

80 responses

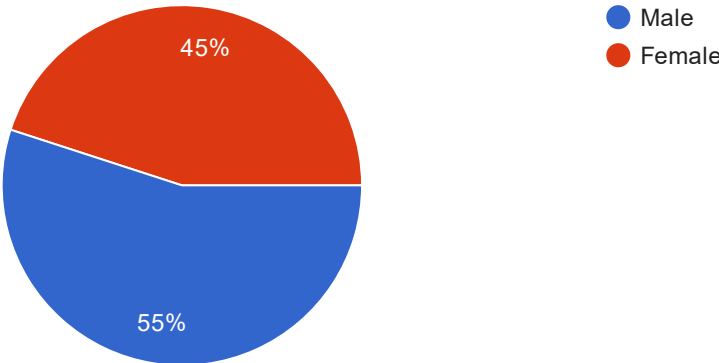


SUMMARY

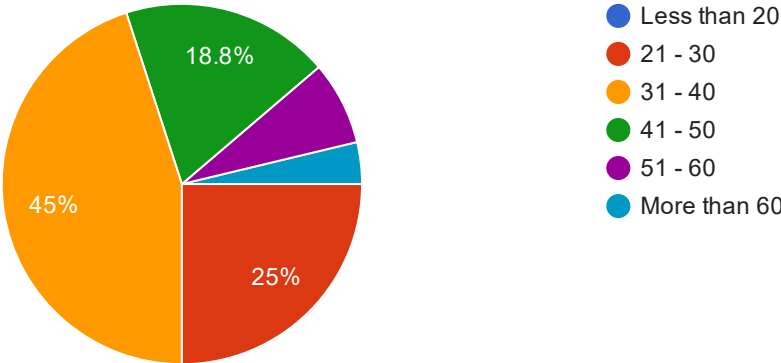
INDIVIDUAL

Accepting responses ☒

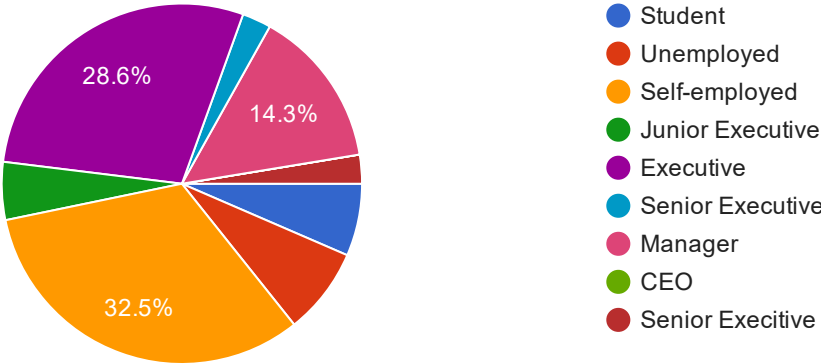
Gender (80 responses)



Age Group (80 responses)



Occupation (77 responses)

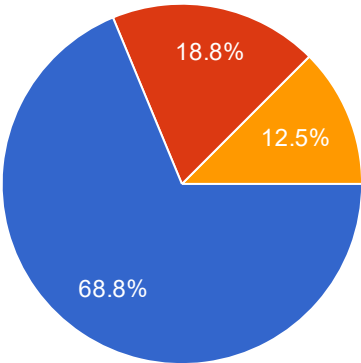


Grocery Shopping Frequency (80 responses)



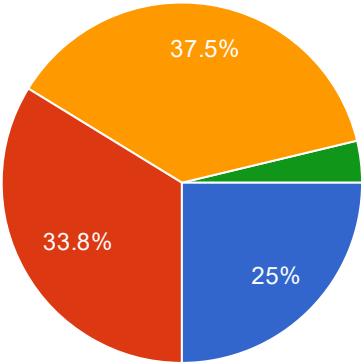
- Very High - twice a week
- High - weekly
- Moderate - twice a month

How important is food safety to you? (80 responses)



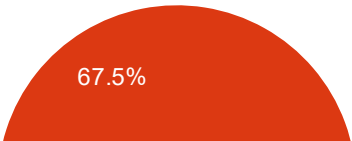
- Very important
- Important
- Depends on type of foods
- Not so important

Have you ever care about where does a product come from (origin of product) when making a purchase? Is it important? (80 responses)



- Yes, I must check every product when making a purchase because it is very important.
- Yes, I care
- Depends on type of product
- I don't care, it not important at all

Have you ever care about which and how many distributor(s) involved in the food supply chain process for a product that you are going to purchase? (80 responses)



