ADPR 3120 Millennial Shopping Experience Research

PART ONE: INTRODUCTION

Background Information

Recently, younger consumers across America have slowly started gravitating towards healthier lifestyles. As fad diets, working out, and eating properly becomes increasingly trendier, we decided that food advertising was the most relevant topic to conduct research on. From prior studies found in journals concerning consumer marketing, there have been results that show how consumers' attitudes towards product packaging affect their perceptions about a product. In a study conducted at Kasetsart University in Bangkok, Thailand, it was concluded that bright, colored labels have previously been more influential on purchases but younger consumers are paying more attention to specific labels as people become more aware of advertising strategies (Silayoi & Speece, 2005). Allison Motter, a dietitian at Emory John's Creek and the Shepherd Center, recalled personal encounters with patients that have asked her about what to buy at a grocery store. According to her, a large amount of her patients that want to live healthier gravitate towards foods with a clear packaging statements that say "gluten free," "no GMOs," or other similar labels. We believed this research and insight was helpful, and could be explored furthermore by questioning how influential health statements on packaging would affect snack purchase decisions.

Research Question

As a group, our personal experiences caused us to believe that there was a strong connection between food shopping decisions and the types of snacks chosen at grocery stores**.** In more specific terms, we decided to observe if fat free or reduced fat visual packaging affects

millennials' snack purchases in the grocery store. In order to gain sufficient information, we conducted observational studies to give a basis for our research, alongside a further analysis through focus groups, surveys, and descriptive statistics.

Hypothesis

We believe that fat free or reduced fat stated labels on product packaging influences the snack decisions of millennials due to our findings from Kasetsart University and RD Allison Motter.

PART TWO: DATA COLLECTION

Observation Research

Observation research is the systematic process of recording behavioral patterns of people, objects, and occurrences without questioning or communicating with them. For our assignment, we decided to observe if fat free or reduced fat packaging statements affects millennials' snack purchases in the grocery store. Most millennials in the Athens area visit Kroger for snacks and other products, because it is the closest grocery store to campus. We then chose two Kroger locations to make and note our observations. We utilized different times and days of the week in an effort to observe a variety of individuals with different shopping habits.

Observers watched millennials as they made their snack choices, noting whether or not their decision was influenced by the packaging statements, package placement, gender, and the time and day of the week. Our variables of interest were split into dependent and independent categories. The independent variables were fat-free products or reduced fat products versus their regular full-fat counterparts, product placement, gender, time of day, and day of the week. The

dependent variable was the purchase or nonpurchase of the products. We specifically chose these variables would be most relevant to our research question.

Focus Groups

The second step in our research process was to conduct two focus groups. Focus groups are typically comprised of 8-12 people who are led by a moderator in a group discussion on one topic or concept. We decided to conduct two mini focus groups that consisted of 4-6 students rather than the normal 8-12 because, due to a lack of compensation, students were less likely to participate. We recruited subjects by asking our acquaintances to participate in a focus group for our class research. It is important to note that these members had no knowledge of each other before the meeting was conducted. Both groups were given the same scenarios to participate in with a varied amount of questions from the moderators, which were different for each group. After signing their consent form and being granted permission to video record the event, moderators began the focus groups by asking general questions to make each member feel comfortable. These things included: name, age, major, and a few words to describe themselves. After introductions, moderators gave out three individual sheets of paper with pictures on them to each member in order to begin the first activity. This activity's goal was to individually see which Cheez-It flavor the participants would most likely purchase on a Sunday night as a snack. The Cheez-It choices were original, white cheddar, and reduced fat. After the choice was made, we gave each member a few moments to discuss why they decided to purchase the flavor they did. The moderator then switched to the second activity which called for more interaction within the group. Images of different Ruffles products were given to participants and the following scenario was proposed:

"Imagine you are all good friends and you have decided, as a group, to bring two bags of Ruffles chips to a party, which ones would you bring and why?"

Lastly, the moderator asked the students some general questions such as which store they bought groceries from, the time of day, preferences of shopping alone versus with friends, how he or she defines "healthy food", and how the packaging affects their purchase decisions. The second focus group was conducted as similarly as possible to the first group in order to ensure quality data; the same scenarios were given and the same questions were asked.

Surveys

To gain a better understanding of our target audience, we underwent survey research which is a systematic gathering of information from respondents for the purpose of understanding some aspect of the behavior of the population of interest. In other words, a survey attributed our research by providing descriptive information pertaining to behavior, knowledge, expectations, and attitudes towards the subject. For our survey, we asked similar questions to what we mentioned in our focus groups to receive more insight from a larger pool of respondents. We used visual components along with open and closed ended questions to gain a better understanding of food packaging and its relationship with in store purchases. It was our job to create a survey with clear and simple questions, to steer away from any leading or biased questions, and to contain all levels of measurement in our survey: nominal, ordinal, interval, and ratio. After creating the survey through Qualtrics, we opened the questionnaire to anyone between the ages of 18 to 26 through Facebook and other social media platforms. After a week of the survey's release, we took the responses by importing them to Excel where we analyzed our results through descriptive statistics and t-tests to back up any claims that we had.

PART THREE: DATA ANALYSIS (RESULTS)

QUANTITATIVE DATA ANALYSIS

Observation Research

Through our observation research, we found that there were more women shopping than men at Kroger. Additionally, these women were more likely to be shopping with a friend than men were. The women observed were more likely to look at the label and make choices that were reduced-fat or fat-free than the men were. People who shopped with a friend or partner were more likely to choose a reduced-fat or fat-free item than people who shopped alone. The snacks that were most likely to be chosen with a reduced fat label were chips and crackers, while cookies and pretzels were less likely to be purchased.

