

QUESTIONNAIRE:
MOBILE GROCERY SHOPPING SERVICE

06 October 2022

Dear respondent

I want to invite you to participate in a research study which is a requirement for completing a Master's degree in the Business School at the University of the Free State. The study's full title is *Factors influencing elderly consumers' intention to use mobile grocery shopping services*. The study is conducted by Ivan Stanley and the supervisor is Prof J Nel from the University of the Free State. Stanley can be contacted at 1989284870@ufs4life.ac.za. This study aims to identify factors that influence the adoption of mobile grocery shopping services by elderly consumers.

You are regarded as the key informant based on your retirement, smartphone ownership and the retailer from which you purchase groceries. Therefore, you will be able to inform an understanding of the study's research problem purposefully. To participate in the study, you must meet the following criteria:

1. Be retired.
2. Own a smartphone.
3. Purchase groceries from Checkers, Pick and Pay or Woolworths.
4. Not have used the mobile app of Checkers, Pick and Pay and Woolworths to purchase groceries.

The main aspects relating to the study are the following:

- The study aims to identify the factors that could contribute to the use of mobile grocery shopping services by elderly individuals.
- This study has received approval from the General Human Research Ethics Committee of the University of the Free State Protocol Number:
- Your participation only requires you to complete the online questionnaire that follows if you consent to participate in the study. Please note that completing the questionnaire could take approximately 20 to 25 minutes.
- The completion of the questionnaire poses no inconvenience or any risk to a participant.
- Participants can complete the online questionnaire at a time that does not lead to loss of work time.

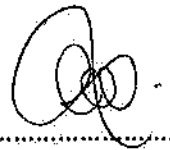
- Participation in the study is voluntary and you are under no obligation to consent to participation. You are free to withdraw at any time and without giving a reason during the completion of the questionnaire.
- The questionnaire does not include any question that provides information that can be used to identify a respondent.
- The electronically captured data from the completed questionnaires will be stored on a password-protected computer.
- The study's findings will only be used for disclosed purposes, that is, the dissemination of the findings only for academic purposes.
- Participants are automatically entered into a lucky draw when completing the questionnaire and providing contact details. If you do not want to participate in the lucky draw, then please do not complete the lucky draw section at the end of the questionnaire. The contact information will only be used to contact you if you are a winner in the lucky draw.

Thank you in advance for your willingness to participate in the research study.

Sincerely,



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Prof J. Nel (Supervisor)



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Ivan Stanley (MBA student)

INFORMED CONSENT

I confirm that the person asking my consent to participate in this research has told me about the nature, procedure, potential benefits, and anticipated inconvenience of participation.

I have read (or had explained to me) and understood the study as explained in the information sheet. I have had enough opportunity to ask questions and am prepared to participate in the study. I understand that my participation is voluntary and that I am free to withdraw at any time without penalty (if applicable). I am aware that the findings of this study will be anonymously processed in a dissertation, journal publications, and/or conference proceedings.

I have received a signed copy of the informed consent agreement.

Full Name of Participant: _____

Signature of Participant: _____ Date: _____

Section A: Screening questions

1. Do You own a smartphone (a mobile phone with access to the internet)?

Yes

No

2. You did not use the mobile app of Checkers, Pick and Pay, or Woolworths to purchase groceries in the past?

Yes

No

Unfortunately, if you answered NO to one of the questions above, you do not qualify to be a respondent in this study. Please do not complete the questionnaire.

Section B: Demographics

Instructions: Please select the appropriate answer by checking the appropriate box or writing an answer in the space provided.

1. Please indicate your gender:

- Male
- Female
- Prefer not to say

2. Please indicate your age in years: _____

3. Please indicate your ethnicity:

- White
- Black
- Coloured
- Indian
- Asian
- Other (Please Specify): _____
- Prefer not to say

4. Monthly disposable income

- R 10 000 or less
- R10 001 – R15 000

R15 001 – R20 000

R20 001 – R25 000

More than R25 000

Prefer not to say

5. How many times in a month do you purchase groceries: _____

6. How much do you spend on average on groceries during each grocery shopping trip?

R 500 or less

R501 – R1 000

R1 001 – R1 500

More than R.1 500

Section C: Perceptions of using mobile grocery shopping services to purchase groceries online

Instructions: Please select the option that best reflects your opinion regarding each statement.

Performance expectancy	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Mobile grocery shopping services would enable me to buy groceries faster							
Mobile grocery shopping services would enhance my effectiveness in buying groceries							
Mobile grocery shopping services would make it easier to buy groceries							
Mobile grocery shopping services would increase my productivity in buying groceries							
Mobile grocery shopping services would be useful for purchasing groceries							

Effort expectancy	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Learning how to use mobile grocery shopping services would be easy for me							
My interaction with mobile grocery shopping services is clear and understandable							
I would find mobile grocery shopping services easy to use							
It would be easy for me to become skilful at using mobile grocery shopping services							

Social influence

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
People who are important to me think that I should use mobile grocery shopping services							
People who influence my behaviour think that I should use mobile grocery shopping services							
People whose opinions I value prefer that I use mobile grocery shopping services							
People around me consider it appropriate to use mobile grocery shopping services							

Facilitating conditions

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I have an internet-enabled phone to download the grocery shopping app and use the app to purchase groceries							
Given the resources, opportunities and knowledge it takes to use mobile grocery shopping services, it would be easy for me to use the grocery retailer's app							
I have the knowledge necessary to use mobile grocery shopping services							

Price value

	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Using a mobile grocery shopping service is worth the order delivery costs							

The order delivery cost of mobile grocery shopping services is reasonable							
At the current delivery cost, mobile grocery shopping services provide good value.							

Hedonic motivation	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Using a mobile grocery shopping service would be fun							
Using a mobile grocery shopping service would be enjoyable							
Using a mobile grocery shopping service would be very entertaining							

Habit	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Using mobile shopping services has become a habit for me							
I am addicted to using mobile shopping services							
I must use mobile shopping services							
Using mobile shopping services has become natural to me							

Perceived risk	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Mobile grocery shopping services may not perform well and process payments incorrectly							
Using mobile grocery shopping services would add great uncertainty to payments							
The security systems built into the mobile grocery shopping services are not strong enough to protect my account with the retailer.							
Internet hackers (criminals) might take control of my account if I used a mobile grocery shopping service							
My decision to use mobile grocery shopping services for shopping involves a higher risk							

Behavioural intention	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
I will use mobile grocery shopping services							
If I had the chance, I intend to use mobile grocery shopping services							
I intend to use mobile grocery shopping services frequently							

Section C: Lucky draw contact information
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Entry into the lucky draw is automatic if you have:

- (1) completed the questionnaire, and
- (2) the contact information is correctly provided.

If you do not want to participate in the lucky draw, then please do not complete this section. The contact information will only be used to contact you if you are a winner in the lucky draw. Each winner will be contacted only three times by telephone on the day of the draw. After three telephone calls, the winner will forfeit the prize if a winner cannot be reached. In such an instance a new winner will be drawn. This process will repeat until 10 winners have been notified. At your prize collection, you must show your identity document as identification.

Name: _____

Surname: _____

Identity number: _____

Contact number: _____