

Will, 28 years, a British photographer who recently moved to Sydney.

How do you go about doing your grocery shopping for the week?

I don't really like, plan for the whole week. Like, if I need something ... Only if I need something, I would go. So yeah, if I run out of stuff, I would go. I wouldn't plan like a whole week of grocery shopping 'cause I actually don't enjoy shopping that much. So if I really need something, then I would search for that.

But how often does that happen?

Maybe like once or twice a week? So, little bits. Not everything at once.

So you don't drive, right? So how do you do your shopping? Is it like on your way home?

Usually, after work, I would get it. Like, from the big Woolies before heading to the station. And then I'd take it home. Or if my housemate is not tired, then when we go home, there's this Coles which runs until midnight, then we go there. We have to drive though, and my housemate drives. It's a good 10 minute drive.

Okay. Any difficulties you encounter when you do your shopping?

Well, I'm still not quite adjusted to the price. Grocery price. It's more expensive than what I'm used to back home. So sometimes I will intentionally look at discounted offers or like, deals. Sometimes I do think what I'm searching for is too expensive or higher than expected so I look at that as well. But if I really need it then I'll have to buy it at the full price.

How do you go about finding the stuff that you need? 'Cause you said you don't plan, right? So if you need like, apples, then you just go and find them? Is that how it happens?

Yeah.

And do you pick other things along the way, or ...?

Yeah, sometimes I get enticed by other things along the way like ...

Items on sale?

Yeah, but not even that. I really like things like ... a particular brand of potato chips. They're so good. And when I walk past them, I always think, 'Oh, should I get one?' Or if I'm buying apples then I see like strawberries or peaches, and I'm like, 'Ooh, maybe I'd get that as well.' But usually, I'm not buying more than I want or need.

How many bags do you end up with, normally?

Usually, maximum of two. Never more. Yeah.

Have you ordered deliveries from one of the large stores?

Never.

Would you ever consider doing it though?

I don't know. I think, ordering ... grocery shopping online and then sending it to your home is still quite like ... it's quite weird for me. I don't know. 'Cause I feel like grocery shopping is always like a ritual kind of thing. You go there, and you pick stuff, and somehow having it sent to you is quite weird. But if I really don't have time, I would consider doing it. But I do like the experience of grocery shopping as well. Like, with all the choices. And then also, I would like to pick my fruit as well. Sometimes, if I'm ordering, I do worry if they pick the bad ones. Or whether they will intentionally give me the ones that are almost out of date, and then sending it to me.

Have you seen the commercials though ... Like, for example, one store, they say they get people who would really pick the best choices and make sure that you get the best stuff. Does that convince you?

Well, because I work in marketing, I do know sometimes how it works. So I don't trust a lot of stuff that TV or the internet says. But yeah, I do know that companies, they really think about cost-effective. And they're very conscious about that. So whether I trust it or not, I don't know. I'd rather go there myself and pick out the best ones for myself.

What about the bulky items and things like that? How do you get those? Like, tissue rolls ...

Yeah, I go myself and get it. I carry them and walk home. Though actually, we have a lot of tissue rolls. So one day, when we know we have run out, we will go and buy all the heavy items. I wouldn't buy the heavy items by myself. Always with my housemate and with a car.

Right. So what is the most annoying thing about shopping?

Price? And sometimes I linger there a bit longer than I should. 'Cause there's like so many choices, right? And then, especially when I ... back home, when I go on a diet for my weight, then I'm like exercising, then there's all these things that entice me, and ... that's quite difficult. It's difficult when you're trying to discipline yourself to not buy things that you don't actually need, or you're just doing it out of greed.

Have you tried shopping as well in metro stores like Woolies Metro, and Coles Express?

Yeah.

How do you find it?

Good in a desperate situation. So the only times I go is when I'm really, really thirsty for a drink or something. Yeah, that's the only time.

Are they closer to your place compared to bigger ones?

Not close. Usually those that are just on the way to work. Like when I'm doing something at that location and I'm desperate for a drink, then I would go.

Okay. Last question. What is your opinion of the self-check-outs?

I like it. It's good! Yeah, it's quick. I know how to use them, so it's very quick for me.

Very intuitive?

Yeah. Well, it's in London as well. But I remember the first time I used it, I remember I took so long. People behind me were very annoyed. That's the bad thing about it. When people don't know how to use it, and there's like a queue. But now there's so many self-checkouts so we don't have to worry about that in Sydney, at least. In London though, there's not that many. And there are times when people don't know how to use it, and then you just wait for a very long time. Yeah. But it's good.

How would you compare it to the traditional way where you go to a person?

I prefer self-checkouts. It's quicker for me, and I know that I could just keep going and do it myself and save a lot of time. So I don't have to wait for the conveyer belt.

And have you ever had any problems with the self-check-outs?

Maybe a long time ago but not now. I think it's a bit more developed. Before, it used to have problems like, 'unknown items!' And like, if it weighs differently, then it would say 'unknown item' and you would have to get someone to help clear it, and stuff like that. But here, nothing so far.

Okay. I guess that's the end of our interview then. Thank you so much for your time!

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