19, F (5,139) p=.41	No steps were significant at p<.05						
Faith in Intuition							
R=.19, F (6,138) p=.56	No steps were significant at p<.05						
Variety-seeking							
R=.33, F (7,134) p=.03	.334, .15, (.13)	-.100, -.04, (-.15)	.421, .15, (.06)	.276, .10, (.02)	.452*, .18, (.21)	.312, .11, (.11)	-.195*, -.17, (-.12)
R²_{inc}					(R²_{inc} =.04, F_{inc} (5, 136)*)		(R²_{inc} =.03, F_{inc} (7, 134)*)
Involvement	NFC		V-seek		Pricec		
R=.43, F (3,151) p=.000	.057, .04, (.08)		.350 ^{***} , .35, (.37)		.232 ^{**} , .22, (.25)		
R²_{inc}			(R²_{inc} =.14, F_{inc} (2, 150)***)		(R²_{inc} =.05, F_{inc} (3, 151)**)		

*p≤ .05, **p< .01, ***p< .001

¹The signs on these variables have been adjusted to reflect the true direction of influence.

Appendix 6.7: Questionnaire instrument for price-perceived-quality relationships^{2 3}

For each of the products listed below, please indicate the extent to which you agree or disagree with the statement: **“The price of this product is generally a good indicator of its quality”**.

Item	Disagree Strongly	Disagree	Disagree Partly	Agree Partly	Agree	Agree Strongly
Stereo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toothpaste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rockmelon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Shoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice cream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Potatoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Washing powder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instant coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Suntan lotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tomatoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper towels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Wine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lettuce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Strawberries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Man's shirt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

² Four different orderings of the product list were administered to ensure responses were not affected by the initial products.

³ Note: the font size and spacing has been reduced from the original instrument.

Appendix 7.1: Post-shopping survey instruments

Included in this appendix are all instruments outlined in Section 7.2 of Chapter 7. The instruments are ordered according to the sequence in which they were administered during the survey. Please note some adjustments have been made to the font sizes to facilitate presentation

Fruit and Vegetable Shopping Questionnaire

1. Did you use a shopping List? YES / NO

2. How much have you spent here today? \$ _____

**3. How much do you usually spend on fruits
and vegetables over a week \$ _____**

4. Do you normally shop here? Yes / No

5. Did you notice any items that were on special this week? Yes / No

If yes, when did you notice them? (Circle the appropriate numbers)

- | | |
|---------------------|---------------------|
| 1. In the newspaper | 3. Outside the shop |
| 2. On the radio | 4. As I shopped |

6. The remaining questions on this survey are in relation to the fruits and vegetables you bought today. Please complete the questions *only* for the items indicated by a mark in the first column. The information to fill in Columns E and F on the 'Past purchase experience' survey is on the page 'Experience with price'.

Past purchase experience

Subject: _____

Item	Column A What price did you pay for this item today?	Was it on special? Y / N	Column B In your experience, what is the normal price range for this item?	Column C What is the highest price you would be willing to pay for:	Column D What is the lowest price you have seen (of OK quality)	Column E see attachment	Column F see attachment
Apple Green							
Apple Red							
Bananas							
Custard Apple							
Grapefruit							
Grapes							
Kiwi fruit							
Lemons							
Mandarins							
Nashi							
Oranges							
Passionfruit							
Paw Paw							
Pears							
Pineapple							
Rockmelon							
Strawberries							
Watermelon							
Avocado							
Beans							

Items Cont.	Column A What price did you pay for this item today?	Was it on special? Y / N	Column B In your experience, what is the normal price range for this item?	Column C What is the highest price you would be willing to pay for:	Column D What is the lowest price you have seen (of OK quality)	Column E see attachment	Column F see attachment
Broccoli							
Cabbage							
Capsicum							
Carrots							
Cauliflower							
Celery							
Chokos							
Cucumber							
Eggplant							
Lettuce							
Mushrooms							
Onions							
Parsnip							
Potatoes							
Pumpkin							
Snow peas							
Spinach							
Spring onions							
Squash							
Sweet potato							
Tomatoes							
Zucchini							

Experience with price

(Please write the number which you think is the closest to your thinking)

Column E.

When I checked the price of this fruit or vegetable, I compared it against:

1. The last price I paid for that item.
2. The highest price that I would expect this item to be.
3. A general price image which is made up of the prices I have most often paid, or seen..
4. The lowest price that might be available in another shop.
5. I didn't check the price of this item.

Column F.

What I consider to be an acceptable price for this item:

1. Changes according to whether it is in season or not.
2. Doesn't change. I don't buy fruits or vegetables out of season if they cost more than I am normally willing to pay.
3. The price range of this item doesn't change with seasons.

Price Recall and Frequency Questionnaires

Subject: _____

Item	When available, I generally purchase this item every:		Was this an item you had planned to buy before you entered the shop?	How confident are you that, when you come to use this item, its quality will be what you expected? (For example, a plum which is bitter when you eat it)			
Apple Green	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Apple Red	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Bananas	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Custard Apple	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Grapefruit	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Grapes	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Kiwi fruit	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Lemons	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Mandarins	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Nashi	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Oranges	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Passionfruit	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Paw Paw	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Pears	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Pineapple	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Rockmelon	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Strawberries	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Watermelon	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Avocado	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Beans	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very
Broccoli	2-3 days	week	frtnight	month	rarely	YES / NO	very / reasonably / not very

Please turn page over

Items Cont.	When available, I generally purchase this item every:	Was this an item you had planned to buy before you entered the shop?	How confident are you that, when you come to use this item, its quality will be what you expected? (For example, a plum which is bitter when you eat it)
Carrots	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Cauliflower	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Celery	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Chokos	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Cucumber	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Eggplant	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Leeks	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Lettuce	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Mushrooms	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Onions	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Parsnip	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Potatoes	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Pumpkin	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Snow peas	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Spinach	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Spring onions	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Squash	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Sweet potato	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Tomatoes	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very
Zucchini	2-3 days week fortnight month rarely	YES / NO	very / reasonably / not very

DEMOGRAPHIC QUESTIONNAIRE

(Please reply to each item by circling the appropriate answer)

1. How often do you purchase the fruit and vegetables for your household?

1. always
2. More than other household members
3. Same as other household members
4. Less than other household members
5. never

2. How often do you prepare the meals in your household?

1. always
2. More than other household members
3. Same as other household members
4. Less than other household members
5. Never

3. To which age group do you belong?

1. 18 - 24 years
2. 25 - 39 years
3. 40 - 54 years
4. 55 + years

4. What is your present marital status?

1. married (includes de facto)
2. single (includes divorced)

