

INTERVIEW GUIDE

Estimated interview time (face-to-face): 60 minutes

Criteria to be checked before the interview: the respondent makes (part of) the household food purchases themselves.

Before the interview, the respondent will be asked to confirm orally (recorded) / in writing their consent to the recording of the interview. This documents the permission in the Privacy Regulation (GDPR).

In particular, we will use the funnel technique (starting with general questions followed by more and more specific questions to gradually lead the respondent to the particular topic(s) of the research).

The interview will begin with a few questions designed to identify the respondent's (family) background and eating habits.

DESCRIPTION OF THE PROJECT

The customer wants to surf on the trend of quality, traceability, and convenience. For this reason, they want a range of 100% organic frozen products. The range will initially be composed of 6 products.

Targets: women aged 25-45, income > 50,000€ / year

Description of the range

- *100% organic*
- *Premium / quality*
- *Trackability / trust*
- *innovative*

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PART 1: EATING HABITS AND FOOD PURCHASES

1. "Can you tell me the composition of your household in a few words?"

The interviewer will draw up - with the help of a summary family tree - a mini-portrait of each member of the household:

- Gender
- Age
- Level of research
- Full-time/part-time (professional) occupation

2. "Can you explain how you do your food shopping?"

Using a timeline (1 whole week), the interviewer will collect the following information:

- *The different places of purchase (supermarket/specialized store/organic store/market/other).*

For each purchase point, the interviewer will deepen the survey by inquiring about:

- o *The type(s) of food purchased*
- o *Motivations for purchasing this/these type(s) of food in this sales outlet (product quality/quality of service/nearby/price/other).*

- *The frequency of purchase for each of these locations*
- *Who makes the purchases?*

3. "Can you explain to me what your meals are like?"

Using the timeline used in point 2, the interviewer will trace with the respondent the different meals of an entire week, noting for each meal (breakfast, lunch, dinner) the following information:

- *The time and duration*
- *The context (alone vs. accompanied, place, ...)*
- *Type of meal (fresh, prepared, frozen, other)*
- *The person who prepared the meal in question.*

For the record, the desk research shows that the household typology and the deconstruction of family meals can constitute 2 factors influencing the purchase of "convenient & frozen food." If applicable, the interviewer will try to identify and understand the reasons for using different types of food.

4. "Do you buy ready meals?"

- a. If positive:
 - i. « Which ready meals do you buy? »
 - 1. Complete meal or part of a meal
 - 2. Meat/Fish/Vegetarian/Pasta/Other
 - ii. "How often do you buy these prepared meals?"
Alternative wording: "How many did you buy last month?"
 - iii. "Where do you buy these prepared meals?"
 - iv. "When/under what circumstances do you buy this food?"
 - v. "Why do you buy this food?"
Alternative wording: "What appeals to you/pleases you about these prepared meals?"
 - vi. "What do you think of the presentation of these prepared meals?"
 - 1. Packaging
 - 2. Product
 - vii. "Can you give me an idea of the average budget (week/month) you spend on prepared food?"
 - viii. "Do you ever freeze these prepared meals?"
In the event of a positive response
 - a. "Why?"
 - b. "At the time of eating them do you feel a difference compared to the same unfrozen dish?"
 - 2. If no
 - a. "Why?"
- b. In case of a negative response:
"Why don't you buy ready meals?"

PART 2: PREPARED AND FROZEN MEALS: IMAGES AND CONSUMPTION HABITS

- 5. "When you think of a ready meal, what images come to mind?"
This question aims to explore the drivers and barriers to buying prepared foods.
NB: This question could be asked with the help of visual aids.
Alternative wording: "Could you name 3 qualities and 3 defects of ready-made meals?"
- 6. "Do you buy frozen food?"
 - a. If positive:
 - i. "What frozen foods do you purchase?"

1. Full or partial meal
2. Meat/Fish/Vegetarian/Pasta/Other
- ii. "How often do you buy these frozen foods?"
Alternative wording: "How many did you buy last month?"
- iii. "Where do you buy these frozen foods?"
- iv "When/under what circumstances do you buy these frozen foods?"
Follow-up question, "How do you feel about a frozen breakfast item?"
- v. "Why do you buy these frozen foods?"
Alternative wording, "What appeals to you/pleases you about these frozen products?"
- vi. "What do you think about the presentation of these frozen products?"
1. Packaging
2. Product
- vii. "Can you give me an idea of the average budget (week/month) you spend on frozen food?"

b. In case of a negative response:

"Why don't you buy frozen food?"

7. "When you think of a frozen food product, what images come to mind?"

The dual purpose of this question is to explore the drivers and barriers to the purchase of frozen foods and test the respondent's knowledge of the properties of frozen foods, which are often unknown according to the desk research.

NB: This question could be asked with the help of visual aids.

Alternative wording: "Could you name 3 qualities and 3 defects of ready meals?"

8. "Do you buy organic food?"

a. If the response is positive:

i. "What organic products do you buy?"

ii. "How often do you buy these organic products?"

Alternative wording: "How many did you buy last month?"

iii. "Where do you buy these organic products?"

iv. since when do you buy these organic products?

NB: The purpose of this question is to identify a possible change in purchasing behavior and the trigger(s) for this change

v. "Under what circumstances do you buy these organic products?"

vi. "Why do you buy these organic products?"

Alternatively, "What do you find attractive/pleasing about these organic products?"

vii. "Can you give me an idea of the average budget (week/month) you spend on organic products?"

viii. "Do you ever freeze these organic products?"

1. If the response is positive:

a. « Why? »

b. "At the time of eating them do you notice a difference compared to the same organic food?"

2. In case of a negative response:

a. « Why? »

b. In case of a negative response:

"Why don't you buy organic products?"

9. "When you think of an organic product, what images come to mind?"

This question is intended to explore the drivers and barriers to buying organic products.

NB: This question could be asked with the help of visual aids.

Alternative wording: "Could you name 3 qualities and 3 defects of organic products?"

PARTIE 3: PROJECTION SUR LA FUTURE GAMME DE PRODUITS

10. "If you had a choice between a prepared meal (fresh), and a frozen prepared meal (same recipe), which would you buy, and why?"

Alternative wording: "What do you see as the advantages and disadvantages of one over the other?"

11. "What image do you have of a frozen organic product?"

12. "If you had a choice between a frozen ready meal and a (partially) organic frozen ready meal (same recipe), which would you buy, and why?"

Alternative wording: "What do you see as the advantages and disadvantages of one over the other?"

13. Would you be willing to pay more for the (partially) organic frozen dish than the non-organic frozen dish?"
14. The interview will end with a **summary** (expressed by the interviewer) of the main information given by the respondent ("highlights"), who will be asked to (complete) and confirm this summary. This ensures the validity of the information collected.