

# Part II

# Appendices

**An investigation of several psychological factors which influence  
the perception of fresh fruits and vegetables**

by

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February, 1998

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**INSTRUCTION SHEET AND RATING LISTS**

UNIVERSITY OF NEW ENGLAND  
Graduate School of Business Administration  
Fresh Food Research Group

**FRUIT AND VEGETABLE  
COMMONALITY RATINGS**


**Instructions**


I am currently studying for a Postgraduate degree through the Graduate School of Business Administration, and I'd like to engage your assistance in relation to my research on Consumer Decision Making Processes. Your name is not required for this study, however, it would be helpful if you would fill in the brief questionnaire **after** you have completed the fruit and vegetable ratings. The questionnaire is included to assist us in understanding various aspects of fruit and vegetable consumption, and is located on the last pages of this booklet. Should you have any questions regarding any aspect of my research, including this questionnaire, please feel free to contact either myself or my supervisor, Associate Professor Richard Gates (our phone numbers are listed below).

On the next page is a list of fruits. On the back of that page, you will find a list of vegetables. We would like you, firstly, to read through the list of fruits, and to choose, from the list, the ten (10) fruits that you consider to be the most commonly consumed by the majority of individuals in Australia. Please note that you are **not** being asked to indicate your own preferences. Merely rate the fruits *that you would consider are most commonly consumed by the Australian population*. You will notice that there is a space provided alongside each fruit name. After reading through the list (you may read the list through as many times as you wish), please place the number '1' alongside the fruit that you feel is the most common, in the space provided. Next, select the fruit that you consider to be the next most common, and place the number '2' alongside the fruit name. Continue on in this manner until you have chosen what you consider to be the ten (10) most common fruits.

When you have finished the task, please turn the sheet over, and choose, from the list of vegetables, the ten (10) vegetables that you consider to be the most commonly consumed by the majority of individuals in Australia. Please read through the instructions again before you start on the vegetable ratings, to ensure that you complete the two tasks similarly

When you have completed the ratings, please either: (a) return the form to me (Sue-Ellen Kjeldal), c/o MBA Program, or phone me on Ext. 3043, and I will collect the form from you. Once again, thank you for your participation.

  
Sue-Ellen Kjeldal  
Postgraduate Student  
Ext. 3043  
UNE Phone Number: 73 3333

  
Assoc. Prof. R. Gates  
Director, MBA Program  
Ext. 2566

**FRUIT AND VEGETABLE  
COMMONALITY RATINGS**

**Vegetable List**

.....Celery	.....Beans
.....Snow Peas	.....Mushrooms
.....Squash	.....Cauliflower
.....Turnips	.....Swedes
.....Cucumber	.....Endive
.....Potatoes	.....Onions
.....Cape Gooseberry (Ground Cherry)	.....Rhubarb
.....Cabbage	.....Tomatoes
.....Senposai	.....Spinach
.....Carrots	.....Beetroot
.....Kohl Rabi	.....Okra
.....Asparagus	.....Chicory (Witloof)
.....Pumpkin	.....Peas
.....Scorzonera	.....Choko
.....Broccoli	.....Sweet Corn
.....Sweet Potatoes	.....Lettuce
.....Artichokes	.....Marrow
.....Capsicum (Bell Peppers)	.....Leeks
.....Eggplant (Aubergine)	.....Watercress
.....Borecole (Scotch Kale or Curly Greens)	.....Silverbeet
.....Shallots (Eschalots or Spring Onions)	.....Radish
.....Rosella (Jamaica Sorrel)	.....Brussel Sprouts
.....Chinese Cabbage (Pak Choy or Bok Choy)	.....Zucchini
.....Salsify (Oyster Plant or Vegetable Oyster)	

Now that you have finished the vegetable ratings please turn to the back of this page to begin the fruit ratings.

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**FR JIT AND VEGETABLE  
COMMONALITY RATINGS**

**Fruit List**

.....Grapes	.....Dates
.....Watermelon	.....Limes
.....Custard Apples	.....Figs
.....Apples	.....Oranges
.....Bananas	.....Sultanas
.....Blackberry	.....Grapefruit
.....Rockmelon (Cantaloupe)	.....Pears
.....Nashi Pears	.....Kumquats
.....Apricots	.....Honeydew Melon
.....Blackcurrants	.....Plums
.....Blueberry	.....Boysenberry
.....Guava	.....Papaw (Paw Paw)
.....Gooseberry	.....Pomegranates
.....Nectarines	.....Raspberry
.....Kiwifruit (Chinese Gooseberry)	.....Olives
.....Starfruit	.....Prunes
.....Mandarins (Tangerines)	.....Persimmon
.....Passionfruit	.....Lemons
.....Currants	.....Lychees (Litchi)
.....Strawberry	.....Cherries
.....Youngberry	.....Loganberry
.....Avocado	.....Pineapple
.....Peaches	.....Mangoes