The observation stated above can be supported through a specific instance of a millennial female in her early 20's. She spent three to four minutes deciding between oatmeal and chocolate chips cookies, even though both contained the same amounts of sugar and trans fat. It can be understood that most millennials believe all cookies are unhealthy, so the type or brand of cookie has no difference in health quality, but solely in the price of one cookie brand versus the other. Furthermore, the product placement on shelves had little to no effect on millennials snack purchases. It can also been seen through observations that men spend a longer amount of time reading the labels of snacks while women made these decision through the influence of others or by the physical packaging of the product. In more specific terms, an observer noticed two millennial women deciding whether to buy Smart Food popcorn because it was a way to have "smart eating choices." During this process the observers also counted placing an item in a cart or basket as a purchase. Although this does not technically confirm an actual purchase, observers wanted to maintain their naturalistic approach in order to keep participants from suspicion. After five separate observations, there was conclusive evidence that many millennials do not spend much time looking at labels on snack packaging although the reason for this was unclear.

T-test

The survey questions we compared for our t-test were: 1) How do you prefer to shop? Alone or With Friends? and 2) On a scale of 1-5, how influential are your peers on your purchase decisions, five being the most influential? A t-test is an analysis that compares both categorical and continuous variables to see if there is a relationship between the two categories of responses. When conducting our t-test, we created a null and alternative hypothesis. Our null hypothesis was: There is no significant difference between the people who shop with their friends versus the people who shop alone in regards to their perceived influence of peers during their purchase decisions. Our alternative hypothesis was: There is a significant difference between the people who shop with their friends versus the people who shop alone in regards to their perceived influence of peers during their purchase decisions.

When running this T-test we set our alpha at 0.05 and got a p-value of 0.003312. Since the p-value is lower than 0.05, we conclude that we should reject the null hypothesis and accept the alternative hypothesis. By accepting the alternative hypothesis we found a significant difference between the people who shop with their friends versus the people who shop alone. In regards to their perceived influence of peers during their purchase decisions, we can make the appropriate recommendations to local grocery stores.

QUANTITATIVE DATA ANALYSIS

Descriptive Statistics and Correlation

We picked six questions that we felt would yield important information regarding people's habits and experiences buying food in grocery stores. Using the data we gathered during our previous experiments, we determined that our independent variable to be the presence of a fat free or reduced fat packaging statement. The dependent variable is therefore whether or not millennials purchase a certain snack.

Question 18 in our survey asked participants how many minutes they spend in a grocery store using a slide scale with a range of 0 to 100 minutes. According to the data, we found that the average time spent in grocery stores is approximately 36 minutes with a standard deviation of about 13.71 minutes. Due to a wide range of possible responses we calculated the frequency of each response by dividing them into intervals of 25 minutes. We found that more than the average amount of respondents spend approximately 26-50 minutes in the grocery store.

Another question that we asked required participants to determine how important healthy eating is to them. By using a slide scale of 1-5 with single unit intervals, respondents answered with an average of 3.963, meaning that more participants value healthy eating than those that don't. In fact, 3, 13, 19, 77, and 48 people answered 1,2,3,4 and 5 on the scale, respectively. Due to a generally lower standard deviation of 0.958, we can determine that there is a small variance throughout the responses for this question. This means that answers fell closer to the average which ultimately shows how respondents are typically indifferent when it comes to the importance of eating healthy. Fat free and reduced fat foods are generally deemed as healthy, so the information from this question therefore makes it more likely that our respondents would choose foods with these labels if given the option.

The next question we asked was how influential peers were on product selection decision on a scale of 1-5, with one being the least influential and five being the most influential. Respondents answered with an average of 2.195, meaning that peers typically have a less than average impact on product selection. The standard deviation was relatively low, at 1.06, meaning that most respondents answered around the number two, and that there is a small variance in the responses.

The fourth question we asked was a categorical question, asking whether or not people felt judged by their purchases at the grocery store. There were four possible responses from people: Yes, and it influences my decision; Yes, but it doesn't bother me; No, but if I ever did it would influence my decision; and No, but it wouldn't bother me if I did. We found that more than the average amount of people did not feel judged and wouldn't change their choices even if they did feel judged, with 116 people selecting that answer. The second most popular answer was that people did feel judged but it doesn't influence their choices, with 48 people selecting that answer. The third most popular answer was that respondents didn't feel judged but would change their decisions if they did, with 23 people selecting this answer. The least chosen answer was that respondents did feel judged and changed their purchase decisions because of this, with 8 people answering this. The total number of overall respondents was 195 people, which assured us that with such a high number of respondents, we were getting accurate data.

Another categorical question that we asked participants was why they choose to shop at a certain grocery store. The highest number of respondents, 96, selected location as their main factor while the lowest number of respondents, two, selected other amenities such as gas, clothing, and more as their primary factor. 52 of the participants selected price, 36 chose food

selection, and nine chose other as the reason they shop at a certain grocery store. With 195 people answering this question, location was selected by nearly half of those who responded.

The last question we asked was does the packaging of a food item ever influence your purchase decision for that item. The results were almost even, with 98 people responding yes and 87 responding no. This data shows us that packaging can be influential, but is not an overall deciding factor for food according to respondents.

Focus Groups

The first question asked during the focus groups regarding Cheez-Its, was given individually in order to receive uninfluenced responses by the participants in the group. We saw that three out of the four members decided to choose the reduced fat option rather than the white cheddar or the regular. We were not expecting the ratio of persons who favored the fat free option to be higher than white cheddar and original because they seem like more favorable flavors. In the case of the first focus group, the members chose the fat free option because there wasn't a perceived difference in flavor; one member specifically stated, "If it tastes the same and it's healthier, then why not choose the fat free option?" The participant who chose white cheddar justified their choice by stating, "This is the only good one of the three options."

The next question asked was about Ruffles, and was a group discussion question. After a few minutes of deliberation from the first focus group, they decided to purchase the cheddar and sour cream flavored chips and the regular chips, leaving out the oven baked and reduced fat options. We can note how the group decided to purchase non-healthy snacks versus purchasing the healthier option when placed in an individual purchase scenario. When purchasing snacks for a group of peers, students tended to be more conscious of the fact that they may be judged on

what snack they bring. After the group discussion, it was noted that the group chose these two options because it was the cheapest of the four types of chips, and dietary issues aren't a major concern when bringing food to parties. Interestingly, the moderator asked which flavor they would buy on their personal time and most of them agreed to either oven baked or reduced fat. Of all the questions asked in the focus group, the most interesting one that was agreed on by most members was "if feeling self conscious at the store was ever present?" From the first focus group, a majority of the members agreed that there was a slight feeling of being self conscious.