5. Which category best describes the type of work that you are now doing?

- | | |
|-------------------------------------|---------------------------------------|
| 1. Manager or administrator | 7. Plant & machine operator or driver |
| 2. Professional | 8. Labourer or related worker |
| 3. Para-professional | 9. Unemployed |
| 4. Tradesperson | 10. Retired |
| 5. Clerk | 11. House duties |
| 6. Sales or personal service worker | 12. Student |

6. What is your family's total taxable income category -
your own and your spouse/partner's income before tax?

- | | |
|------------------------|------------------------|
| 1. \$0 - \$10 000 | 4. \$30 001 - \$40 000 |
| 2. \$10 001 - \$20 000 | 5. \$40 001 - \$50 000 |
| 3. \$20 001 - \$30 000 | 6. \$50 001 - \$60 000 |
| | 7. over \$60 001 |

9. Including yourself, of those who normally live in your household, how many are:

women (18 and older)

children (6 - 11 years)

men (18 and older)

adolescents (12 - 17 years)

children (0 - 5 years)

Please indicate if you would be willing to be contacted for a further interview.

Name: _____

Telephone contact: _____

SHOPPING STYLES

This survey is part of research I am conducting into shopping preferences. All the information you provide on this questionnaire will be kept completely confidential. You are not asked to provide any information about yourself which may identify you.

The questionnaire is divided into two (2) parts. The first part contains a series of statements which concern life in general, and your views on shopping for fruits and vegetables. The second part of the questionnaire is concerned with the shopping trip you made today.

For each of the statements, please indicate the extent to which you agree or disagree. For example, circling five (5) in the following statement shows that you agree with the statement.

	Disagree Strongly	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
Life wasn't meant to be easy.	1	2	3	4	5	6
If you had disagreed with the statement, you would have circled either (1), (2), or (3).						

Please feel free to contact me if you would like me to clarify any of the questions for you. You can contact me, or leave a message, on 73 2630 during the day, or on 72 2681 in the evening.

Kate Owen
Postgraduate, Department of Marketing and Management, UNE

Statements	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
I prefer to let things happen, rather than try to understand why they turned out.	1	2	3	4	5	6
I like to spend time making my choices of fruits and vegetables.	1	2	3	4	5	6
I usually get more satisfaction from solving daily problems, than from solving complex problems.	1	2	3	4	5	6
While preparing meals or snacks, I often try out new recipes.	1	2	3	4	5	6
It is enough for me that something gets the job done, I don't care how it works.	1	2	3	4	5	6
I frequently try strange foods.	1	2	3	4	5	6

Statements continued	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
The money saved by finding low prices is usually not worth the time and effort.	1	2	3	4	5	6
Most of the items I buy, I have planned to purchase before going to the shop.	1	2	3	4	5	6
I generally prefer simple tasks where I don't have to think.	1	2	3	4	5	6
There are only a few and specific fruits and vegetables which I like.	1	2	3	4	5	6
My initial impressions of a situation are almost always right.	1	2	3	4	5	6
Shopping for fruits and vegetables is not something I waste a lot of effort on.	1	2	3	4	5	6
I generally prefer to accept things as they are rather than to question them.	1	2	3	4	5	6
I stick firmly to a budget when I buy fresh fruits and vegetables.	1	2	3	4	5	6
My household is adventurous in the foods they will eat.	1	2	3	4	5	6
I enjoy shopping for fruits and vegetables.	1	2	3	4	5	6
I am always on the lookout for specials.	1	2	3	4	5	6
I can usually feel when a person, or situation, is right or wrong, even if I can't explain how I know.	1	2	3	4	5	6
When I see a new fruit or vegetable, I am eager to try it.	1	2	3	4	5	6
Fruits and vegetables are so cheap I don't bother to check the price.	1	2	3	4	5	6
Simply knowing the answer rather than understanding the reasons for the answer to a problem is fine with me.	1	2	3	4	5	6
I rarely buy items that are not on my shopping list.	1	2	3	4	5	6
I believe in trusting my hunches.	1	2	3	4	5	6
I always check the prices of similar fruits and vegetables to make sure I get the best value for money.	1	2	3	4	5	6
I prefer complex to simple problems.	1	2	3	4	5	6
I think it is fun to try out food items that I am not familiar with.	1	2	3	4	5	6
I am feeling a little low on energy today.	1	2	3	4	5	6

Statements continued	Strongly Disagree	Disagree	Disagree Slightly	Agree Slightly	Agree	Agree Strongly
I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.	1	2	3	4	5	6
I can sense right away when a person is lying.	1	2	3	4	5	6
I prefer to eat only those fruits and vegetables which are familiar to me.	1	2	3	4	5	6
When I shop for groceries, I usually keep count of how much I am spending	1	2	3	4	5	6
There are many demands on my time today.	1	2	3	4	5	6
Whenever I buy strange foods for my household they are wasted.	1	2	3	4	5	6
I can quickly form impressions about people.	1	2	3	4	5	6
I will shop at more than one store to find the lowest prices.	1	2	3	4	5	6
I am interested in information on fruits and vegetables.	1	2	3	4	5	6
I like tasks that are complex and which require me to give them a great deal of thought.	1	2	3	4	5	6
I rarely bother to watch my money when I shop for groceries.	1	2	3	4	5	6

1. Do any members of your family have special dietary needs which affect your choice of fruits and vegetables?

2. The remaining questions on this survey are in relation to your shopping trip today. Please complete the questions for the items you bought. They are indicated by a mark in the first column. The final page can be torn off to answer the questions in Columns A and C.

Subject: _____

For each column, please indicate your answer by a number (Columns A and C), or by circling the option which you feel is most similar to your view (Column B). The lists for Columns A and C are on the last page of the survey.

