

Zack, 24 years, a university student in a family of 6.

So how do you go about purchasing your groceries for the week?

For the week? I usually make a list in my head. Or I use Google Keep to know exactly what I want and go from there. But my parents, on the other hand, they just basically grab what they can or the necessities of the day.

So do you usually do this like, once a week? How often do you do it?

I try to ... Minimum of like, once a week. So I might even do it like 3 or 4 days a week, just depending on ... Because I'm on a diet kind of thing, I try to stay healthy, so certain things might run out before one week. So I have to get back. Because the shopping centre is close by, it's only like 5 minutes away, so I can go and come back instead of grabbing everything in bulk.

So when you do this list, do you like, set aside time to actually go through it? Or is it just whenever you remember?

Yeah, both ways. I start off with writing the list, yes, but I give myself some time afterwards before heading to the grocery. Because there are certain things that might be a last minute thing ... So you make the list when you need to, then two days after, you would have hopefully 90 to 95 percent of the list done, then you just go and do your shopping.

Ok, right. So do you have any difficulties with your current grocery routine?

Pricing is kind of an issue because Woolies' prices go up and down depending on the day or the week. I would like to ... because we have Costco nearby, I would like to go to Costco and buy it in bulk. And even though I'm a member, I have to find time to go to Costco. Because the annoying thing about Costco is that you're going treasure hunting. Literally! That's what they call it. Everything is just not in a certain place every time.

Have you ordered deliveries from one of the large stores like Woolies and Coles?

I haven't ordered but that's what I want to do. Use it online. And because, after \$50 dollars, it's free, I think.

So why haven't you done it though?

Well, because every time I want to get around to it, I've already done the shopping. So, I think it's more about changing your mindset. I think it's more because I just get up and go do the shopping. But compared to that, you just have to go online and then just do it. I guess it's more about the mindset, just changing your routine, your behaviour.

So you're more used to just going, that's why?

Yeah. And I think maybe because I enjoy it? Because when I go there, I get my coffee from there, too. From Woolies. And I'm

a regular so they know me, and I'm kind of a friend so we just chat and then go home if I'm not in a rush.

So how about bulky items and things like that? How do you get them from the shops?

For that, for the time being, my parents like to shop in ALDI. But I'd like to change it to maybe, Costco, 'cause it's probably cheaper. Because we're a big family so it would probably be cheaper and more efficient than buying it from them. Plus, I have a membership so I don't ... it's a waste of membership having a membership and not using it.

Yes, of course. So you like to drive as a family and then do your shopping together?

Yeah, usually on the weekend. Like everyone does, I think. But sometimes during the week if we're running out of cat food or we need milk, eggs ... so those kinds of basic things, we just go and grab. But the good thing is we have Coles, Woolies, ALDI and Costco only 5 minutes away from each other. Yeah.

So you don't really shop on your own?

No, I do. I do the regular ones on my own. But for the bulky items, it's more of a family thing. It's because ... it's my mom. She kinda knows what she wants so she wants to do the shopping herself. So yeah.

So what's the most annoying thing about shopping? Doesn't matter if it's in big supermarkets or small ones.

Good question. Sometimes, customer service ... some are rude? The people who work there. And also ... I'm trying to think of when I had a bad experience. Oh! This is bad. This is annoying. If you go to Coles or Woolies and you have these people there who are advertising some things and they're just trying to hassle you. That's the most annoying thing.

Yeah? Would be good then if you could just have everything delivered then so you could avoid those.

Yeah, you don't need them to be right in front of you and hassling you. Like, you know when you go to these train stations and then there's people hassling you and trying to ask you to come in.

Oh, so not really people in the grocery but people outside while you're on your way to the grocery? Like, people giving you flyers and all that?

Yeah. But more than that, they actually try to ... and it makes you feel bad because you don't want to deal with them, you just want to do your thing ... it makes you feel bad. But I don't like it because they try to take advantage of it. It's just not the right place to be to do that. It needs to be in a proper platform. But to them it's more convenient.

Ok, but how about the shopping itself? Maybe, finding items, going around, carrying things ...?

I don't mind shopping, honestly. As long as ... I mean, I like shopping on my own. Not going with someone because maybe that person might not like the way I shop. But in general, I just don't like people when they have bad customer service. I believe in providing good service. I think that's one of the most ... that's the key to the success of a store or anything.

Bad service in what way?

Like if you work there but then you look like you can't even be talked to. Maybe you're having a bad day and that's okay, it's fine, but I think people need to learn how to put that aside and be in the moment. It comes through experience. I've learned that at a very young age, that it doesn't matter how bad you're feeling or whatever you might be in. I mean, everyone's different, and that's acceptable. But that bit, yeah.

So, how about in finding products and going around?

Finding products ... I do my research beforehand. So for example, if I need a stain remover kind of thing, I do my research to see which stain remover is better than others. I found that a lot of people don't like asking staff. But if you ask customer service, people who work there, they can point you to where exactly things are, instead of you going around and trying to find things yourself. Especially people that I shop with, they don't like asking. They feel like ... I don't know. They look stupid or something when they do? But I don't mind asking. So when I can't find something, I just ask. Yeah.

Other than that ... waiting in line. That's another annoying thing. What I don't like is that they have the cash one and the card one. Why can't they have just a multi one and let everyone use it? Because then you have a huge line, and then 10 people only want to pay cash, and there's not enough where they can actually pay by cash, and the rest of the 10 people behind them want to pay by card, but they're still waiting in line not realising that the people before them want to pay by cash so they can actually go in front of them. Unless you ask them. But that goes back to introverts and extroverts too, right? Whether you feel comfortable asking, 'are you guys paying by cash?'

So you actually only shop in the bigger stores and not in the small ones?

Yeah, not so much. Like I said, for me, we're quite lucky because we have Woolies which is open until 10:00 pm and only 5 minutes away by foot. And we have Coles that is open until 12:00 am. So when we need something, we just go. The smaller stores are actually further away.

Do you drive to the shops or you take public transport?

Drive. I like to walk but I can be lazy. But going back to ... in

terms of shopping, my parents like to go to more of the local stores. So there's like these Indian, Chinese and all these different stores in the strip near us. So they just go there and they get it from there. They don't like going to Coles or Woolies because they think it's a rip-off.

That's interesting ... So lastly, what is your opinion of the self-checkouts? Aside from your issue you mentioned earlier on the by cash and by card payments.

Yeah, I like it. I always use it unless otherwise I might need change or something, or I'd need to cash out. I like using it, but that's the only problem – when there's a line, and ... why can't you just have all of them allow cash and card? That would make life so much easier. Instead of people just waiting in line.

So what do you like about it?

I like how you just go in and out, and you're going at your own pace. Some people like doing that sort of the whole thing ... the whole put-it-in-your-bag-and-just-go. Specially if you have kids. They enjoy it. They like to play that sort of game of shopping and having-your-own-shop kind of thing. So yeah.

Do you get a lot of stuff when you shop?

On my own? Probably a maximum of 4 to 5 bags.

Oh. Because I was thinking, when you shop a lot, maybe it's more convenient to do it the traditional way of going to a cashier instead of to a self-checkout?

Yeah. But that's like a whole trolley-full. Or half trolley-full. Nah, I don't like waiting in that. Even if I do a big shop, I would just go to the self-checkouts. I've done that. Yeah, even when we had a barbecue and had to get a lot of stuff, we just went to the self-checkouts.

Alright, I think that's all the questions I have. Thank you so much for your time!

Not a problem.

NB: The interview data is provided as a learning resource and does not necessarily reflect opinions or experiences of real people.