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**DEMOGRAPHICS QUESTIONNAIRE**

UNIVERSITY OF NEW ENGLAND  
Graduate School of Business Administration  
Fresh Food Research Group

FRUIT AND VEGETABLE  
COMMONALITY RATINGS

**Questionnaire**

Below is a list of questions that relate to certain aspects of lifestyle. This type of information can assist us greatly in our understanding of fruit and vegetable consumption patterns, and it is for this reason that we are asking for your cooperation in filling out this questionnaire. Please remember that your name is not required, and that your answers will be treated in a completely confidential manner. If you have additional comments with regard to any of the questions, or to the questionnaire as a whole, please feel free to write them in the space provided at the end of the questionnaire. Please indicate your response by placing a tick (✓) in the appropriate box.

**1. Are you male or female?**

1. Female.....       2. Male.....

**2. To which age group do you belong?**

- |  |   |
|--|---|
| 1. 10 - 19 years..... <input type="checkbox"/> | 2. 20 - 29 years..... <input type="checkbox"/>    |
| 3. 30 - 39 years..... <input type="checkbox"/> | 4. 40 - 49 years..... <input type="checkbox"/>    |
| 5. 50 - 59 years..... <input type="checkbox"/> | 6. 60 years or over..... <input type="checkbox"/> |

**3. What is your present marital status?**

- |   |  |
|---|--|
| 1. Married..... <input type="checkbox"/>  | 4. Separated..... <input type="checkbox"/> |
| 2. Single..... <input type="checkbox"/>   | 5. De Facto..... <input type="checkbox"/>  |
| 3. Divorced..... <input type="checkbox"/> |  |

**4. What is your current place of residence?**

Town/City.....

State.....

Country.....

**5. What is your country of origin?**

.....

**6. If your country of origin is not Australia, how long have you resided in Australia?**

.....

7. Of those who normally live in your household (excluding visitors), how many are:

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

8. Where do you usually buy your fruit and vegetables?

1. Supermarket.....       2. Greengrocers.....   
 3. Supermarket and Greengrocers.....       4. Other .....

(if other, please specify in the space provided)

\_\_\_\_\_

\_\_\_\_\_

9. In the last 12 months, what was your main source of income?

Please place a tick in one box only.

- self employed.....   
 unskilled labour.....   
 semi-skilled labour ..   
 skilled labour.....   
 clerical work.....   
 professional work ....   
 unemployment payments.....   
 retirement pension.....   
 AUSTUDY allowance.....   
 supporting parents allowance.....   
 invalid pension.....   
 repatriation pension.....   
 rent.....   
 interest.....   
 other.....

10. Please indicate the nature of the work that you do.

\_\_\_\_\_

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

- Per Year
- 1. \$1 - \$10000.....
  - 2. \$10000 - \$20000.....
  - 3. \$20000 - \$30000.....
  - 4. \$30000 - \$40000.....
  - 5. \$40000 - \$50000.....
  - 6. Over \$50000.....

**Additional Comments: if you have any comments regarding particular questions, or the questionnaire as a whole, please write them in the space provided.**

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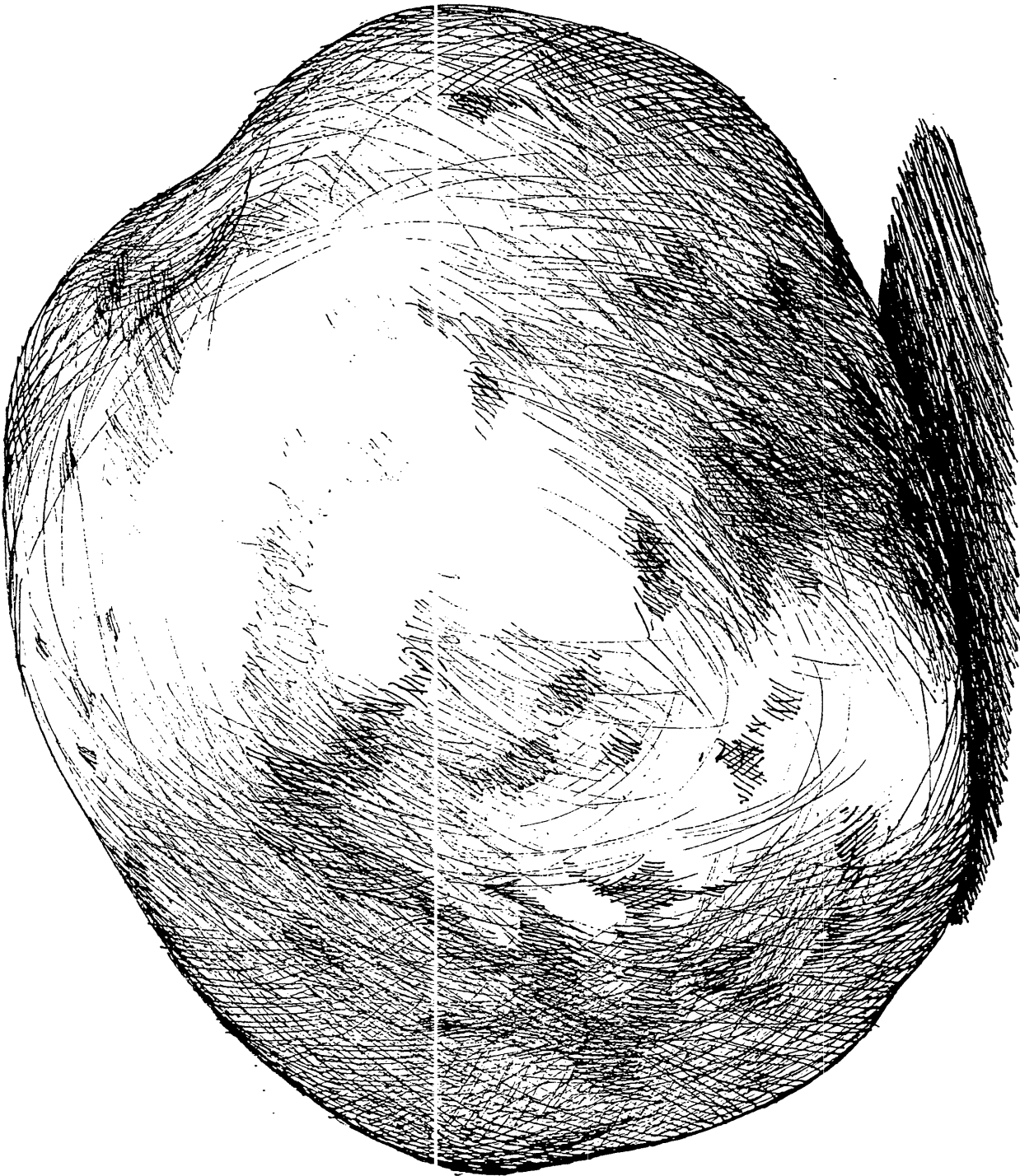


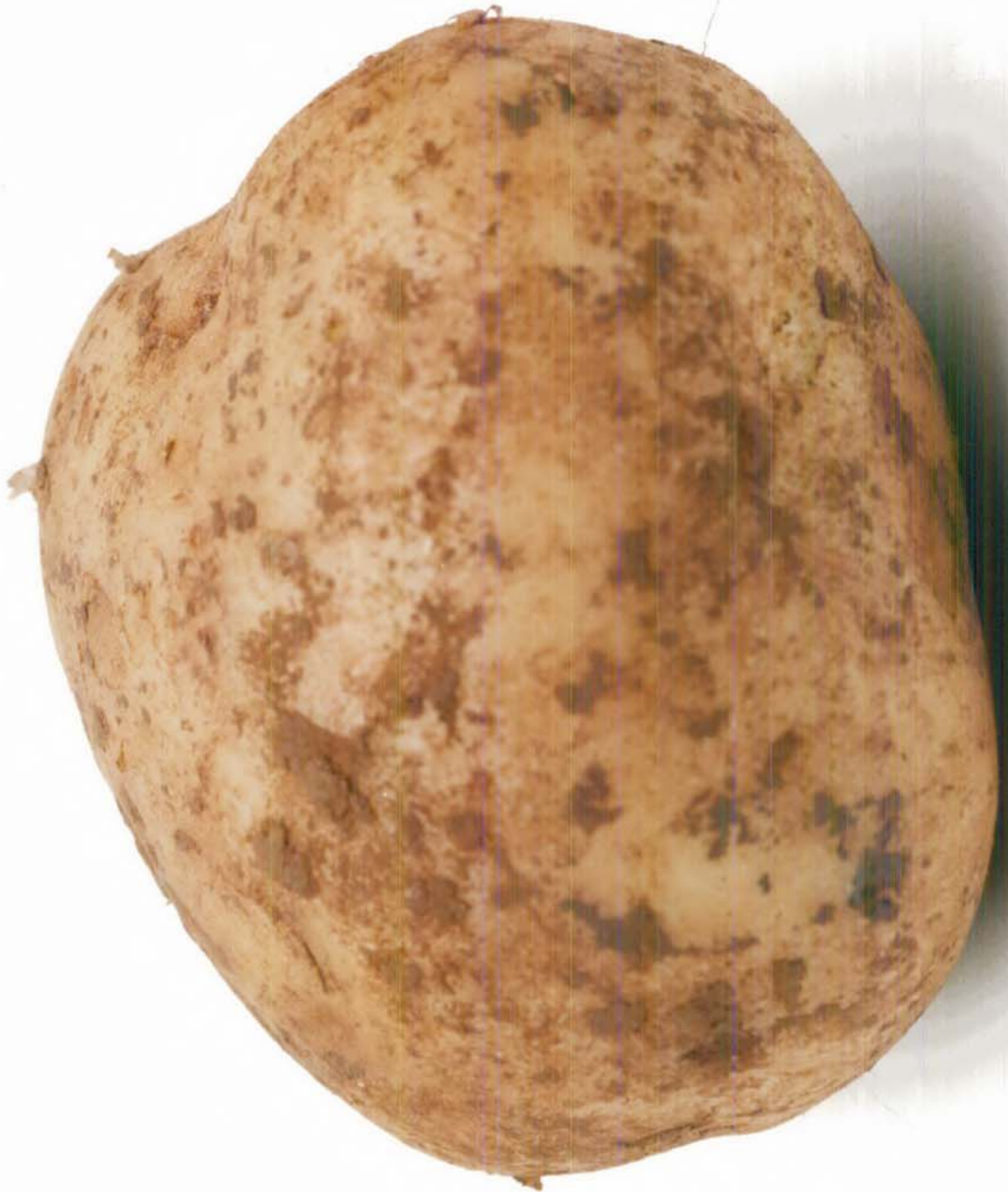
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**FRUIT AND VEGETABLE STIMULUS MATERIALS**

potato

potato



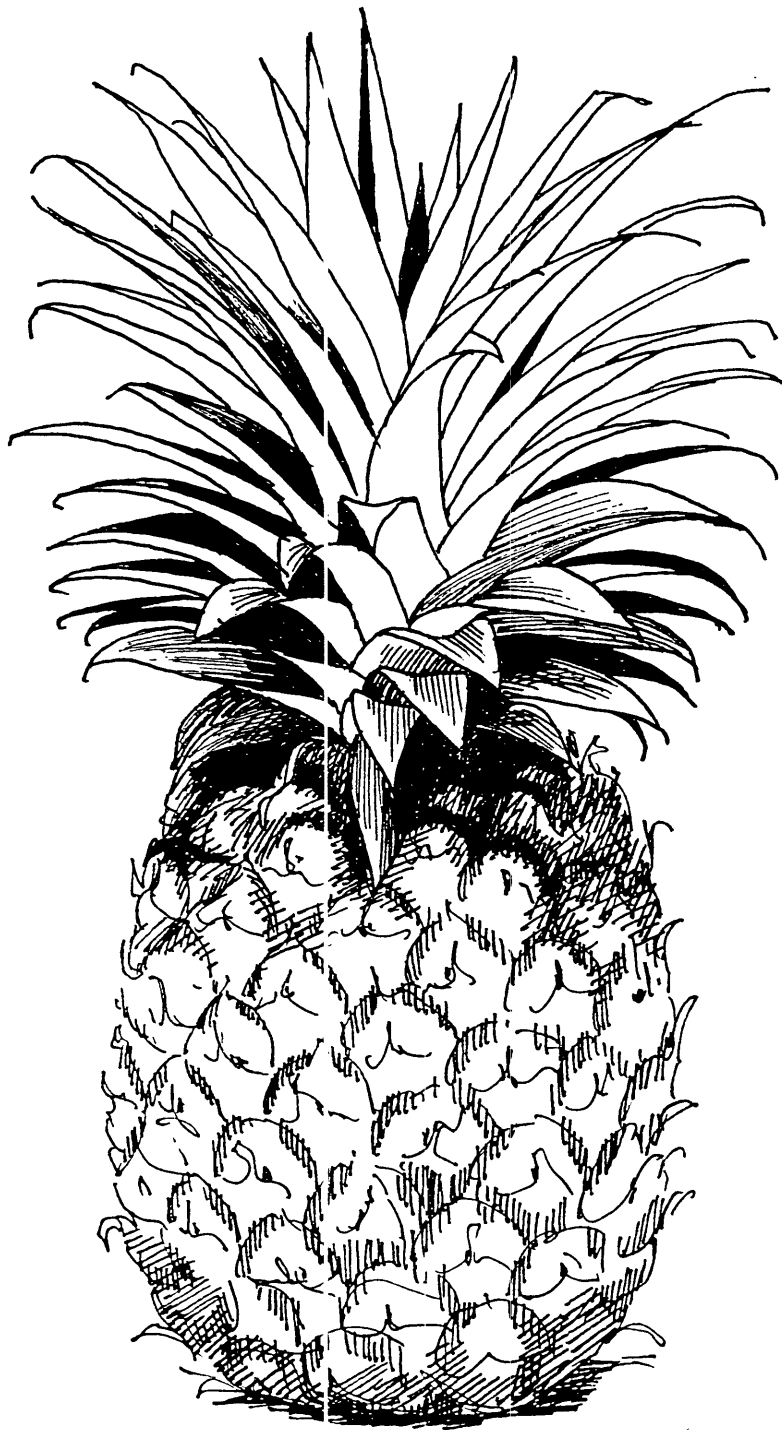


**potato**



**potato**

pineapple



**pineapple**



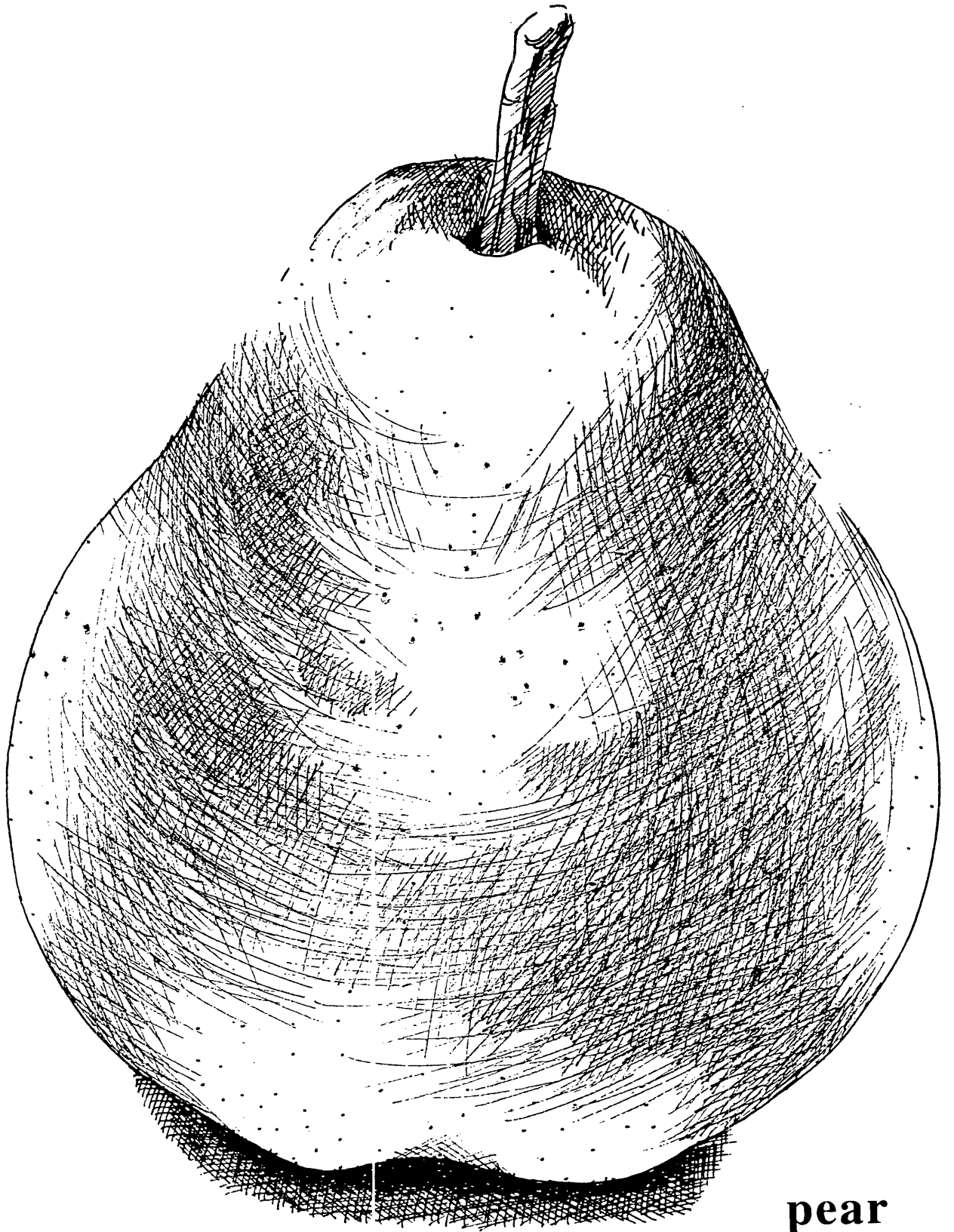
**pineapple**



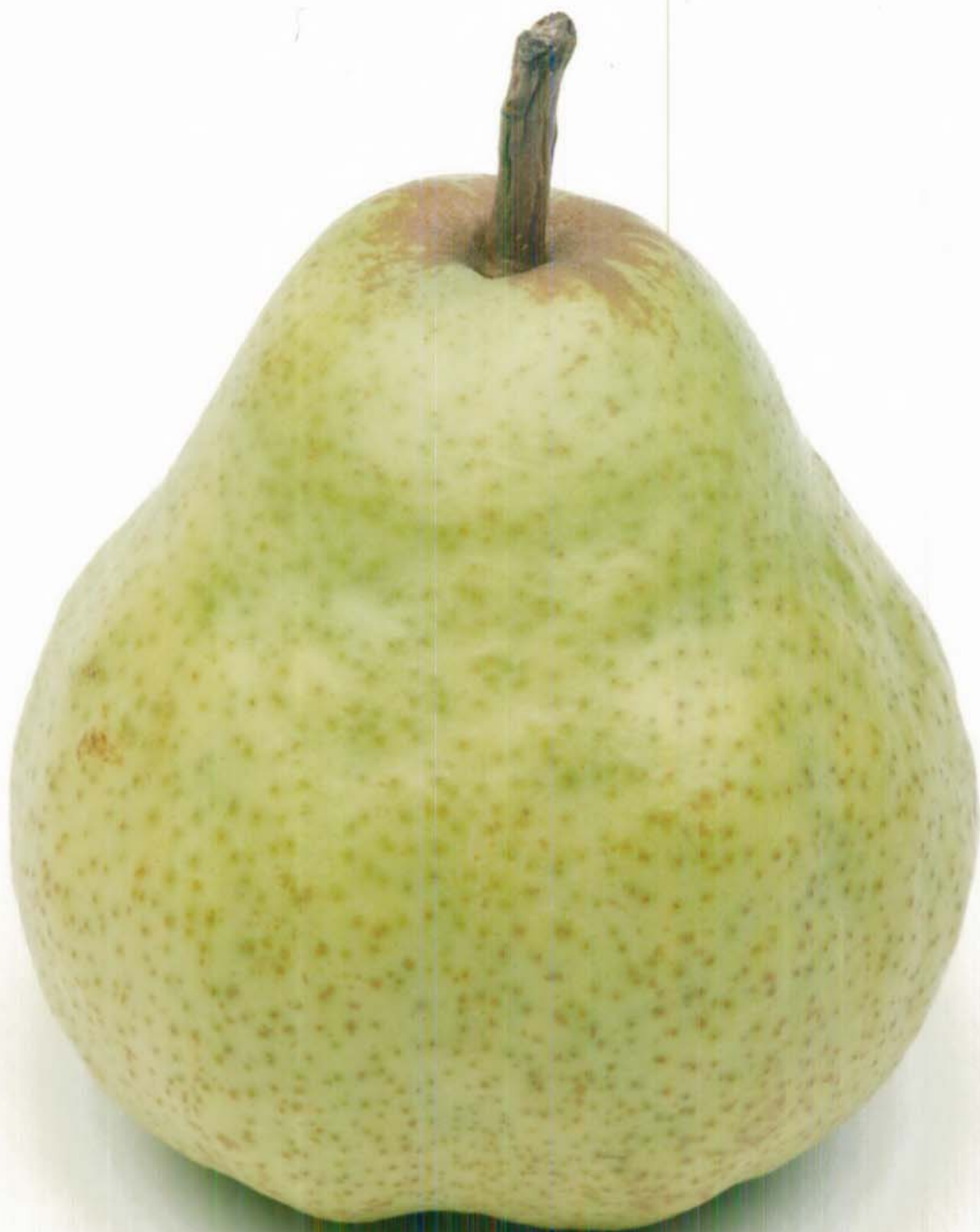
**pineapple**



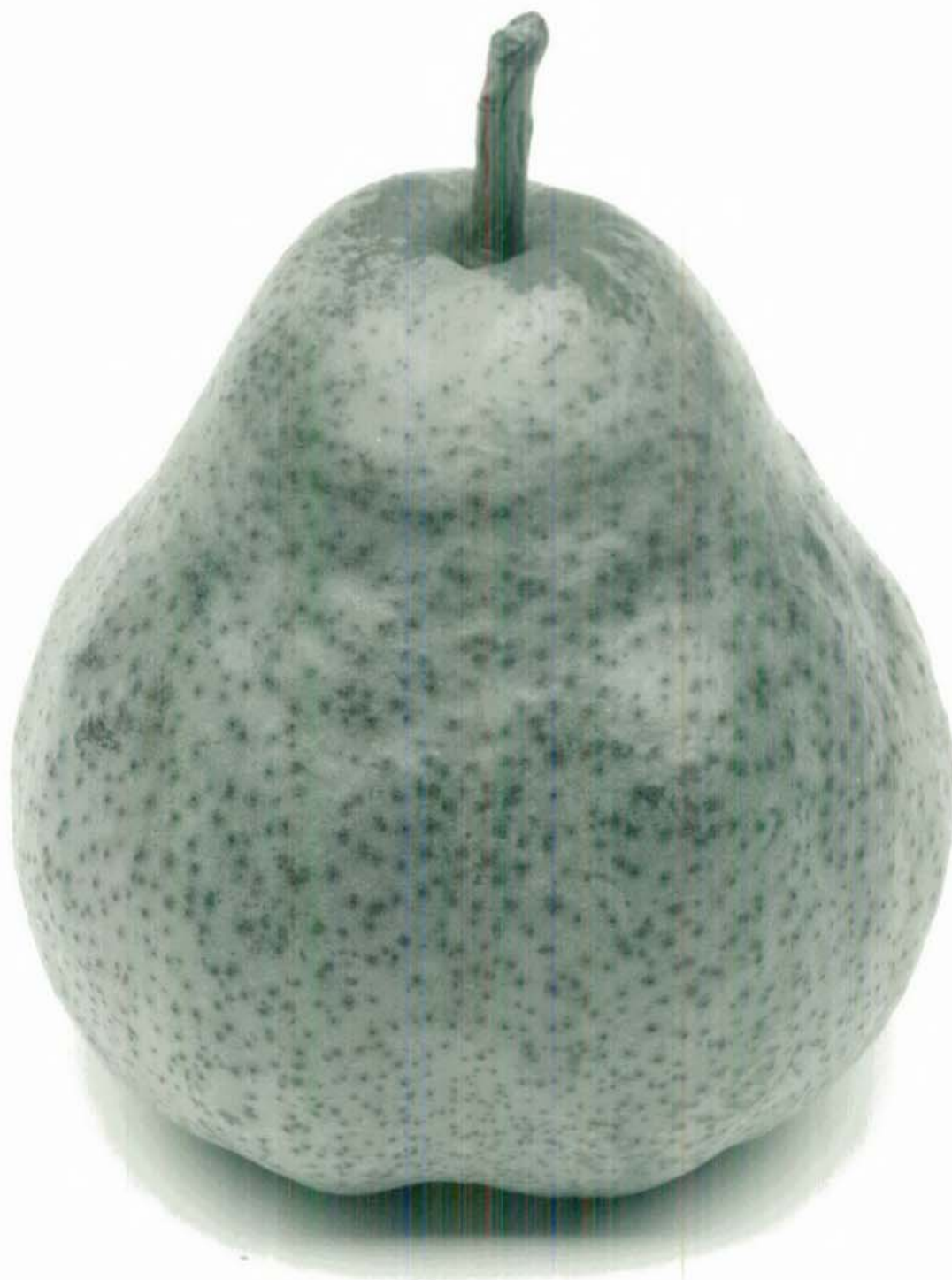
pear



**pear**



**pear**



**pear**

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**INSTRUCTION SHEET AND RESPONSE BOOKLET**Subject Number \_\_\_\_\_  
Condition \_\_\_\_\_**WORD ASSOCIATION STUDY  
RESPONSE BOOKLET**

When you open this response booklet, on each page you will find ten numbered spaces. These are for you to record your associations. Use one page for each word, i.e., when you have finished responding to one word, please turn the page before you start to write down associations to the next word.

Please bear in mind that the only responses that are of interest to us are the ones that **immediately** come to mind when you look at the word. So, if no words come to mind, or if you find yourself having to try too hard to think of a word, simply move on to the next word.

Subject Number \_\_\_\_\_

Condition \_\_\_\_\_

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

## FAVOURABILITY RATINGS

**LIKEABILITY RATINGS**

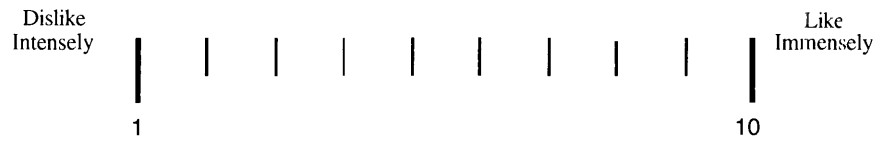
Here is a list of twenty fruits and vegetables. Alongside each name is a rating scale with *dislike intensely* at one end and *like immensely* at the other.

Please indicate how much you like each of the fruits and vegetables by circling the stroke on the rating scale which best represents your judgement.

**Grapes****Cauliflower****Strawberry****Beans**

**PLEASE TURN THE PAGE**

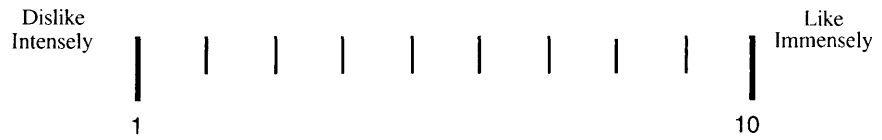
**Tomato**



**Banana**



**Lettuce**



**Watermelon**



**Onion**



**Orange**



**PLEASE TURN THE PAGE**



### Pineapple



### Carrot



### Broccoli



### Pumpkin



### Pear

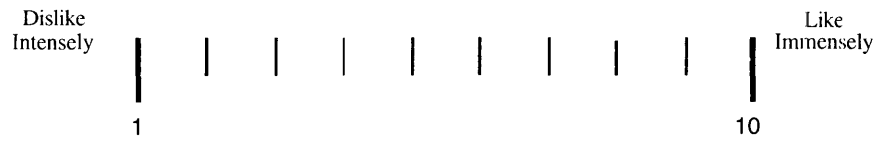


### Peas



**PLEASE TURN THE PAGE**

### Apple



### Potato



### Lemon



### Peach



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**DEMOGRAPHICS QUESTIONNAIRE****DEMOGRAPHIC QUESTIONNAIRE**

Please reply to each item by circling the appropriate answer.

1. To which age group do you belong?

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

2. Are you female or male?

1. Female
2. Male

3. What is your present marital status?

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

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

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

---

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

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

6. Of those who normally live in your household (**excluding visitors and including yourself**), how many are:

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

## SELF MONITORING QUESTIONNAIRE

## SELF-MONITORING QUESTIONNAIRE

The following statements concern your reactions to a number of different situations. Please reply to each item by circling the appropriate answer.

1. I find it hard to imitate the behaviour of other people.  
TRUE FALSE
2. At parties and social gatherings, I do not attempt to do or say things that others will like.  
TRUE FALSE
3. I can only argue for ideas which I already believe.  
TRUE FALSE
4. I can make impromptu speeches even on topics about which I have almost no information.  
TRUE FALSE
5. I guess I put on a show to impress or entertain others.  
TRUE FALSE
6. I would probably make a good actor.  
TRUE FALSE
7. In a group of people I am rarely the centre of attention.  
TRUE FALSE
8. In different situations and with different people, I often act like very different persons.  
TRUE FALSE
9. I am not particularly good at making other people like me.  
TRUE FALSE
10. I'm not always the person I appear to be.

TRUE

FALSE

11. I would not change my opinions (or the way I do things) in order to please someone or win their favour.

TRUE

FALSE

12. I have considered being an enter ainer.

TRUE

FALSE

13. I have never been good at games like charades or improvisational acting.

TRUE

FALSE

14. I have trouble changing my behaviour to suit different people and different situations.

TRUE

FALSE

15. At a party I let others keep the jokes and stories going.

TRUE

FALSE

16. I feel a bit awkward in public and do not show up quite as well as I should/

TRUE

FALSE

17. I can look anyone in the eye and tell a lie with a straight face (if for a right end).

TRUE

FALSE

18. I may deceive people by being friendly when I really dislike them.

TRUE

FALSE

## ETHICAL CLEARANCE FORM

## FRUIT AND VEGETABLE WORD ASSOCIATION STUDY

Welcome to our word association study. During the next 20 minutes, we're going to ask you to complete two different tasks. The first task relates to fruit and vegetable perception. We're interested in the way in which people think about different fruits and vegetables.

Pictures of various fruits and vegetables will appear on your computer screen, one at a time. We would like you to look at each picture and type into the computer any words that the picture brings to mind. It doesn't matter what word(s) you write down, as long as the picture makes you think of it.

After you have finished the word association task, you will automatically move on to complete two questionnaires and an evaluation task. The first questionnaire concerns the way that you respond in different situations. The second asks questions relating to certain aspects of lifestyle.

Your name will not be recorded anywhere, thus ensuring that the information you provide will be completely anonymous in nature. In addition, you are free to withdraw from the study at any time.

If you have any questions concerning the study, please contact either Sue-Ellen Kjeldal or Assoc. Prof. Richard Gates (our phone numbers are listed below). Your participation in this study is greatly appreciated.

.....  
 Assoc. Prof. G. R. Gates  
 Deputy Director  
 MBA Program  
 UNE  
 Phone: 73 2566

.....  
 Sue-Ellen Kjeldal  
 Ph.D. student  
 Phone: 73 3603

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I (the participant) 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