**Supermarket/Grocery store interview**

Supermarket \*\*\*\*\*

Grocery Store \*\*\*\*

Both \*\*\*\*\*

Background of the participant

* Do you have any formal education or training related to retail, business or technology?
* What is your background in education and professionally?
* How long have you been working in the retail/supermarket industry, and how long in your current position?

Technology and operations

* Does the supermarket in question use tools like market basket analysis or similar tools to help understand consumer behaviour? If so how are these tools applied?
* What technology is used in determining product placement, assortment strategies and shelf optimisation within the store?
* What factors are most important for you when deciding which products are grouped or place together or near on shelves?
* What is your opinion on products near the counter?
* If transactional data is used describe how it is collected and analysed to identify patterns or trends.
* How do you decide on promotional plans, which products are put on promotion or deals given (buy one get one free)?
* How do you decide which products to stock/store and where to place them?

Research Specific

* Based on experience how important do you think consumer behaviour and purchasing patterns with product assortment strategies? Do you think there is a relationship between them?
* Where there any significant changes in consumer behaviour (external factors, trends) and how these changes influenced operations and strategies?
* How do you balance having a common broad product assortment and a novelty product assortment?
* What is your opinion on cross-selling?
* How do you cater for loyal and new consumers?
* Do you think seasonal or demographic trends significantly impact consumer purchasing behaviour?

Recommendations

* From your perspective, what improvements or new technology would you recommend to optimise shelf optimisation, assortment and placement?
* Is there anything you would like to provide deeper insights into the connection between purchasing behaviour and assortment strategies?