- Yes
- No

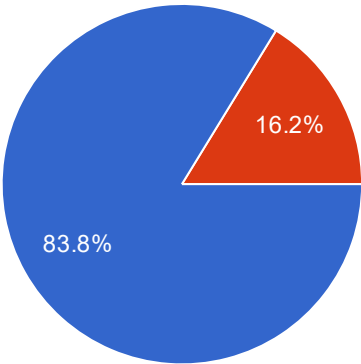
Food Product Distribution Chain



QUESTIONS

RESPONSES 80

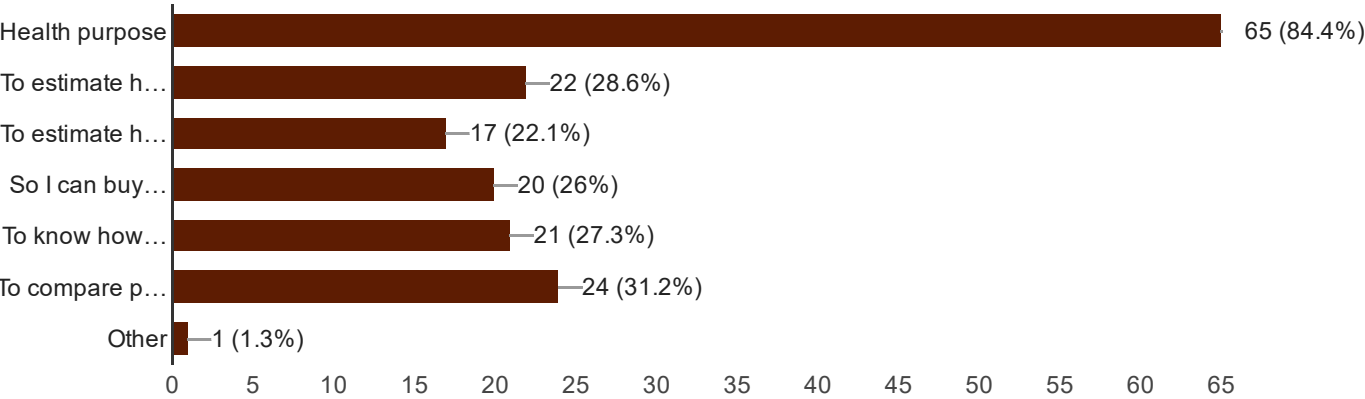
Have you ever avoid certain product(s) because of their origins / country? (80 responses)



- Yes
- No

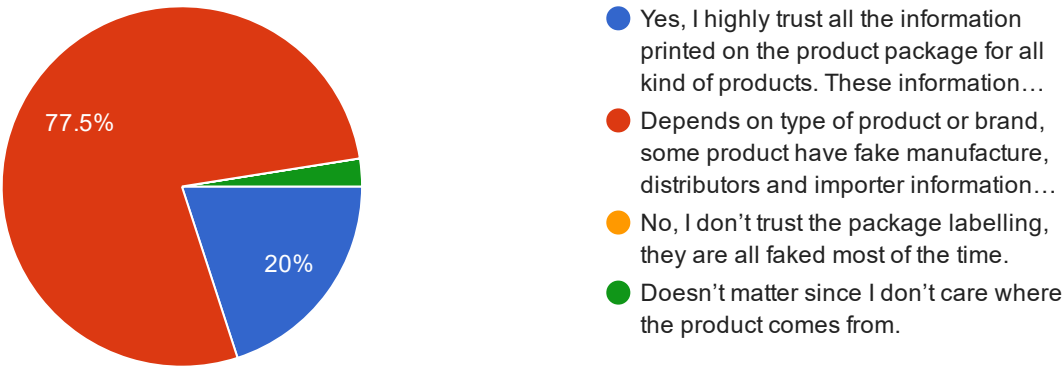
Are there any reason(s) why checking the origin of a product is needed? (Tick whichever applicable or skip if you do not care about where does a product come from)

(77 responses)



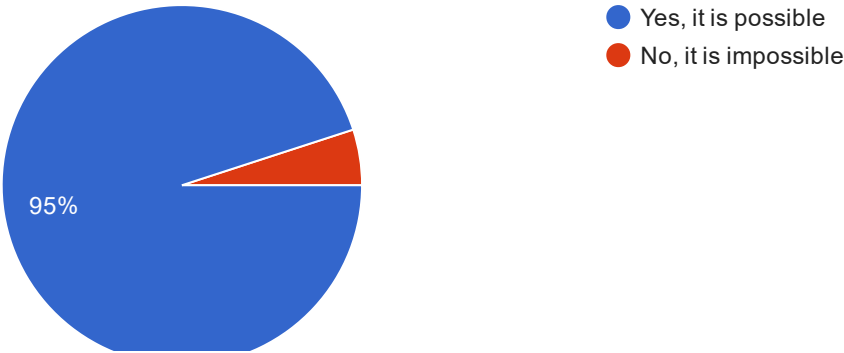
Do you trust the information such as manufacturers, distributors and importer printed on the packaging in most of products?