For the Cheez-It question in the second focus group, two participants chose white cheddar, one chose regular, and the last chose reduced fat. When asked about their decisions, one of the girls who chose white cheddar said, "When I'm snacking, I won't try to eat healthy. I like to enjoy my snacks and would rather have a flavored, full fat option rather than an unflavored reduced fat option. If the white cheddar flavor came in a reduced fat option I would probably chose that." All the other participants agreed with that statement, showing that flavor has a major impact on millennials snack choices. For the Ruffles question, they collectively agreed to get the cheddar and sour cream and original flavors. When asked why they chose those two options they said they didn't want to force healthy options on people, and that those were safe bets to bring to a party because they are typically the most popular flavors among their friends. Most of the group said they go to the grocery store about once a week to get fresh fruits and vegetables to eat. One person responded that they only went to the grocery store twice a month, as most of the food they got wasn't easily perishable and she didn't enjoy going to the grocery store; she attempts to spend as little time there as possible. When asked which grocery store was preferred by all participants, they all agreed that Kroger was their favorite place to go, due to it's

convenience, prices, and the ability to get gas and groceries in the same place. They also all agreed that they preferred to go grocery shopping alone. When asked how health conscious they were on a scale of one to ten, the range of answers was varied. One participant rated herself a nine, but when asked to explain, she cited her dietetics major as a major component of her answer. “I would feel hypocritical if I was telling others what is healthy to eat, and then ate junk food myself,” said the participant. Another participant rated herself a two and explained that if she was going to buy snacks anyway, it made little difference in the long run if they were slightly lower in fat content. Additionally, as with the first focus group, when asked if the participants ever feel self conscious about unhealthy snack choices, there was a unanimous “yes”, adding credibility to our theory that millennials purchase healthier snack options due to the fact that they feel judged by their surroundings and peers.

Survey

After keeping the survey open for a week, we recorded the results from our 229 respondents by exporting the data to Excel and undergoing a further analysis. In this step of the research, we took the data and used quantitative processes to gain a better understanding of the relevance of the survey responses to our overall research question. As a result, we hoped to not only analyze the data through descriptive statistics, but to also make inferences from our sample that we had from the survey. In order to make our information coherent, we analyzed our data through three statistical processes: measures of central tendency, correlation, and t-tests. For the measures of central tendency, we measured three questions with continuous variables and three others with categorical variables. We specifically chose these six questions because we believed they were closely related, and would help us grasp a better understanding of some shopping

behaviors. For our continuous variables, we analyzed different measure of central tendency by calculating the mean, median, mode, average, standard deviation, and frequency. On the other hand, for the categorical variables, we solely measured the distribution of these answers. We continued with our analysis with correlation tests to see if there was any sort of relationship between two questions. We ran two correlation tests to see if there was any relationship between the influence of peers and decisions on specific food products while grocery shopping. We had to assign certain variables as independent and dependent and kept in mind that although a variable may be correlated, it is not a fact of causation. Lastly, we used t-tests to test categorical and continuous variables simultaneously. Our independent (categorical) variable was the question of: "How do you prefer to shop? Alone or with peers?" and this was tested with the dependent variable (continuous) question: "On a scale of 1-5, how influential are your peers on your purchase decisions?" After identifying these variables, we created our null and alternative hypotheses to see if there was a significant difference between the people who shop with their friends versus the people who shop alone in regards to their perceived influence of peers during their purchase decisions.

Correlation

We ran two correlation tests with two continuous variables from the survey to see if there is any sort of relationship occurring between the effect of peer influence on purchase decisions and the importance of healthy eating. Our null hypothesis was that there was no relationship between the two variables while the alternative was there was some sort of relationship occurring. We ran a test and were confident that there would be a relationship between the two, but were surprised to see the r value as -0.0979993. This means there is little to no relationship

between the two variables that we ran in the correlation test. We also repeated the question about choosing healthy snacks later in the survey to see if there would be any sort of deviation in the r value. After running this test, we still saw an r value of -0.07. Although there is a slightly stronger correlation, there is still little to no correlation between choosing healthy snack foods and the influence from peers at the grocery store.

For our second correlation test, we chose to test the relationship between how many minutes are spent in the grocery store and how many times a month you go to the grocery store. Our null hypothesis stated that there was no relationship between the two variables while the alternative stated that there is a relationship between the two questions in our survey. Again, before running the test, we thought that there would be a somewhat positive correlation. We were again surprised to see that there was little to no correlation and that was reflected in a r value of -0.005273. The correlations we did during this assignment were very surprising to the group because both times we expected a positive correlation and got back a negative correlation. This highlights the importance of advertising research and correlation testing because what you may infer due to logic is not always true when you examine the data closely.

PART FOUR: CONCLUSIONS

We interpret our research and observations to conclude that millennials are influenced by fat-free and reduced-fat labels on product packaging. Based on our data, this means millennials are actively health conscious but are easily influenced from outside forces. Our findings are important because grocery stores and advertising can use this insight to adjust their marketing strategies and more accurately target millennials' purchases. Even though millennials are in fact influenced by product packaging, our results from our correlation tests can determine that neither

shopping with peers nor the amount of time spent in the grocery store attribute to this finding. Although we see a relationship through our observational findings and prior research, we have a type II error considering the fact that our observational findings do not match up with our statistical results. In other words, although the null hypothesis is false through observational findings, we still failed to reject it considering we do not have sufficient evidence to confidently state that the two variables we hypothesized are absolutely related.

PART FIVE: LIMITATIONS, CHALLENGES, AND FUTURE DIRECTIONS

When conducting our research, we faced several limitations to create the most credible outcome. The different components of our research: Observations, Focus Groups, and Survey all varied in its own unique limitations. When conducting observations we faced the obvious challenge of a small sample size. Each of our group mates only observed approximately three-four people at a time. In addition, we only chose two locations to conduct our observations in which limits our scope of receiving an accurate representation of our subjects, in this case millennials.

