

# coles

## Assessment 1A

### Data Collection

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24761 Data-Driven Insights  
Spring 2024

ASX Listed Company



## Marketing Problem or Objective

The marketing objective of this survey is to gather primary data on customer attitudes about their preferred payment methods when using the self-service checkouts at Coles Supermarkets, as Australia rapidly transitions toward becoming a cashless economy.

## Qualtrics Survey Link

[https://utsau.au1.qualtrics.com/jfe/form/SV\\_2awO786E2YnAoQu](https://utsau.au1.qualtrics.com/jfe/form/SV_2awO786E2YnAoQu)

## Survey Questions

This survey is being conducted by a post-graduate marketing student as part of an assessment in Data-Driven Insights at the University of Technology Sydney (UTS) Business School. This study aims to measure customer attitudes about their preferred payment methods when using the self-service checkouts at Coles, as Australia rapidly transitions toward becoming a cashless economy.

The questionnaire should take only a few minutes to complete. Your participation in this research is entirely voluntary and your responses will remain confidential, with the anonymous data gathered solely used for academic analysis. If you have any questions or concerns about this survey or the information collected, please contact the subject coordinator Dr Andy West by email at [andrew.west@uts.edu.au](mailto:andrew.west@uts.edu.au).

## General

- 1 How **often** do you shop at Coles? Please select the most appropriate answer from the options below.
  - ☐ never
  - ☐ once a month
  - ☐ two to three times a month
  - ☐ once a week
  - ☐ two or more times a week
  
- 2 What **type of checkout** do you prefer to use when shopping at Coles? Please select the most appropriate answer from the options below.
  - ☐ self-service checkout
  - ☐ staff-assisted checkout
  - ☐ no preference
  
- 3 **Why** do you prefer to use a **{self-service checkout / staff-assisted checkout}** when shopping at Coles? Please enter your reason in the space below.  

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- 4 Which **payment method** do you prefer to use when shopping at Coles? Please select the most appropriate answer from the options below.
- ☐ cash
  - ☐ Card – contactless
  - ☐ card – with PIN required
  - ☐ card – with cash out
  - ☐ no preference
- 5 **Why** do you prefer to use **{cash / card – contactless / card – with PIN required / card – with cash out} to pay** when shopping at Coles? Please enter your reason in the space below.

## Self-service checkouts

- 6 Now we would like to know your opinion on the **accessibility** of the **self-service checkouts** at Coles. Please select the answer that indicates how much you agree or disagree with each statement on the scales below.

[illegible]

7 Here we would like to learn your opinion on the **usability** of the **self-service checkouts** at Coles. Please select the answer that indicates how much you agree or disagree with each statement on the scales below.

[illegible]

8 Below is a set of statements relating to the **payment methods** available at the **self-service checkouts** at Coles. Please select the answer that indicates how much you agree or disagree with each statement on the scales below.

[illegible]

- 9 In this question we would like to know your opinion on the **assistance** available when using the **self-service checkouts** at Coles. Please select the answer that indicates how much you agree or disagree with each statement on the scales below.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
At Coles, there is always a staff member available to assist me in using the self-service checkout.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I need assistance to use the self-service checkout, a Coles staff member is there that I can ask.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever I make a mistake or something goes wrong at the self-service checkout, the staff at Coles are there to help.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Demographics

- 10 What is your **gender**? Please select the most appropriate answer from the options below.
- ☐ male
  - ