

**Lisa, 36 years, a mother of 3 young children.**

**So for the first question, how do you go about shopping for your groceries for the week?**

Mostly, I shop online because with the children, it's hard to go to the shop. Normally, I plan what we're going to have for the week in advance. And I go around and make a list in the cupboard of things that we've run out of. And then usually, Wednesday is my day to sit down, and I order everything online. I know, it's very organised because I can't just go to the shop if we run out of milk because it's 3 people in the car, 3 people out of the car, 3 crazy people in the shop just to get milk. So I try always to get everything we need in advance. And even extra, we keep in the garage so if we've run out, we can just get it. So, yeah.

**That's amazing. So what do you like or not like about this?**

What I don't like is they charge extra to deliver the shopping. But then it's a convenience. Like, every item is priced higher than if I were to go to buy milk from the shop. It might be like 50 cents more to buy online so I really don't like that. But then you pay for the convenience. So I do like that I know that on Saturday, the man would bring it at a certain time frame, we don't have to waste hours in the shop ... it's pretty easy to just use the app on my phone when I have 5 minutes to select what I need. It saves it, so that's convenient ... and I think, that's it. It's all about convenience and time saved so that I'm not spending it in the shop.

**Okay. So do you always do this? Or do you still go to the grocery?**

Every week, I do that, but we still go to the shop. So mostly things for the pantry or cleaning products, drinks, things that are heavy, I would shop online for. Vegetables, bread, meat, and anything that I've forgotten off the list, we'd go to the shops for. Yeah, specific things that I can't get online through Coles or whatever, yeah, I'd go to Harris Farm or IGA or whatever and get. So yeah, normally we do that on Saturday or Sunday, just for the week. And often I'd have to go again because there's a lot of us eating. So yeah, that's how we shop — online for pantry, in the shop for fresh things.

**Right. In terms of going to the physical shops, what are the difficulties you encounter?**

I find now that they carry less brands. So you might be after a specific brand, and if you go to Coles or Woolworths they tend to have more of their own brands, and a variety of their own brands. So like, a fancy expensive one but it's a Woolworths brand, or you know, medium, low ... and you can't get the specific brand that you're after. So they're carrying less stuff of that so you know ... Finding things, sometimes you're walking around to find the tiniest thing but if you don't have that ingredient, you can't make whatever it is you've planned

to make. So I find that really frustrating, if they don't have something. Like the other day, we went, and they don't have any zucchinis and no rock melon. And they're not like super important things, but it's just really annoying to not have that and then to have to go to another shop.

**Was this like in smaller express shops?**

No, like big ones! Sometimes, I'll go to... You know, there's two big ones in our area, and you go to the really big one. And then they won't have any strawberries. And you're like, 'come on!' So that is really frustrating if you go there, and that's on your list, and you can't get that. I find that, yeah, really frustrating.

**That is bad indeed. Okay, so you've already mentioned about ordering deliveries. Aside from the additional price, did you have any other issues with it?**

Yeah. They often forget things. So you know, it may just be one thing ... last weekend, they forgot one thing and it wasn't essential. The week before that, they forgot half the shopping. It was like \$60 out of a \$120 worth of stuff that they forgot. So that, for us, is impossible because I plan my week and my shopping on that, and then they forget everything. So their solution is, 'we can deliver it but not until ... you know, Tuesday. Or you can have the credit ...' which solves the issue for you but it's frustrating if they forget. Or they choose the wrong thing. Like, I might choose the tortilla wraps, and I'd choose white ones because my child, Anne, only eats them and not the wholemeal. So not a big deal but if you have a fussy child, then it sort of is a big deal. Yeah, so little things like that. And I think, the person picking, they just grab. So I guess there's less care put into picking. So vegetables and stuff, I don't buy from online because they don't take the time to pick the fruit or the vegetable. So it comes and it's all smushed up or too ripe or too green, and I just prefer to choose it myself. So, just little things like that.

**Yeah. So you always order from Coles, not from ...?**

Yeah, normally Coles. The reason being that ... it's a silly reason but I have shares in a company which runs Coles so I think, well, might as well support the company I have shares in. Yeah, that's the only reason why. No other reason. Yeah. But often I think I should try another one, but I haven't yet because every week, it's just convenient on the app. And it saves my previous purchases so yeah, it's a bit easier.