	Item	The main reason for buying this item is: <i>(see list over page)</i>	I think that all the varieties of this item are much the same. <i>(eg Delicious or Bonza apples)</i> <i>(please circle)</i>	Over a year, the quality of this item: <i>(see list over page)</i>
	Apple Green		Agree / Disagree / Disagree strongly	
	Apple Red		Agree / Disagree / Disagree strongly	
	Bananas		Agree / Disagree / Disagree strongly	
	Custard Apple		Agree / Disagree / Disagree strongly	
	Grapefruit		Agree / Disagree / Disagree strongly	
	Grapes		Agree / Disagree / Disagree strongly	
	Kiwi fruit		Agree / Disagree / Disagree strongly	
	Lemons		Agree / Disagree / Disagree strongly	
	Mandarins		Agree / Disagree / Disagree strongly	
	Nashi		Agree / Disagree / Disagree strongly	
	Oranges		Agree / Disagree / Disagree strongly	
	Passionfruit		Agree / Disagree / Disagree strongly	
	Paw Paw		Agree / Disagree / Disagree strongly	
	Pears		Agree / Disagree / Disagree strongly	
	Pineapple		Agree / Disagree / Disagree strongly	
	Rockmelon		Agree / Disagree / Disagree strongly	
	Strawberries		Agree / Disagree / Disagree strongly	
	Watermelon		Agree / Disagree / Disagree strongly	
	Avocado		Agree / Disagree / Disagree strongly	
	Beans		Agree / Disagree / Disagree strongly	
	Broccoli		Agree / Disagree / Disagree strongly	
	Brussel sprouts		Agree / Disagree / Disagree strongly	
	Cabbage		Agree / Disagree / Disagree strongly	
	Capsicum		Agree / Disagree / Disagree strongly	

	Items Cont.	The main reason for buying this item is: <i>(see list over page)</i>	I think that all the varieties of this item are much the same. <i>(eg Delicious or Bonza apples)</i> <i>(please circle)</i>	Over a year, the quality of this item <i>(see list over page)</i>
	Carrots		Agree / Disagree / Disagree strongly	
	Cauliflower		Agree / Disagree / Disagree strongly	
	Celery		Agree / Disagree / Disagree strongly	
	Chokos		Agree / Disagree / Disagree strongly	
	Cucumber		Agree / Disagree / Disagree strongly	
	Eggplant		Agree / Disagree / Disagree strongly	
	Leeks		Agree / Disagree / Disagree strongly	
	Lettuce		Agree / Disagree / Disagree strongly	
	Mushrooms		Agree / Disagree / Disagree strongly	
	Onions		Agree / Disagree / Disagree strongly	
	Parsnip		Agree / Disagree / Disagree strongly	
	Potatoes		Agree / Disagree / Disagree strongly	
	Pumpkin		Agree / Disagree / Disagree strongly	
	Snow peas		Agree / Disagree / Disagree strongly	
	Spinach		Agree / Disagree / Disagree strongly	
	Spring onions		Agree / Disagree / Disagree strongly	
	Squash		Agree / Disagree / Disagree strongly	
	Sweet potato		Agree / Disagree / Disagree strongly	
	Tomatoes		Agree / Disagree / Disagree strongly	
	Tomatoes / Tiny		Agree / Disagree / Disagree strongly	
	Zucchini		Agree / Disagree / Disagree strongly	

Thank you very much for your time. Your contribution has been invaluable to me.

LIST OF OPTIONS FOR ‘COLUMN A’ and ‘COLUMN C’

(Please tear this sheet off and use it to write the number which you think is the closest to your thinking in Columns A and C)

Column A: Reasons for buying a fruit or vegetable

The following statements suggest different reasons why you might buy a fruit or vegetable. Which best fits your reason for buying _____?

This item is:

1. A staple. A fruit or vegetable which I/we eat a lot of. It is a major food in my/our diet.
2. One of those basic foods which I/we eat regularly, and which I always like to keep in stock.
3. Something I always like to have a bit/a few of in the house.
4. One, of a number of fruits or vegetables I/we buy just for variety.
5. One of the few things my children/partner will/can eat.
6. Something I buy in small amounts as a side-dish with meals.
7. A fruit or vegetable that I buy as a treat, or for a special occasion.
8. Other (*please specify*)

Column C: Quality variation of fruits and vegetables

Over a year, the quality of this item:

1. Is pretty consistent.
2. Can vary a lot from week to week.
3. Only varies with seasons. It is pretty consistent when in season.

Appendix 7.2: Illustrations of the layout of specials and produce at the survey location





Appendix 7.3: Hierarchical regressions: comparison of consumer characteristics between Chapter 7 and Chapter 6¹

Sample	Hierarchical Regressions	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	
Women-only	Need for cognition	Professional	Para-professional	Clerical or tradesperson	Houskeeper	Retired or unemployed	Student	Income	Housesize
Chapter 7	R=.48, F (7,86) p=.002	-.375, -.03 (-.03)	-3.053, -.20, (-.27)	-.904, -.09, (-.18)	-.347, -.03, (-.16)	-2.924, -.18, (-.31)	4.197*, .28, (-.06)	1.028**, .34, (.35)	
R²_{inc}						R²_{inc} =.15, F_{inc} (6, 87)*		(R²_{inc} =.08, F_{inc} (7, 86)**	
Chapter 6	R=.29, F (6,154) p=.03	.030, .03, (-.06)	.242, .20, (- .04)	-.249*, -.24, (-.21)	-.308, -.25, (-.19)	.115, .08, (-.12)		.137, .09, (.12)	
R²_{inc}								(R²_{inc} =.08, F_{inc} (5, 155)*	
	Variety-seeking								
Chapter 7	R=.24, F (8,87) p=.74	-.005, -.00, (-.01)	-.091, -.04, (- .09)	-.201, -.10, (-.12)	.009, .005, (-.08)	-.199, -.08, (-.13)	.341, .15, (-.03)	.087, .19, (.17)	-.066, -.09, (-.04)
R²_{inc}	No steps significant at p<.05								
Chapter 6	R=.28, F (7,157) p=.07	.164, .12, (-.02)	.158, .09, (- .07)	-.446*, -.29, (-.22)	-.176, -.098, (-.11)	.077, .04, (-.12)		.166, .07, (.14)	.076, .10, (.07)
R²_{inc}	No steps significant at p<.05								

*p≤ .05, **p< .01, ***p< .001

¹ Faith in Intuition (FI) was not reported because in both samples the regression was not significant at any stage.