We faced a similar issue of representation when conducting our focus group to only have college aged participants, which does not accurately represent the age range of millennials. Again, size was an issue due to the fact that we only had 4-5 people per focus group, and that there were only two focus groups sessions conducted. One of the participants in the second session was a dietician, and perhaps could have some bias opinions in her answers. Lastly, when analyzing the results of our survey we noticed that some participants did not fully complete the questionnaire. We also noticed that not everyone that answered the survey fell into the age range

of a millennial. Even though size is an obvious limitation of a short conducted experiment, we must also note that any answers given to us may be false due to the pressure to lie about one's physical health. All in all, if we had to conduct this research again we would most likely specify the definition of "snack food" to be more concise in order to get a better understanding of our participants' habits.

Reference:

Silayoi, P. & Speece, M. (April, 2005.) The importance of packaging attributes: a conjoint analysis approach. http://www.emeraldinsight.com/loi/ejm

APPENDICES:

1. FIELD NOTES TAKEN AT GROCERY STORE

Alex Amling's Field Notes:

Over the course of 30 minutes on Friday, January 27th at approximately 9:30 pm, I observed 4 millennial students in the snack food aisles at the Kroger on Alps road (191 Alps Rd, Athens, GA 30606). All of the shoppers I observed, that fit the age range of our target market, were female and were shopping in pairs. In the first pair I observed, both girls seemed to be between 18 and 20 years old, were wearing athletic clothes, and were thin. While looking at the popcorn selection, both girls chose the Orville Redenbacher Smart Pop Popcorn with "94% Fat Free" printed across the top over the other products displayed, including the full fat options. As they walked away, I heard them say, "I feel better about this because it has almost no fat!" In the second set of girls I observed, both were between 20 and 22 years old, medium build, and casually dressed. One girl went to the cookie section and picked out Double Stuff Oreos, a full fat option, while the other went to the cracker section and chose Cheez It's with a large "Reduced Fat" banner on the box. I sensed that these girl were going over to a friends house to have a movie night and were buying snacks for that. I noticed that if you are with another person while shopping, you tend to make better decisions and purchase snacks with low fat advertisements.

Jaci Soukhathivong's Field Notes:

I went to the Kroger on Alps road at 8pm on Jan. 30.
While browsing the chips aisle I watched 2 young girls (20s), srat girls, debate on chips before picking up bags of baked Lays vs regular Lays. The conversation lasted approximately 2 minutes before deciding on baked chips.
One male, 21, brown hair and casual clothes quickly pulls Nature Valley brand of granola bars off the shelf with no thought.
When viewing a blonde 22 girl and older woman, late 30s, pick out yogurt, there seemed to be a lot more thought perhaps due to the quantity of flavors, brands, and low fat/ no fat/ fat/ greek options.
One middle eastern male, dark brown hair, wearing flip-flops, 21, stops to pick up a blue pack of Chips Ahoy, and then after less than 1 minute of thought puts it in his cart
Did not notice a trend in cart vs basket carrying

Johnny Cohen's Field Notes

Group of young black women in mid 20s. Bought smart food popcorn because it's "smart" eating
Also bought quakers popped BBQ chips. They are gluten free.
One couple was spending a good amount of time looking at jams and their health label.
They are white and probably in early 20s

Mixed black man in cookie aisle. Spent about 2-3 minutes looking at food types. Bought Chewy chips ahoy family size.
He then goes to chip section. And decides to buy sun chips. The garden salsa flavor. Whole grain.
Now I walk over to the health food section.
Elderly man is looking at energy bars. Powerbar brand. He spends a minute or so reading the label and decides if he wants to buy it.
He decides not too.
Lady in healthy chip aisle buys simply cheetos. She is more handsome likely 40s or so.
Simply cheetos are gluten free/ baked/ and have no artificial flavors.
Walk back to regular snacks aisle
Young girl in 20s decides back and forth between oatmeal cookies versus chocolate chips cookies. She reads labels on both.
She picks chocolate chip cookies.

Sophie Ryland's Field Notes:

7:35 Guy1 got oreos regular kind and Cape cod spicy chips (no preservatives label) but I think they all have that label. Guy 2 got Lay's French onion dip (regular) and ruffles cheddar and sour cream. [chips, candy, cookies, salsa and dip aisle]
[Other snack aisle] Lady 2 looks Hi-C fruit drink pouches. Doesn't get them. Lady 2 grabs two packs of "snack pack" chocolate pudding with "real milk" label and 0g of Trans fat/ 0 preservatives and high fructose corn syrup. Lady 3 gets malt cracker sandwiches by lance. Lady 4 gets party pack of fruit roll ups, fruit by the foot and gushers. Lady 5 said she "[previously] got medley crunch honey nut cheerios which have 0 saturated fat and help lower cholesterol" but said they were "unacceptable" I think (some sort of negative comment). Lady 6 gets regular oreos which have 2g sat fat (2% of daily value). Lady 7 gets 2 packs of lays chips, one regular and one 50% less sodium, then puts them back and gets doritos. Lady 8 gets belvita cookies cinnamon brown sugar. Lady 9 looks at food labels for Graham crackers and gets cheaper one that is non Kroger brand even though they're the same in content.

Stephanie Motter's Field Notes:
On Thursday, January 26th, I went to the Kroger on Alps Rd. for 30 minutes to observe millennials snack purchasing behaviors and if packaging advertising reduced fat or fat free influenced their snack choice. I observed 6 people who appeared to be in the target age range in those 30 minutes. I attempted to make it look like I was looking at snacks and not observing their behavior and took notes on my phone to make it seem like I was looking at a grocery list. All of them were shopping alone, except for one girl, and appeared to just be picking up snacks for the night, as none of them had full shopping carts and seemed to be in a hurry. Out of the six

observed, four were male and two were female. Most of the males took no more than a few seconds to pick out their snacks, only looking for a certain brand or flavor snack rather than looking at the labeling on the package. Both of the females took about 30 seconds to look at the labels of the packages, but in the end did not end up choosing the reduced fat snacks.

