

Questions to for an individual interview

-Tell us a bit about yourself. How old are you? Where do you work and what is your salary? What kind of personality you have? (extrovert, introvert, energetic, home body etc)

-How often do you go shopping? What kind of goods you usually buy?

-Do you prefer to do your shopping online or offline? And why? What is your opinion on both ways ?

-How long does it take you to make a decision on what product to buy? What kind of criteria you look at?

-If a product is going to be on sale are you more likely to buy it and why? Do you pay attention on advertising? What is the best advertising you can remember?

-Do you plan shopping list? How often do you buy things without planning because they caught your attention at the store?

-How COVID influenced your shopping behavior? Did you start shopping online more often?

1)

- I'm 20 years old, in my second year at university, I don't work yet, my parents send me money. I would describe myself as an introvert, who only feels comfortable around close people. I prefer to spend time at home.

- Once a week I buy food. I usually buy new clothes/household items once every two months.

- I prefer to buy clothes and food offline, it gives me the opportunity to check the quality of the product, to understand whether I like it or not. But some things, like accessories, technology, gifts, I order online.

- Usually I spend a lot of time making a purchasing decision, I spend a lot of time doubting whether I really need this product. When choosing a product, I pay attention first of all to the quality, price, and practicality of the product.

- When I see a product at a discount, I ask myself, "Do I really need this thing? If the answer is no, I walk past the product. I rarely pay attention to advertising, simply because it's everywhere now, I've

learned to ignore advertising updates. The most memorable commercial for me is the Coca-Cola commercial for New Year/Christmas, it associates me with the holiday and brings a good mood

- I don't usually make a grocery list before I go to the store, I only know roughly what I want to buy.

- Covid changed my consumer habits because I started using online shopping more often. It was during Covid that I ordered clothes online for the first time, and the experience did not disappoint me. Now, before going to the store, I often look at online stores in advance to look at things to try on and possibly buy

2)

- Hello, I am Daniil, I am 22 years old and I am a student at University of Economics and Business in Prague and also a full-time marketer. Currently I am working in FEG as a CRM specialist and my salary is 40 000 CZK. I would consider myself more of introverted person, I prefer staying at home and don't usually engage in the conversation unless it is with someone I know pretty well.

- I usually go for groceries every third day, personal care products and household goods maybe every 2 weeks, and clothes, accessories and so on I think I buy every 2 months

- I prefer buying offline mainly, I remain quite conservative when it comes to shopping. I like the fact that I can see, touch and try the products before buying it, and also I like the shopping process, when instead of sitting in front of a screen you go out and explore new stores. In online shopping you also experience that feeling, but for me it is not the same. Online shopping is convenient, no doubt about that, it offers low prices and it presents a humongous amount of goods, which sometimes makes me extremely overwhelmed with information about products, but I still prefer offline shopping.

- I buy groceries primarily autonomously, so I spend less than a minute picking the product I need, in groceries shopping I shift my focus on quality and prices, as well as brand. Brand helps recognising the product, so if I know that brand I would most likely choose their product over any other. In clothes, technology and other goods my main buying points are quality, practical use and, least important, price. I choose them quite long, oftentimes I do my research on a product online and then go to the store, that way I can spend more than 2 hours.

- Depends on a type of a product in my opinion, groceries for sure, but clothes and more expensive goods, not likely. The reason behind it is simple - because I research more expensive goods when

choosing the one, I go to the shop with a clear picture of what I will buy regardless of other products and their sales. I do pay attention to advertising a lot since it is remotely connected to my field of work, and also advertisements are a good way of exploring and then research new products or brands. For me personally it was a viral campaign of Old Spice "Smell like a Man", which was very successful and is still considered one of the best advertisements. Also I really like Coca-Cola "Holidays are coming", since it is nostalgic for several generations and it brings warm and pleasant memories.