Appendix 7.3: continued

Sample	Hierarchical Regressions	B, β , (r)	B, β , (r)	Age	Child*Income	Child*age
Chapter 7	R=.34, F (5,89) p=.06	-0.14, -.12, (-.11)	-.079, -.38, (.23)	-.038, -.11, (-.07)	-.007, -.17, (.14)	.067*, .77, (.27)
R^2_{inc}		($R^2_{inc} = .06, F_{inc} (2, 92)$)*				($R^2_{inc} = .04, F_{inc} (5, 89)$)*
Chapter 6	R=.29, F (5,147) p=.03	-.572*, -.24, (-.25)	.102, .10, (.13)	-.280, -.07, (-.05)	-.005, -.01, (-.17)	.011, .04, (.13)
R^2_{inc}		($R^2_{inc} = .06, F_{inc} (1, 151)$ **				
Chapter 7	R=.37, F (5,89) p=.02	-.144*, -.32, (-.35)	.156, .22, (.06)	.045, .04, (.08)	-.015, -.11, (-.12)	-.010, -.03, (.02)
R^2_{inc}		($R^2_{inc} = .12, F_{inc} (1, 93)$ ***				
Chapter 6	R=.24, F (5,147) p=.11	-.264, -.12, (-.16)	1.046, 1.10, (.03)	.762*, .20, (.13)	-.115, -.18, (-.02)	-.360, -1.34, (-.03)
R^2_{inc}		($R^2_{inc} = .03, F_{inc} (1, 151)$ *)				

*p \leq .05, **p \leq .01, ***p \leq .001

Appendix 7.3: continued

Women-only	Hierarchical Regressions	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)	B, β , (r)
	Involvement	NFC	Variety seeking	Price consciousness	Dietary influences			
Chapter 7	R=.45, F (4,90) p=.000	.198, .20, (.27)	.196*, .247, (.25)	.087, .11, (.11)	.542**, .31, (.24)			
R^2_{inc}		($R^2_{inc} = .08, F_{inc} (1, 93)**$)			($R^2_{inc} = .09, F_{inc} (4, 90)**$)			
Chapter 6	R=.49, F (3,163) p=.000	.202*, .14, (.18)	.286***, .28, (.33)	.335***, .35 (.36)				
R^2_{inc}		($R^2_{inc} = .03, F_{inc} (1, 165)*$)	($R^2_{inc} = .09, F_{inc} (2, 164)***$)	($R^2_{inc} = .12, F_{inc} (3, 163)***$)				

*p \leq .05, **p \leq .01, ***p \leq .001

Appendix 7.4: summary statistics for all fruits and vegetables

Table 2: Mean, standard deviation and coefficient of variation -Vegetables

	Mean price per unit	Standard deviation	Coefficient of variation
AVOCADO	.64	.06	.10
BEANS	3.32	.74	.22
BEETRT	1.80	.00	.00
BROCCOLI	2.19	1.27	.58
BRUSSELS	3.45	1.38	.40
CABBAGE	1.20	.00	.00
CAPSICUM	4.36	.32	.07
CARROTS	1.67	.13	.08
CAULIFLO	2.22	1.00	.45
CELERY1	.77	.69	.39
CHOKOES	.96	.82	.86
CUCUMBER	3.34	.59	.18
EGGPLANT	3.95	.00	.00
GARLGGIN	7.50	.00	.00
LEEK	2.90	.00	.00
LETTUCE	.98	.23	.23
MUSHROOM	6.50	.00	.00
ONION	1.90	.00	.00
PARSNIP	3.95	.00	.00
POTATOES	.75	.14	.18
PUMPKIN	.64	.07	.10
SNOWPEA	7.00	.00	.00
SPINACH	1.65	.38	.23
SPRINGON	1.40	.00	.00
SPROUTS	1.10	.00	.00
SQUASH	2.54	.34	.13
SWEETCRN	.65	.00	.00
SWEETPOT	2.43	.38	.15
TOMATOES	4.18	.47	.11
ZUCCHINI	3.06	1.54	.50
Table Total	2.67	.35	.17

Appendix 7.4: continued

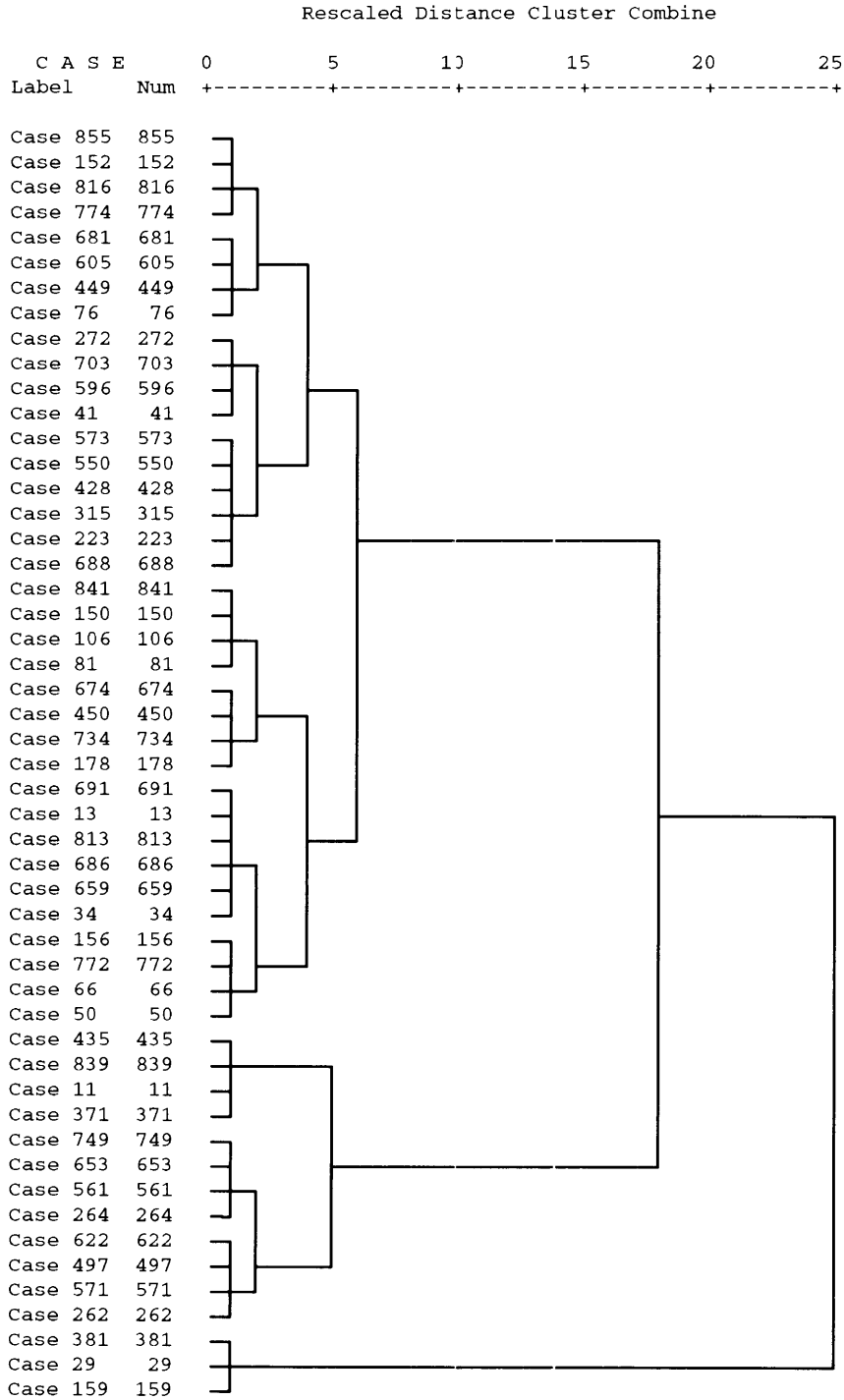
Table 1: Mean, standard deviation and coefficient of variation - Fruits