- Young guy, 22,athletic looking, looked at tortilla chips but just for brand/flavor, 15 seconds looking at chips
- Young guy, 21, regular height,grabbed chips, didn't look at label, in a hurry, only had chips in his hand, wearing shorts and flip flops
- Young guy, 21,brown hair, tall, wearing athletic gear, thin, looked at a few different chip options but chose regular, 1 minute deciding
- 23 yo black guy, looked at label of pretzels for a few seconds, grabbed bag. Looked at flamin hot cheetos, picked up and then put back
- 22 yo girl, blonde, looked at popcorn, grabbed regular version, 45 seconds deciding
- Young girl 20, carrying sweet coffee, looking at different types of crackers, picked regular crackers, shopping with friend, appeared to be getting crackers for a group of people, 30 seconds
- Cracker aisle was mostly empty the entire night, only one person there that was in target age range
- Everybody was carrying hand basket, no carts
- Package placement seemed to have no effect on decision from observations

2. CONSENT FORM AT FOCUS GROUPS

Disclosure to Participants

All students conducting projects under this policy should disclose important information to the participants. If an Informed Consent Document or Consent Cover Letter is used, the following will be included:

1. The student identifies him/herself as a UGA student who is performing the activity to fulfill a course requirement, and the course is specifically identified.
2. The name and contact information for the Course Instructor or Supervising Faculty Member to contact for questions is provided.
3. The persons who have access to the individual data and/or summarized results are specified (e.g., Instructor only, Company/Agency/Organization).

4. Participants are informed that their participation is completely voluntary, that they do not have to participate in the study if they don't want to, and that they can stop participating at any time.
5. The disclosure should not state that the project has been approved by the UGA IRB.

Our Consent Form:

This activity is being performed by University of Georgia students fulfilling a course requirement for ADPR 3130 (Advertising Research). The Instructor for this course is Sun Joo Ahn.
If you have any questions or concerns you may contact her at sjahn@uga.edu. Access to the individual data is restricted to the members of the group conducting this research and the instructor.
This study is completely voluntary and will only be performed if participants are willing and able to participate. At any time throughout the study, participants are allowed to leave the activity if they no longer wish to be involved.
Although this is activity run by the students of the University of Georgia and approved by the faculty instructor, it has not been approved by UGA IRB.

Participant Signature _____ Date_____

3. FIELD NOTES AT FOCUS GROUPS

Focus Group 1
Questions

A- Emily Baker B- Dana Gordon C- Matthew Johnson D- Kathryn Kear

1. How often do you go to a grocery store and how much time do you spend there
    a. Every 10-12 days, 30 minutes, cooking ingredients
    b. Every 10-12 days, 30 minutes, half ingredients half frozen
    c. 2-3 times a month, an hour, snack half ingredients, ⅓ booze, light bulbs
    d. Every 10-12 days, 40 minutes, whole foods- chicken breast and veggies
2. What grocery store do you go to and why?
    a. kroger
    b. kroger
    c. kroger
    d. kroger
    e. Does this have an influence on what you purchase?
        i. Price, location
        ii. Price, location
        iii. Price, location
        iv. Price, location

3. Do you usually buy items on sale or full price or are you not noticing the prices really?
    a. Full price, same and on sale she'll pick it
    b. Full price, add something if it's on sale
    c. Varies, specific item doesn't matter, general item does matter
    d. Buys store brand, sale doesn't particularly matter
4. do you prefer to shop alone or with other people?
    a. Alone
    b. alone
    c. alone
    d. alone
    e. Why do you prefer to shop alone?
        i. faster
        ii. faster
        iii. No opinion
        iv. faster
        v. Does it have to do with your food preferences?
            1. Healthier food
            2. Healthier food
            3. Yes, worse food
            4. Healthier food
        vi. Do you buy products based on their advice?
            1. yes
            2. yes
            3. yes
            4. yes
5. How often do you buy a different type/flavor of an item you normally buy?
    a. A
    b. B
    c. C
    d. d
6. On a scale of 1-10 how health conscious are you when you purchase snacks?
    a. 7
    b. 5 or 6
    c. 7
    d. 1-2
7. How does the packaging of an item affect your purchase?
    a. A
    b. B
    c. C
    d. d
8. Do healthier items seem more appealing to you? If so, why?
    a. A
    b. B
    c. C
    d. d

9. Do you feel like other people are watching you at what you decide to purchase at the store?
    a. no
    b. yes,alcohol
    c. Yes, alcohol
    d. no
10. Do you ever feel self conscious about buying a product that isn't very healthy?
    a. A
    b. B
    c. C
    d. d
11. What are healthy foods defined as by you?
    a. Know it when I see it, anything for substance, not a filler food
    b. Not high in calories or in fat
    c. Balanced meal as long as it doesn't fall off your plate
    d. Things your body needs to function, so looks at function, filling needs na dnot offering high risk additives

Cheez-its
A- reduced fat, don't taste different, trying to be healthy
B- Reduced Fat, trying to be healthy, they don't taste different, based on packaging would choose regular
C- white cheddar, tastes better, likes all cheez its, no preference between two regular, comparison between coke, diet coke, and dr. pepper
D-Reduced Fat, struggled because she liked white cheddar better, dietetics major, felt scrutiny as dietetics major, if she were hungry she would choose cheddar

Ruffles
Cheddar and sour cream- matthew, dana- oven baked, emily- oven baked tastes weird, emily- original and cheddar, Dana- reduced fat for people trying to be healthy, Katheryn- if you're buying chips you know they're bad, go for it, if you're trying to be healthy you're not eating chips anyways, Matthew doesn't care if people have dietary issues, Dana wants cheapest option for a party, Emily thinks people want the normal

All agree on cheddar and original

Dana- cheddar
Emily- Original, she likes normal
Kathryn- Cheddar
Matthew- Cheddar

Would packaging change your opinion?
Kathryn- yes, it helps identify the brand
Dana- well known brand over Kroger brand etc.
Matthew- package doesn't really matter, taste does