**Okay. So how about shopping bulky items?**

Often, we would do that through Coles because then the delivery guy would have to carry it in the truck, he carries it up the stairs and brings it in. So things like big boxes of nappies or big boxes of Coke or water, laundry powder, things like that that I would buy in bulk because they might be cheaper or have a good deal on it ... yeah, I just buy it because we have the space to store it. And then it's more convenient because I don't have

to lug it around the car, lug it around the house. So yeah, often, we would do it that way.

### **And it's always via delivery?**

Yeah. My husband would buy big boxes of water but that's because, I think, normally he would go on his own. He wouldn't have the children, and he is a bit stronger. So, you know. Like, I don't mind carrying that in, but if I've got the kids, it needs to wait in the car. It can't just come straight in. So yeah, he would probably do that whereas I would order that sort of stuff online.

### **So what's the most annoying thing about shopping?**

If you cannot find the thing that you're looking at. Or if you're in a rush, and there's not enough people on the check-outs. I find people frustrating as well when they just stand with their trolley, and they're in the way in the aisles, in the row, and the staff are packing the shelves ... yeah, that people are being a bit inconsiderate though I think not just in shopping but in life, in general, these days. So that is really frustrating. Yeah, I think, just that you can't find something, they've run out, or too many people or not enough people.

### **What's your opinion of the self-checkouts? Have you used them?**

I do use them. I don't like when it's a gift card, you need someone to come over. Yeah, that's annoying because it defeats the purpose, and they don't say, 'oh, you can't buy that here. You have to go and have someone ...' They don't say that to you, so you get there, and then they say, 'oh, you can't buy it here. You need to go around there.' They can't just help you. So that is a bit frustrating. The whole process of packing your own bags, the weighing things ... especially if you've got the kids, and they pull something off, or if the nappies don't fit in the area and the light starts flashing ... you know. You can't continue until someone comes. Often, I'd go here because I know it would be really quick, and then it ends up being a lengthy process. Sometimes, it's fine, if it's just for a couple of avocados, two or three things. But if it's a basket, I always get anxious going in those lines because I think, you know, 'what is going to happen (go wrong)?'

### **So I guess you normally go to a person?**

Yes, because I think it's easier because they pack the bags for you, you have a little bit more time. It's a bit stressful sometimes when there's loads of people lined up, and the items don't scan properly, or the light's flashing because it's gone out of the bagging area, or the weight's incorrect ... So yeah, I would normally prefer, if it's a number of things like twelve or more, I'd go to a person. If it's just one or two, I might do the self-checkouts. Yeah, I always find a number of issues so I avoid it. I think it's a good idea, but I think, sometimes, when I shop, I shop for a big shop. So at the big store in our area, often, when I go shopping, it's one person on the check-out and the rest

is a self-service. And when it's a big trolley, you can't do that. There's no room for the trolley, you can't scan all the items, put them in the bag, remove them ... it's too complicated so I don't do that. And also, it's quite nice to talk to the person. I like that. I like having that interaction. If you're at home with kids, it's nice to get out. It's nice to just talk to someone sometimes so ... I think it's a good thing to have, but I think they should have an equal balance of people serving and the self-serve checkouts.

### **Right. That's true. And are you almost always with the kids when you're doing the shopping?**

Yeah, at least one. I try to avoid it when I have more than one. But sometimes it's impossible so ... rarely am I on my own. Yeah, rarely. If I am on my own, it's delightful. It's so nice to take the time and look at things. You spend more money because you're like, 'ooh, I haven't seen this.' Whereas when I'm with the kids, or you know, you have to be somewhere, it's 'Rush! Rush!' Just get what I need and get out. And maybe that's why it's frustrating, and you can't find things because you're in such a rush to get out of there. But yeah, more often than not, I would say I'm with at least one other person with me.

### **Alright. Around how long does it take you to shop?**

At least 45 minutes even just to get a couple of things. It's complicated. And normally, it would be a good hour to an hour and a half. And it's surprising how quickly that time goes. Even if I just duck up here to the nearby grocery, it would be a good 45 minutes, I think.

### **So your routine is like, you order online on Wednesday, and then it comes on Saturday?**

Yeah, comes Saturday. Then on Sunday we would get bread, meat, and fruit and vegetables, and anything we've forgotten or missed from the shop.

### **Those were really interesting insights. 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.*