	Mean price per unit	Standard deviation	Coefficient of variation
APPLESG	1.20	.17	.14
APPLESR	1.13	.00	.00
BANANA	1.92	.47	.25
CUSTAPPL	2.90	.00	.00
GRAPEFRT	1.90	.00	.00
GRAPES	3.90	.00	.00
KIWIFRT	.30	.00	.00
LEMON	2.40	.00	.00
MANDARIN	1.38	.09	.06
NASHI	.65	.00	.00
ORANGE	.97	.26	.27
PASSFRT	.40	.00	.00
PAWPAW	2.29	.83	.36
PEARS	2.40	.00	.00
PINNEAPL	1.14	.11	.10
ROCKMEL	2.01	.65	.32
STRAWBER	3.46	.55	.16
WATERMEL	.55	.00	.00
Total	1.72	.17	.09

Appendix 7.5: Summary cluster dendrogram

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *

Dendrogram using Average Linkage (Between Groups)



Appendix 8.1

An encoding scheme for verbal reports of fruits and vegetables purchases¹

Simple elimination or acceptance statements

Code	Description
E1	Statement of product, no evaluation of price, need or quality. Ambiguous.
E2	Elimination statement, no evaluation of price, need or quality
E3	Elimination, quality unsatisfactory.
E4	Elimination statement, no need for product.
E5	Elimination, price unacceptable.
E6	Elimination another variety preferred.
E7	Statement indicating product unavailable.
E8	Statement of acceptance, or intention to purchase, no reason given.
E9	Elimination, volume of item or packaging available is not suitable.
E10	Elimination, no desire for the product, or product not liked.
E11	Price and quality stated as unacceptable

¹ This scheme was developed with reference to Bettman and Park (1979).

CHOICES WHERE PRICE FEATURES IN THE DECISION

Choices where price only is featured in the decision

Code	Description
C1	Comparison of price to price at another location, and intention to search or purchase elsewhere.
C2	Initial decision to purchase overturned because of high price
C3	Unacceptable price and intention to purchase another option, or to search for other options.
C4	Unfavourable price, and decision to reduce quantity.
C5	Price constrains quantity purchased.
C6	Concern for high price is negated because of small volume of purchase.
C7	Unfamiliar pricing, or price unavailable, prompts decision to search for more information.
C8	Unfamiliar pricing, or price unavailable, prompts decision not to purchase.
C9	Favourable price. No reference to quality. Product purchase implicit or explicit.
C10	Favourable price prompts consideration of possible uses for a product.
C11	Favourable price, and decision to increase quantity.
C12	Detailed comparison of alternatives to optimise price/quantity (value) of purchase.
C13	Compare prices between two or more alternatives, and take the lower price. No reference to relative quality of alternatives.
C14	Neutral price reference indicating that price is noted but is not relevant to the purchase, no evaluation of quality.

Choices based on price and need/appeal of a product

Code	Description
C20	Decision indicating wish for (or that product is) something different, or which hasn't been consumed for a while, and statement that price is not important.
C21	Decision indicating wish for (or that product is) something different, or which hasn't been consumed for a while, and neutral or favourable statement of price.
C22	Particular liking for a product. Price stated as unimportant.
C23	Concern over high price ignored because of strong desire for a product.
C24	Uncertainty over preparation or timing of use. Decision to purchase because of favourable or acceptable price.
C25	Neutral or acceptable price, but uncertainty over usage timing, or need, leads to decision not to purchase.
C26	Concern over high price ignored because of need for a product.
C27	Simple statement, or reference to price, and consideration of usage need.

Choices based on price and quality

C30	Concern over, or unacceptable price, overridden/traded for quality.
C31	Favourable price, quality traded for price.
C32	Low price, but unacceptable quality results in no purchase.
C33	Neutral or acceptable price, but quality not. Decision not to purchase.
C34	Simple statement of price or neutral evaluation, but uncertainty over quality of a product results in no purchase, or reduced quantity.
C35	Uncertainty over quality of a product countered by favourable price.

Code	Description
C36	Separate, apparently unrelated, evaluations of price and quality.
C37	Simple statement of price, and separate evaluation of quality. Product purchased.
C38	Price and quality evaluated with reference to one another (integrated).
C39	Two or more products compared, price traded for preferred quality.
C40	Two or more products compared, take, or remain with, preferred quality/variety.
C41	Two or more products compared, quality traded for price.

Choices *without* reference to price (decisions centred on:)

C50	Purchase for another household member.
C51	Product indicated as a favourite/treat.
C52	Quality reference or evaluation only.
C53	Uncertainty over quality, or unacceptable quality, but quality traded for need.
C54	Need or use for a product.
C55	Comparison of varieties/alternatives on quality.
C56	Statement indicating preferred variety, or attribute(s), of a product.
C57	Product a complement to another purchase.
C57	Product indicated as a source of variation/novelty in diet.
C59	Initial decision to purchase overturned because of low quality.

General statements

Code	Description
G1	Plan or consideration of further purchase(s).
G2	Choice strategy statements
G3	Statement of review of purchases to date.
G4	Statement indicating completion of shopping.
G5	Task related statements
G6	Don't know, ambiguous.
G7	General statements of products' quality, availability or use.

Character of references to price

Code	Description
P1	Simple statement of level of price
P2	Statement of a special price
P3	General statement, price higher than normal
P4	General statement, price lower than normal
P5	Specific reference to normal price.
P6	Comparison of price to price at other location(s)
P7	General statement, price higher than last price(s) paid
P8	General statement, price lower than last price(s) paid
P9	Specific reference to past price(s) paid.
P10	Statement of desirable/acceptable price
P11	Statement of undesirable/unacceptable price
P12	Current price evaluated against current quality. No reference to past or other prices
P13	Price compared to that of other variety(s) or product alternative(s).
P14	Statement of unfamiliar pricing, or absence of a price
P15	No reference to price made.
P16	Non-specific statement of products price, or an overall assessment which does not fit into one of the earlier categories.
P17	Price query, no reference, or evaluation, of a price.

Code explanations and examples

NOTE: The code used should reflect the focus, or essence of the decision. Several other statements may accompany the key statements, but these are not important for present purposes.