Focus Group 2
Questions

A- Mairead O'Hare B- Kate Lane C- Grace Manning D- Melody Baker

1. How often do you go to a grocery store and how much time do you spend there?
    - **a.** Twice a month, an hour or so
    - **b.** B
    - **c.** C
    - **d.** Once a week, an hour
2. What grocery store do you go to and why?
    - **a.** kroger
    - **b.** Kroger, just buys snacks because she's on meal plan, for convenience
    - **c.** C
    - **d.** Kroger, discounts and gas
    - **e.** Does this have an influence on what you purchase?
        - **i.** Full price on fruit and veggie reduced price on snacks etc.
        - **ii.** B
        - **iii.** C
        - **iv.** Yes, will buy discounted items
3. do you prefer to shop alone or with other people?
    - **a.** Alone, wants to be focused
    - **b.** Alone, less time
    - **c.** alone
    - **d.** Alone, buys more food with other people
4. On a scale of 1-10 how health conscious are you when you purchase snacks?
    - **a.** 9
    - **b.** 6
    - **c.** 2
    - **d.** 6
5. How does the packaging of an item affect your purchase?
    - **a.** no
      No, organic influences her because she's spending money, cute fonts, look natural
    - **b.** no
    - **c.** Not much, money first, packaging looks healthy
6. Do you feel like other people are watching you at what you decide to purchase at the store?
    - **a.** no
    - **b.** Depends on what she's getting, but would never put anything back
    - **c.**
    - **d.** yes
7. Do you ever feel self conscious about buying a product that isn't very healthy?
    - **a.** yeah
    - **b.** yeah
    - **c.**
    - **d.** yeah

8. What are healthy foods defined as by you?
    a. My plate .gov, whole grains, fruits and vegs
    b. Short list of ingredients
    c.
    d. Fresh aisles, outside of the grocery store

Ruffles
Cheddar and sour cream, original- don't want to force health, original is slightly healthier than cheddar, seem pretentious if you bring reduced fat, safe bets,

Cheez its
Normal-b, doesn't like white, doesn't care to snack healthy
Reduced fat-a, trying to be healthy, doesn't care if it tastes not as great
white - c, if eating snack not getting reduced fat
White-d, taste, don't care about health, if snacking not pretending to be healthy, if white cheddar reduced fat she would get

Most would get reduced fat cheddar if it were an option

FOCUS GROUP SCRIPT:

The moderator will turn on the camera so that everyone in the focus group can be recorded.

Moderator: Hello everyone, my name is _____ and I will be leading our focus group today. In front of you is a consent form. Please read the information regarding this focus group and if you feel as though you are comfortable with participating please write and sign your name at the bottom of the page.

Those who feel comfortable with continuing the experiment will sign forms. The moderator will excuse anyone who does not feel comfortable from the room and will then begin the introduction.

Moderator: Thank you for agreeing to participate in this study, remember that this is a voluntary process and you are free to leave at any time. Now we will get started with an introduction. If you would, please go around the room and state your name, year, major, and two words that describe you. This study is about food so please also mention any dietary restrictions.

Participants will go around saying their names. During this process the moderator can hand out the papers with Ruffles pictures on them and Cheez Its on them, BOTH FACE DOWN IN SEPARATE PILES. Moderator will warn the participants not to touch the papers yet.

Moderator: Thanks for sharing everyone, now we will begin with a quick exercise with the papers in front of you. Please look at the left pile and look at the picture. Once I count down from 5 I want you all to hold up to the group the picture of the item you would most likely purchase at a grocery store. 5...4...3...2...1. Please show your pictures. Good, would anyone like to share what influenced their decision in this process?

Moderator encourages discussion and if nobody speaks then the moderator will start with someone and go around the room. Moderator uses follow up questions to discuss products and grocery behavior further.

Moderator: Next we'll be using the other papers. Please flip these over and look at the products on the paper. Please raise your hand if you chose the regular Cheez Its? The white cheddar? The reduced fat? Please discuss your decisions with this product and whether or not there was any difference between these two decisions for you.

The moderator will continue to ask follow up questions and stimulate conversation.

Moderator: Next let's discuss what is taken into account when you all visit the grocery store. This is a discussion so feel free to respond whenever you feel as though you might have some insight.

Moderator will ask questions from question bank:

1. How often do you go to a grocery store and how much time do you spend there?
2. What grocery store do you go to and why?
    a. Does this have an influence on what you purchase?
3. Do you usually buy items on sale or full price or are you not noticing the prices really?
4. What kind of items do you normally buy?
5. do you prefer to shop alone or with other people?
    a. Why do you prefer to shop alone?
        i. Does it have to do with your food preferences?
    b. Why do you prefer to shop with a friend?
        i. Do you buy products based on their advice?
    c. Does this have an influence on what you purchase?
6. How often do you buy a different type/flavor of an item you normally buy?
7. On a scale of 1-10 how health conscious are you when you purchase snacks?
8. How does the packaging of an item affect your purchase?
9. Do healthier items seem more appealing to you? If so, why?
10. Do you feel like other people are watching you at what you decide to purchase at the store?

11. Do you ever feel self conscious about buying a product that isn't very healthy?

12. What are healthy foods defined as by you?

- **a.** Specific ingredients?

4. Statistics

MEASURES OF CENTRAL TENDENCY

Find the:

- Distribution: What is the frequency of your DVs?
- Central tendency: What is the mean of your DVs?
- Dispersion: What is the standard deviation of your DVs?

Questions:

Q18: How many minutes do you typically spend in a grocery store?

Frequency:

0-25 mins → 57
26-50 mins → 120
51-75 mins → 23
76-100 mins → 2
Total: 202

Average (mean): 35.86634
Mode: 30
Median: 35
St. Deviation: 13.70793

	Q:18
mean	35.8663366
mode	30
median	35
st deviation	13.7079327
mins	FREQUENCY
0-25	57
26-50	120
51-75	23
76-100	2
TOTAL	202

Q24: On a scale of 1-5, with 5 being the most important, how important is it for you to eat healthy?