(80 responses)



Have you ever think that the information such as manufacturers, distributors and/or importer printed on the packaging can be faked?

(80 responses)



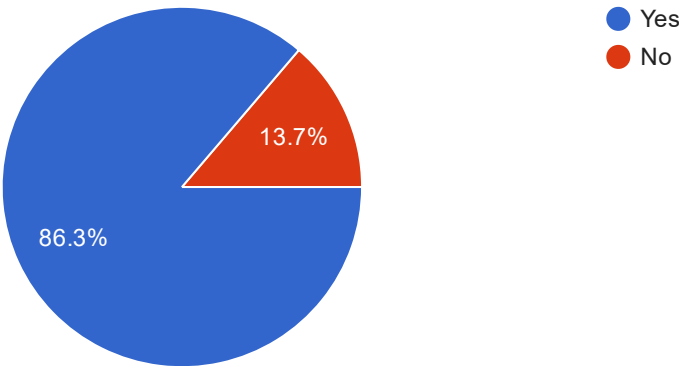
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Food Product Distribution Chain



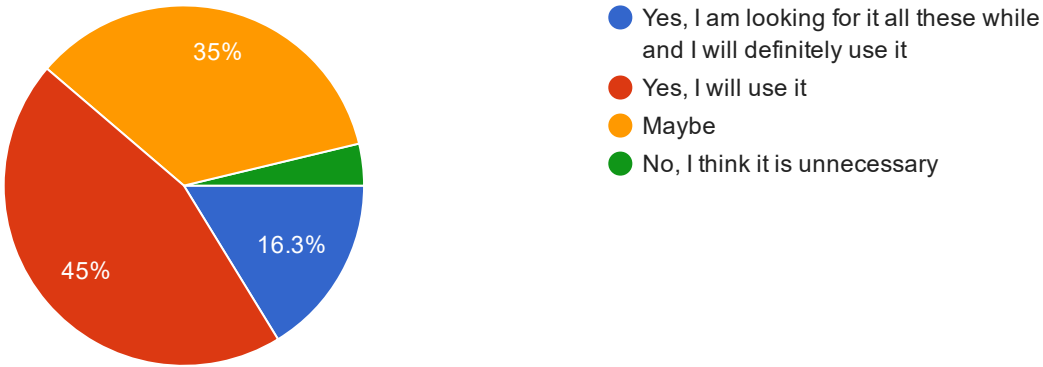
QUESTIONS

RESPONSES 80



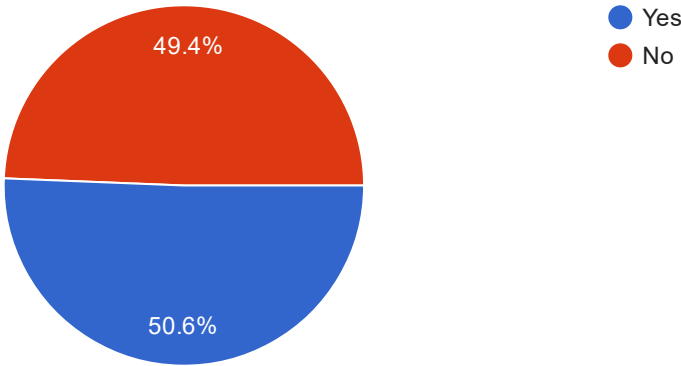
If there's a free mobile app which can show you information such as the date, name of distributor and location when scanning a product at retail or supermarket, how likely you are going to use it?

(80 responses)



Are you willing to pay more for the product itself if the free mobile app provide you with highly accurate and genuine supply chain information that is impossible to be faked out? These information include manufacturers, distributors and importer name and address, date, time and location of distribution as well as distribution timeframe from manufacture to retailer.

(79 responses)



In your opinion, what kind of product(s) should have its supply chain information display publicly? (Tick whichever applicable or skip if you do not care about where a product comes from)

(79 responses)



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Food Product Distribution Chain



QUESTIONS

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