Simple elimination or acceptance statements

- E1 Simple statement of product. no evaluation of price, need or quality.
- Statement comprises a single word such as ‘grapes’, ‘zucchini’. No explicit indication of elimination of the product for processing is made. Where the product statement is clearly a precursor to a purchase, or for consideration of purchase, G1 should be used. A G1 category will be apparent by examining later choice statements
- E2 Simple elimination statement, no evaluation of price, need or quality
- Statement comprises simple phrase such as ‘grapes.. no’. Unlike E1 there is a clear indication that the product is eliminated as a purchase product. Where mention is made of a preference E6 should be used.
- E3 Simple elimination, quality unsatisfactory.
- Clear indication that the quality of the product is unacceptable, and that this is the reason the product is not considered further.
- eg. ‘Oh I don’t like the look of those’. ‘Those beans are bad’.
- E4 Simple elimination statement, no need for product.
- Product eliminated because subject has existing stock or does not need the product at present.
- Eg. ‘Tomatoes I have plenty of’, ‘Bananas I don’t need’

- E5 Simple elimination, price unacceptable.
- Clear statement indicating price is unacceptable. No other comment is made.
- Eg. 'Mandarins are too dear', 'Beans, hm expensive'.
-
- E6 Simple elimination, another variety preferred or product disliked.
- Eg. 'Black grapes. I prefer green grapes'. 'Melons, don't like'.
-
- E7 Statement indicating product unavailable.
- 'I can't see any avocados', 'I wanted lettuce but they don't seem to have any'.
-
- E8 Simple statement of acceptance, or intention to purchase, no reason given.
- Simple phrase or sentence which holds no indication of why the product is to be purchased.
- Eg. 'Bananas, yes I'll have some of those', 'Carrots, yes'.
-
- E9 Elimination, volume of item, or packaging available, is not suitable.
- Eg. 'A half rockmelon is too much, and you can't get them in quarters'.
-
- E10 Elimination, no desire for the product, or product not liked.
- Eg. 'Don't feel like mangoes'. 'Zucchini, Yuk'.
-
- E11 Price and quality stated as unacceptable.
- Eg. 'That's too much, not buying those, and the quality isn't very good either'.

Choices where price only is featured in the decision

- C1 Comparison of price to price at another location, and intention to search or purchase elsewhere.

Statements may indicate a knowledge of price at another location, or speculate on a lower price elsewhere.

Eg. 'Mushrooms are cheaper at' 'I think potatoes might be cheaper in town'. 'X has these on special so I will get them there'.

- C2 Initial decision to purchase overturned because of high price.

The decision may include a statement of intention to purchase followed by a number of task-related statements where product is examined and items chosen. Alternatively, it may be a relatively short decision. The central feature is that an initial decision is overturned.

Eg. Zucchini. Just a few. This one is scratched. I want nice firm ones. How much are they? Oh! they're expensive. I'm not buying those'. 'Carrots, X likes carrots? Oh no they are too expensive. No, I don't think I will get those.

- C3 Unacceptable price and intention to purchase another option, or to search for other options.

Eg. 'Pears are dear. How much are apples?'

- C4 Unfavourable price, and decision to reduce quantity.

The quality or need for an item, plus task related statements may be contained in the decision. However, the key is the affect of price on the quantity purchased. E5 should be used if the decision refers only to price, and results in the item not being purchased. C30 should be used if the decision indicates that quality was traded for price.

Eg. 'Bananas look good. Hm that's a bit bruised....\$2.99 is very expensive so I'd better not get too many'. 'I wanted apples. \$3.99. I need them but I will only buy two at that price.'

- C5 Price constrains quantity purchased.
- Similar to C5, but less clear that a change in quantity occurred as a direct result of an unfavourable price. There is an implication that if the price were lower, more of the product may have been purchased.
- Eg. 'That's a nice tomato. Okay, how much are they? \$2.50. Well, two will be enough.'
- C6 Concern for high price is negated because of small volume of purchase.
- Eg. 'Lemons. Hm, bit expensive, but I only need one.'
- C7 Unfamiliar pricing, or price unavailable, prompts decision to search for more information.
- Eg. 'I can't see a price for that. I may leave it, because the price of these can change quite a bit.'
- C8 Unfamiliar pricing, or price unavailable, prompts decision not to purchase.
- The same as C8 except the result is no purchase.
- C9 Favourable price. No reference to quality. Product purchase implicit or explicit.
- Eg. 'Well zucchini are a good price. Just get a couple of those'.
'Oh peaches are cheap. Yes.'
- C10 Favourable price prompts consideration of possible uses for a product.
- Implied, is that the item was not considered for purchase. A good price starts the consumer considering possible ways in which they might use the product. That is, to determine whether they will take advantage of the low price.
- Eg. Chokos are on special. What could I do with chokos?
Perhaps I could freeze them for later....'

- C11 Favourable price, and decision to increase quantity.
- Similar to C4, but here a low price prompts the consumer to increase their quantity.
- Eg. 'Now I wanted four pears. Maybe I will get five, because they are on special, and will take a few days to ripen.'
- C12 Detailed comparison of alternatives to optimise price/quantity (value) of purchase.
- Eg. Apples are \$1.40 unbagged, and \$2.50 for 1.5 kilos. That's, a kilo and a half - \$1.50. They're dearer if bagged so I'll get unpacked.'
- C13 Compare prices between two or more alternatives, and take the lower price. No reference to relative quality of alternatives.
- Eg. 'White onions are \$2.99 a kilo. Brown onions are \$1.99. I'll take the brown onions'.
- C14 Neutral price reference indicating that price is noted but is not relevant to the purchase, no evaluation of quality.
- Eg. 'Now, green capsicum, yes, that one, \$2.00, about normal.'

Choices based on price and need/appeal of a product

- C20 Decision indicating wish for (or that product is) something different, or which hasn't been consumed for a while, and statement that price is not important.
- Eg. Watermelon, haven't had that for a while. Yes, I'll have one. I don't care about the price.'