- I never prepare the shopping list, I try to remember everything I need and when I see a product that I did not intend to buy but it caught my attention, then I will certainly buy it, I do it on a regular basis. As mentioned before, other more expensive goods I plan beforehand, so I can say that I prepare shopping list for them sort of, and I most likely will not buy another product if I see it.

- COVID had quite an influence on my shopping behavior, during the lockdown I started shopping less frequently and some goods I stopped buying because of their redundancy, but after the lock down I continued shopping as usual. For the online shopping, I think I did not start shopping more often, I think the COVID had no influence on me and my online shopping.

3)

-My name is Svetlana. I am 60 years old. I am a pensioner, receive a pension of 120,000 tenge, live on the support of my husband. I am an extrovert.

-2 times a week we buy products together with my husband. Once every 2-3 months we go shopping.

-I like to shop both offline and online.

Offline I like the fact that you can try things on and touch them, make sure of the quality of the goods. Shoes I definitely prefer to measure, because I had the experience of buying online, when the size didn't fit or didn't like the fit of the model.

I like to buy online because of the fact that I don't have to get out of the house and there is more variety

-I usually take a very long time to choose. The main criteria are quality and price and model

-Yes. I often even wait for a discount to buy the model I like. I often find the price overpriced because of the brand, so I buy when there are discounts.

-I watch commercials when they are well filmed. I always remember the L'oreal commercial with the slogan "Because you deserve it."

-Yes, we buy on the list, but I like to try new products

-The pandemic has shifted a lot of things to online, including shopping. During the quarantine we often bought everything online, and now we still do.

4)

-Male, 57 years old. Businessman. Introvert. Earnings from 500 000 to 750 000 per month.

-Every other day I buy the usual products: milk, cheese, dairy products, vegetables, fruits

-I only buy groceries and things offline. I prefer large appliances online - it's convenient.

-I choose long and carefully. I look at the quality and the reviews.

-Yes, I use discounts - if there is an opportunity to buy cheaper, I use it. Things at discounts often don't stay in the right size, so I often buy without discounts.

-YES, I always watch car commercials.

-Yes, mostly always on the list. Unplanned purchases are mostly gifts for friends and family.

-Covid has accustomed me to using online shopping. Before, I didn't use them at all. Now, even when buying offline, I first pick up in an online store, it is useful that you can choose, use reviews.

5)- A: I'm 39

Entrepreneur

About 20 000 czk

I'm introvert

-A: Once or twice in a month

Clothes, skin care cosmetics, food

-A: Offline, because of opportunity to try on, to touch. Online if I already know the product.

-Not so long time, because I know what I need, what I want, what suits me well. Criteria: price, quality, relevance.

-No.

Usually no.

- I don't make a list, I focus on current needs. Very rarely.

-Covid has affected the number of things I buy, there are fewer of them, especially dressy, festive, mostly now I buy everyday, basic things. But online shopping has not increased. I still prefer offline.

6)

-Turar Rahimberlin, 38 years old, I organize events, work as a presenter, I get 300-500 thousand a month. I am strictly an extrovert, I like to be in public.

-I go to the store every day. I buy eggs, cottage cheese and sour cream. Every day! Also bread and butter!

-I like shopping only offline, I'm old school, I like to walk, touch, choose. Online I can't, only if pills or some kind of biologically active additives.

-I think very little, I make quick decisions. If I see what's mine - I take it. This also applies to clothes and products

-If there's a discount on products, I always take something, even if there's no my size, I'll ask my seamstress! Advertising doesn't interest me much, but if it catches my eye, I'll pay attention to it, if it's something that interests me

-Never plan a list of products, and clothing, and so on. I take everything by the measure of necessity. If it's clothes, I can just walk into a boutique, if I'm passing by and just spontaneously buy something.

-Covid hasn't affected my shopping in any way. I also go to stores and choose clothes and products strictly online. I need to see and feel, whether it's tomatoes or jeans.