Frequency:

1: 3
2: 13
3: 19
4: 77
5: 48
Total: 160

Average (mean): 3.9625
Mode: 4
Median: 4
St. Deviation: 0.957509

	Q:24
mean	3.9625
mode	4
median	4
st deviation	0.9575092
	FREQUENCY
1	3
2	13
3	19
4	77
5	48
Total	160

Q33: On a scale of 1-5, with 5 being the most influential, how influential are your peers in your product selection decision?

Frequency:

1: 62
2: 77
3: 43
4: 24
5: 4
Total: 210

Average (mean): 2.1952381

Mode: 2
Median: 2
St. Deviation: 1.06277253

Frequency	
1	62
2	77
3	43
4	24
5	4
total	210

	Q:33
Mean	2.1952381
Median	2
Mode	2
St. Dev	1.06277253

Q36: Do you feel judged on your grocery store purchases? [CATEGORICAL]

	Q:36
4s -->	116
3s -->	23
2s -->	48
1s -->	8
total responses	195

Q37: Why do you choose to shop at a certain grocery store? [CATEGORICAL]

	Q:37
5s -->	9
4s -->	2
3s -->	36
2s -->	52
1s -->	96
total responses	195

Q40: Does the packaging of a food item ever influence your purchase decision for that item? [CATEGORICAL]

	Q:40
yes (1)	98
no (2)	87
total	185

CORRELATION TESTING

CORRELATION TEST #1:

Questions used:

Question 33: "On a scale of 1-5, with 5 being the most influential, how influential are your peers in your product selection decision?"

Question 9 and 24: "On a scale of 1-5, with 5 being the most important, how important is it for you to eat healthy?"

Hypotheses:

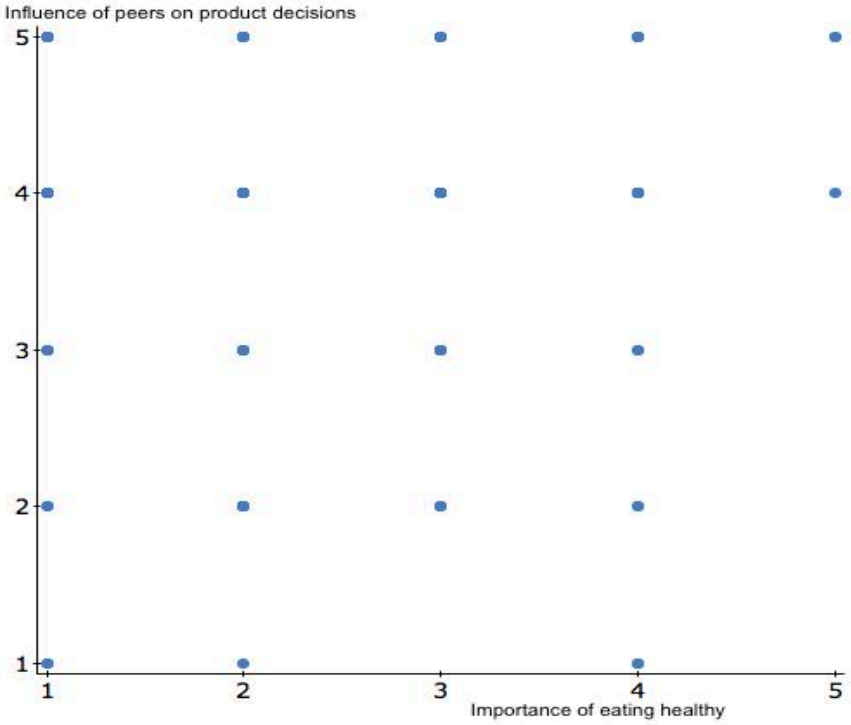
Ho: There is no relationship between the Influence of peers at the grocery store and choosing healthier snacks. ACCEPTED

Ha: There is a relationship

Correlation:

R value = -0.097993 (Q33 and Q9)

R value= -0.07 (Q33 and Q24)



Relationship between importance of choosing healthy snack foods and peer influence.

CORRELATION TEST #2:

Questions used:

Question 18: How many minutes do you typically spend in a grocery store?

Question 19: How many times a month do you grocery shop?

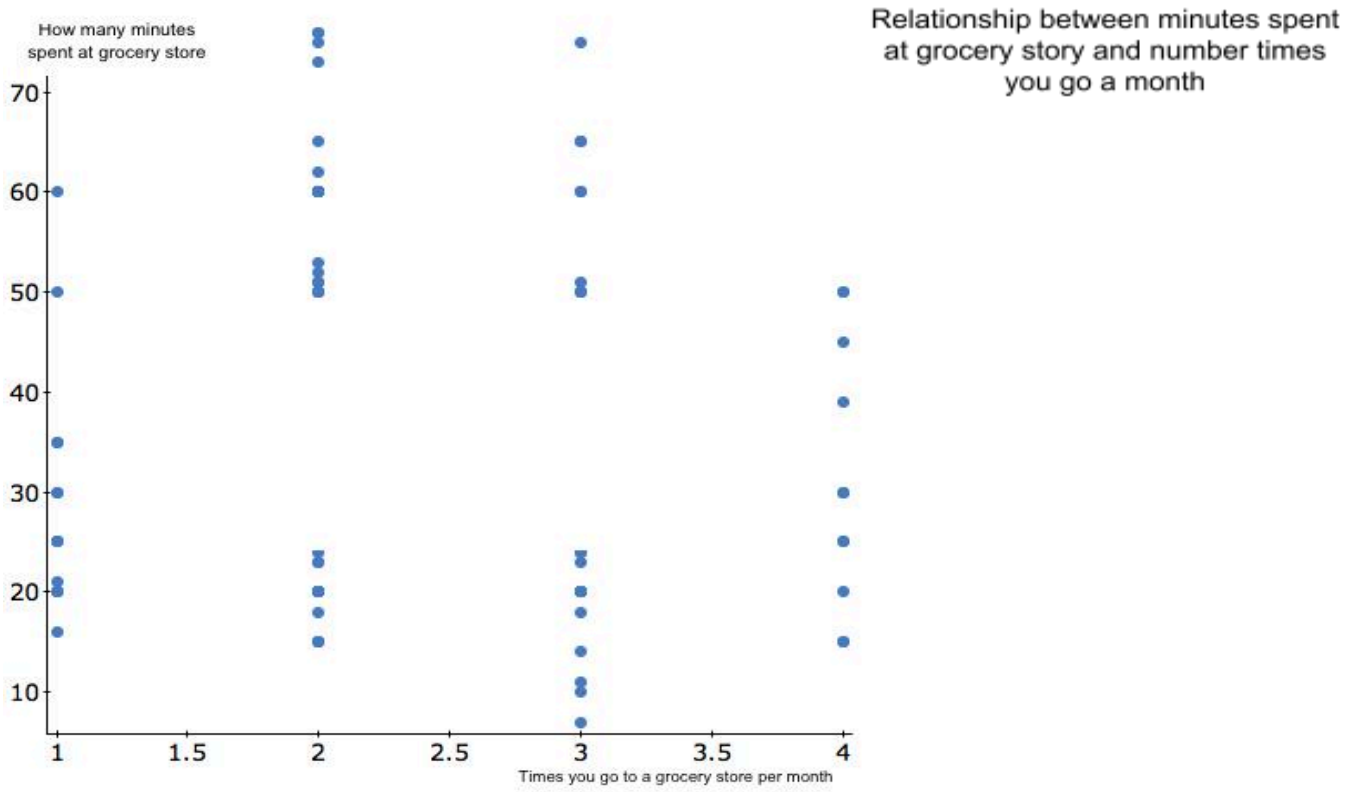
Hypotheses:

Ho: There is no relationship between the amount of time you spend in the grocery store and the number of times you go to the grocery store every month ACCEPTED

Ha: There is a relationship

Correlation:

R value = -0.005273

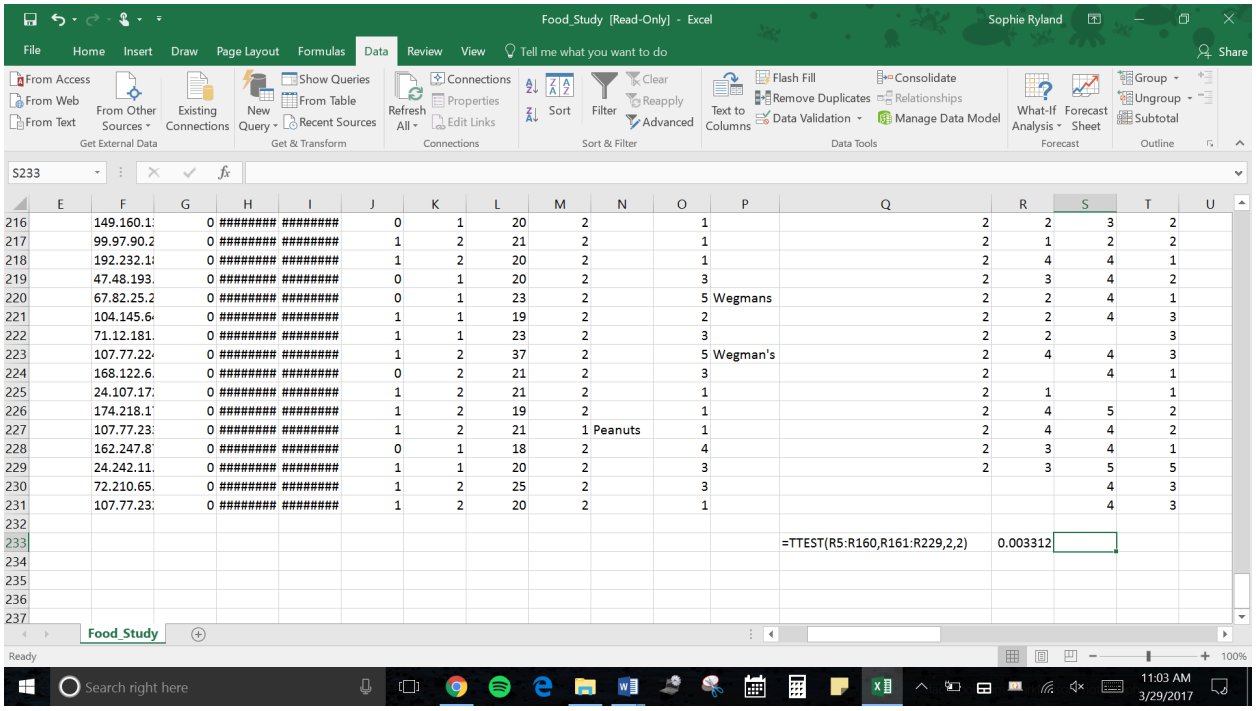


T-Test Statistics Assignment

Independent variable (categorical): How do you prefer to shop? Alone or With Friends
Dependent variable (continuous): On a scale of 1-5, how influential are your peers on your purchase decisions

Null Hypothesis: There is no significant difference between the people who shop with their friends versus the people who shop alone in regards to their perceived influence of peers during their purchase decisions
Alternative Hypothesis: There is a significant difference between the people who shop with their friends versus the people who shop alone in regards to their perceived influence of peers during their purchase decisions

T-test: p= 0.003312 alpha=0.05
T-test shows that there is a significant between the people who shop with their friends versus the people who shop alone in regards to their perceived influence of peers during their purchase decisions


Food_Study [Read-Only] - Excel
Sophie Ryland
File Home Insert Draw Page Layout Formulas Data Review View Tell me what you want to do Share
From Access From Web From Text From Other Sources Existing Connections New Query Show Queries From Table Recent Sources Refresh All Connections Properties Edit Links Sort Filter Clear Reapply Advanced Text to Columns Flash Fill Remove Duplicates Data Validation Consolidate Relationships Manage Data Model What-If Analysis Forecast Sheet Group Ungroup Subtotal
Get External Data Get & Transform Connections Sort & Filter Data Tools Forecast Outline
S233
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Food_Study
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