- C21 Decision indicating wish for (or that product is) something different, or which hasn't been consumed for a while, and neutral or favourable statement of price.
- Eg. Oh good, apricots are on special. We like to have them occasionally, but normally they're too expensive.'
- C22 Particular liking for a product. Price stated as unimportant.
- Eg' Passionfruit. I love it. I don't care how much it costs.'
- C23 Concern over high price ignored because of strong desire for a product.
- Similar to C22, but consumer indicates that they are not happy with the price level. Even so, their desire for the product overrides their concern for price.
- Eg. 'Hm, although the peaches are dear I really want one.'
- C24 Uncertainty over preparation or timing of use. Decision to purchase because of favourable or acceptable price.
- The consumer may indicate a lack of familiarity with the product, or inexperience in preparation which makes them hesitate over the purchase. Alternatively, they may be unsure when they might use the item. However, they trade-off these concerns for a low or reasonable price.
- Eg. 'I haven't had much luck with okra. But I think I'll give it a go because its so cheap.' 'Hm, Tuesday we are having a stir fry, and Wednesday we are going out. I wonder how long it will last? Oh well, its on special, so it doesn't matter if I don't get around to using it in time.'
- C25 Neutral or acceptable price, but uncertainty over usage timing, or need, leads to decision not to purchase.
- Similar situations to C24 but is accompanied by a neutral reference to price, and results in no purchase.
- Eg. 'Eggplant, \$2.99. I don't know when I would use it, and it may go off. So, I might leave it. 'Those look nice, but I am not sure what to do with them. 70 cents, hm, no'.

C26 Concern over high price ignored because of need for a product.
Eg. 'Lemons are expensive, but I need one'. Oh dear, strawberries are \$3.99 a punnet. Oh well, that's what the recipe needs.'

C27 Simple statement or reference to price, and consideration of usage need.
Price is not evaluated, just stated. The main focus of the decision relates to use or need.

Choices based on price and quality

C30 Concern over, or unacceptable price, overridden/traded for quality.

If two products are compared, use C39.

Eg. 'The delicious apples are dear. But they are nice and red, and firm. Ok, I will get some.'

C31 Favourable price, quality traded for price.

If two products compared, use C40.

Eg. 'Those beans are a bit marked. Though they're cheap. I'll get half a kilo.'

C32 Low price, but unacceptable quality results in no purchase.

Eg. 'Mangoes, they're a good price. Oh, a bit soft. No, I think I'll leave them.'

C33 Neutral or acceptable price, but quality not. Decision not to purchase.

Same as C32, except that the reference to price is neutral.

Eg. 'Mangoes, \$1.50. Oh, a bit soft. No, I think I'll leave them.'

- C34 Simple statement of price or neutral evaluation, but uncertainty over quality of a product results in no purchase, or reduced purchase.
- The quality of the item is not unacceptable, but the consumer is uncertain over their ability to judge the quality. The product may need to be consumed to determine whether it is acceptable, or there may be colouring or markings on the product which are unfamiliar. The decision may be accompanied by a statement indicating prior consumption of the product had been unsatisfactory.
- Eg. ‘The oranges have a reddish tinge. I wonder if they are alright. The price is about normal. I’m not sure, and you can’t try one. Don’t think I’ll take the risk’.
-
- C35 Uncertainty over quality of a product countered by favourable price.
- The same situation as C34. The risk of the purchase is considered acceptable because the price is good.
- Eg. ‘The oranges have a reddish tinge. I wonder if they are alright. I’m not sure, and you can’t try one. The price is good, so I’ll give them a try’.
-
- C36 Separate, apparently unrelated, evaluations of price and quality.
- Both price and quality are evaluated but there is no indication that they are being assessed against one another. The two evaluations appear essentially distinct. When the evaluations for price and quality are *simple, negative* statements indicating the product is not acceptable for purchase, E11 should be used.
- Eg. ‘The price of tomatoes is good. Nice and ripe and firm. Ok.’
-
- C37 Simple statement of price, and separate evaluation of quality. Product purchased.
- The same as C36 except that there is no explicit evaluation of price. Just a statement of the price level.
- Eg. ‘Tomatoes are \$2.50. Nice and ripe and firm. Ok.’

- C38 Price and quality evaluated with reference to one another (integrated).
- Unlike C37 or C38, the evaluation of price and quality is clearly with reference to one another. Quality is evaluated in terms of the price of the item, or the converse. The product may, or may not be purchased. The important element is the nature of the evaluation.
- Eg. ‘The potatoes are good quality for that price.’ ‘The apples look great. They’re a good buy for the price.’
-
- C39 Two or more products compared, price traded for preferred quality.
- Same situation as C30 but for two products. If a single product use C30.
- Eg. ‘Now there were other oranges weren’t there?. What were they? \$1.40 and \$1.95. They’re just a bit small.
-
- C40 Two or more products compared, take, or remain with, preferred quality/variety.
- Similar to C39, but there is no clear trade-off between price and quality. Price statements are neutral, or the price might be the same for both products.
- Eg. ‘Navels and Valance. The navels are larger, and usually sweeter. So I’ll buy navels.’ ‘Pumpkin. All 75 cents a kilogram. The blue is nice and orange, I’ll have that.’
-
- C41 Two or more products compared, quality traded for price.
- Same as C31, but for two products. Use C31 for a single product.
- Eg. ‘Washed potatoes, and brushed potatoes. The washed look better, and they’re easier to use, but.. Brushed are cheaper. I think I’ll go for those.’

Choices *without* reference to price (decisions centred on:)

- C50 Purchase for another household member.
Includes any decisions which explicitly indicate that the purchase is for another household member. Price/cost is not mentioned.
Eg. 'Now, X likes green apples....' I need to buy mandarins for X.'
- C51 Product indicated as a favourite, or a treat.
Eg. 'Peaches, I love them. Yes.' 'I can't resist ripe plums.'
- C52 Quality reference or evaluation only.
Eg. 'Carrots look good. Nice and orange, and long and straight.'
- C53 Uncertainty over quality, or unacceptable quality, but quality traded for need.
Eg. The beans aren't the best at the moment, but I need some for dinner tonight.'
- C54 Need or use for a product.
Eg. I'll get some potatoes. We have run out of potatoes and we eat them by the tonne.' 'We are having people over for dinner on Friday and I want to make a strawberry souffle, so I need two punnets.'
- C55 Comparison of varieties/alternatives on quality.
Similar to C41, except that price is not mentioned. The focus is on quality differences between varieties.
Eg. 'Green and red capsicum. Well the red is soft looking. The green smells good, and is firm. The green will do.'

- C56 Statement indicating preferred variety or attribute(s) of a product.
Eg. 'Cucumbers. I like the apple best'. 'I prefer Delicious to Johnathons.'
- G57 Product a complement to another purchase.
Eg. 'I need squash to go with the new potatoes'. 'Passionfruit would go nicely with the bananas.'
- G58 Product indicated as a source of variation, or novelty in a diet.
Eg. 'Like to get some chokos occasionally'. 'Asparagus is nice for a change.'
- G59 Initial decision to purchase overturned because of low quality.
Eg. 'I'll get some onions. Oh they look a bit rotten. No I'll leave them.'

