

Questionnaire for both focus groups which will be done in English language, each question is linked with the theoretical knowledge area. The whole questionnaire will consist of 10 Questions, where the survey will be provided in two different countries, Czech Republic, and Russian Federation. The questions will be translated from English to Czech and hence, English to Russian.

Notes:

I will use the following methods.

Two-way contingency table and classical contingency table, to apply for these research, where I will have:

H0: There is no dependency between gender and consumption of food. (Bread/Bakery products)

H0: There is no dependency between age and consumption of food (Bread/Bakery products)

H0: There is no dependency between occupation of students and consumption of food (Bread/bakery products).

H0: There is no dependency between income and consumption of food. (Bread/Bakery products)

The sample size for two groups will be 60 people, for Czech Republic and for Russian Federation. So I think my sample size of 60 people per each group is enough, isn't it? The total will 240 people.

Responding to your comments: as per the theory of Hlavsa and Pacakova, 2020)

**If sample size  $n > 40$ , then we can use chi-square test  $\chi^2$**

**If sample size  $20 \leq n \leq 40$ , then we need to check the value of expected frequencies.**

**If all of them is greater than 5, then  $\chi^2$  is used. If any one of them has a value less than 5, then we need to use Fisher's factorial test.**

**If sample size  $n < 20$  then we use Fisher's factorial test. (Hlavsa & Pacáková, 2020)**

Describe the procedures

The survey consists of 10 questions, with the multiple-choice options. The goal of that survey is to identify what are the factors that influence people's food-choice and its decision. It has an anonymous character, but if you prefer you can put your name and surname as well. The survey is voluntarily, you can quit the survey at any time you want to. All the data will be strictly confidential, and the author of the survey is the one who will have access to all the answers with the stated names. The data within the survey will only be analyzed for the Diploma Thesis of the author. All the data will be processed by the author and used for the defense of the Diploma Thesis, with the Czech University of Life and Science, faculty of Economics and Management.

1. What is your gender?
  - a) Male
  - b) Female
  - c) Prefer not to answer
2. What age group you belong to?
  - a) 15-21
  - b) 21-26
  - c) 25-30
3. What is your monthly income?
  - a) Up to 100\$
  - b) 100 \$ - 249 \$
  - c) 250 \$ - 449 \$
  - d) 450 \$ - 700 \$
  - e) 700 \$ and more
4. What is your occupation?
  - a) Full- time student with full time-job
  - b) Full-time student with part time-job
  - c) Full-time student with a freelance job
  - d) Part-time student with full-time job
  - e) Part-time student with part-time job
  - f) Part-time student with a freelance job
5. Do you eat bread/bakery products?
  - a) Yes
  - b) No
6. What kind of bread do your prefer the most?
  - a) White brad
  - b) Wheat bread
  - c) Whole grain bread
  - d) Rye bread
  - e) Bagels
  - f) Breadstick
  - g) Multigrain bread
  - h) Pumpernickel

- i) Domestic bread (Rohlíky, Housky, Šumava, Loupák and extra) for Russian students will be different options!
- j) None

7. Where do you usually buy bread/bakery products?

- a) Supermarkets
- b) Hypermarkets
- c) Bakery shops
- d) Small shops
- e) Online shops
- f) Other

8. What is the course of meal you usually prefer to eat the bread/bakery products with?

- a) Breakfast
- b) Brunch
- c) Lunch
- d) Supper
- e) Dinner
- f) All of it
- g) None

9. What is the main purpose of yours to eat bread/bakery products?

- a) Healthy
- b) Tasty
- c) Satiating
- d) Weight gain
- e) Habit
- f) All of it
- g) None

10. Please, scale from “very important to not important at all the following criterions”

Scent

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

Size

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

#### Composition

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

#### Taste

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

#### Freshness

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

#### Appearance

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

#### Color

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

#### Consistency

1: Very important; 2: Important; 3: Moderately important; 4: Less Important; 5: Not important at all.

11. The higher the quality of bread/bakery products (Rich in nutrients) the higher the price.
  - a) Strongly agree
  - b) Agree
  - c) Neither agree nor disagree
  - d) Disagree
  - e) Strongly disagree
12. With the vast assortment of bread/bakery products the price seems to be equally distributed among the producers and vice versa.
  - a) Strongly agree
  - b) Agree
  - c) Neither agree nor disagree
  - d) Disagree
  - e) Strongly disagree
13. With the low availability of bread/bakery products, the price seems to be higher and vice versa.
  - a) Strongly agree
  - b) Agree
  - c) Neither agree nor disagree
  - d) Disagree

e) Strongly disagree

14. When a large assortment option is available, I find it difficult to make a purchasing-decision regarding bread/bakery products.

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree