

Supermarket Sustainability Research

Customer Feedback/Questionnaire

Thank you for participating in this questionnaire, your input is invaluable for our research!

Personal Details:

How old are you?

☐ Under 18 ☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45+

Are you comfortable using mobile apps while shopping?

☐ Not confident ☐ Slightly confident ☐ Confident ☐ Very confident

Usage Experience:

How often do you use a mobile app while shopping?

☐ Never ☐ Rarely ☐ Sometimes ☐ Often

Do you use coupons or vouchers while shopping?

☐ Never ☐ Rarely ☐ Sometimes ☐ Often

Opinions on Sustainability

How important is sustainability to you while shopping?

☐ Not important ☐ Slightly important ☐ Moderately important ☐ Very important

What part of sustainability do you care about the most? (Rate from 1–5)

☐ Carbon footprint ☐ Recyclable packaging ☐ Ethical sourcing

☐ Local production ☐ Animal welfare

Do you find it easy to get information on product sustainability?

☐ Hard ☐ Find it sometimes ☐ Easy

Customer Wants & Needs

Would you use a mobile app for finding item sustainability whilst shopping?

☐ Yes ☐ No ☐ Maybe

Do you think there's anything that'd make it difficult?

☐ Lack of time ☐ Too much information ☐ Poor phone signal

☐ Lack of trust in data usage ☐ Lack of accessibility features

☐ Nothing would make it difficult