General statements

- G1 Plan or consideration of further purchase(s).
Eg. Now, that's all the regular things. I might look for something special or different.' 'I haven't got an avocado yet, and I need one.'
- G2 Choice strategy statements.
No reference to current price, but cost of the item may be referred to in outlining their strategy for purchase. However, the focus is on how and why choices are made, of the importance of different attributes, and past experience.
Eg. 'I won't buy oranges out of season because they are usually horrid.' 'I'll have three carrots, long and straight ones with red tops because they keep better.'

- G3 Statement of review of purchases to date.
Eg. 'Apples, pears, potatoes and carrots, ok, that should do it'.
'Now, what have I got here....'
- G4 Statement indicating completion of shopping.
Eg. 'That should do it..' 'And that's it..'
- G5 Task related statements.
Statements which concern the mechanics of shopping. Which are not related to a product. If a product is mentioned it will probably be an indication of a choice strategy, and should be categorised as G2.
- G6 Don't know, ambiguous.
- G7 General statements of products' quality, availability or use.
Statements which are not related to the actual choice decision, and which do not fit into the more specific statements above. Overall assessments, or discussion of use, quality, or availability.

Character of references to price

- P1 Simple statement of level of price
eg. Zucchini \$3.99 or Apples are 90 cents a kilo
- P2 Statement of a special price
eg. 'Oh, apples are on special.' 'That must be a special price.'

- P3 General statement, price higher than normal
- eg. ‘Tomatoes are more expensive than usual’. ‘I think these are dearer than normal.’
- P4 General statement, price lower than normal
- eg. ‘That’s cheaper than normal.’
- P5 Specific reference to normal price.
- eg. ‘Apples are 90 cents and they are usually around \$2.00.’
- P6 Comparison of price to price at other location(s)
- eg. ‘Mushrooms are cheaper at X’. ‘Cucumber are cheaper here than at X.’
- P7 General statement, price higher than last price(s) paid
- ‘That’s more expensive than last week.’ ‘Bananas were much cheaper when I bought them last.’
- P8 General statement, price lower than last price(s) paid
- eg. ‘Apples have come down in price since last week.’ ‘That’s much cheaper than the last time I bought them.’
- P9 Specific reference to past price(s) paid.
- Similar to P3, but reference to a specific past price, rather than an overall price.
- Eg. ‘Oranges were 40 cents last week’. ‘The last time I bought these they were \$3.00, which is really expensive.’

- P10 Statement of desirable/acceptable price
- Includes simple evaluations. No reference to normal or specific past or other prices.
- Eg. 'Zucchini are cheap.' 'That's a good price.'
- P11 Statement of undesirable/unacceptable price
- Includes simple evaluations. No reference to normal or specific past or other prices.
- Eg. 'They're dear.' 'Oh, that's too expensive'.
- P12 Current price evaluated against current quality. No reference to past or other prices
- eg. 'Zucchini are good for the price.' 'Oranges are a bit wrinkly for that.'
- P13 Price compared to that of other variety or product alternative.
- Eg. 'White onions are \$3 and brown are \$1'.
- P14 Statement of unfamiliar pricing, or absence of a price
- eg. 'That's priced differently to normal', 'I can't see a price on that.'
- P15 No reference to price
- P16 Non-specific statement of products price, or an overall assessment which does not fit into one of the earlier categories.
- P17 Price query, no reference, or evaluation, of a price.

Appendix 8.2: Disclosure And Informed Consent Form

The study with which you are now being asked to participate, is part of research into the purchasing behaviour of people shopping for fruits and vegetables. The research is being conducted by Kate Owen, a PhD student with the Department of Marketing and Management.

In this study, we are interested in what you are thinking about as you choose your fruits and vegetables. What you are asked to do is to THINK ALOUD as you are shopping. What I mean by think aloud is that I want you to say EVERYTHING you are thinking from the time you start shopping until you have completed your shopping.

As you are talking you will be recorded on this small tape recorder which you wear as a pendant. The tape will be started as you begin your shopping and will be turned off when you have completed your shopping.

At the end of your shopping you will be asked to answer a number of questions on shopping, and to complete a questionnaire covering details of your household, and some of your personal views on shopping. These questions will take about 15 minutes of your time.

We recognise that participating in this study may be an inconvenience to you, and will take your time. In recognition of this, at the end of your shopping you will be given a shopping voucher to the value of \$10 which may be used at this shop for purchases subsequent to your shopping today.

Any questions concerning the project entitled: **Processes in consumer purchase of fruits and vegetables**

can be directed to:

Dr Vic Wright
Principal Investigator
The Department of Marketing and Management
73 2915 (Telephone N°)

Signed Agreement to take part in the following suggested terms:

I () have read the information above and any questions I have asked have been answered to my satisfaction. I agree to participate in this activity, realising that I may withdraw at any time. I agree that research data gathered for the study may be published, provided my name is not used.

Participant or Authorised Representative

Date

Investigator

Date

Appendix 8.3: Sample coding sheet for Judges

Purchase	Choice Code	Price Code	Protocol
1			Ah pumpkin...I'll get a wedge of it...I like it when it's really really orange...are they really orange...there's one at the back that's fairly orange...it's just that they have a nicer taste...that will do...
0			onions I've got plenty of...
0			no I've got plenty of potatoes...
0			I never buy grapes when I do a big shop because they get all squashed...
1			bananas...yeah I'll get just a hand of them... I'm thinking they look a little bit green, this lot, but they'll probably last a couple of days therefore um they won't all disappear in twenty four hours... there'll be something in the fruit bowl looking good...um, yeah I will get them because for a start they are usually horrible anyway these days and even when they're yellow they're often overripe or sort of for my purposes...
1			um, capsicum for salad...um I'm thinking...or looking, checking whether they're sort of firm enough, and do I want colour...and I will...and I'll get one red one...okay,
0			garlic...no I've got garlic...I bought garlic yesterday because I didn't have any...
0			beans I got yesterday...
1			I'll just check the corn... park the bloody thing there... yeah I might get some corn.. .I'm thinking I'll get some corn because if it's nice...um I just like...sometimes on the weekend I just like a meal of just a couple of cobs of corn... it can be really disappointing sometimes...basically just chook food...yeah I'll give it a shot...yeah,
1			and I'll get some gold squash...look at the price of gold squash...I said look at the price of gold squash...bloody gold all right, we'll get about one each...that'll do...
0			soup pack.. I've got enough stuff for a soup anyway...
-			avocado is what I wanted isn't it...I did say I wondered if there were any...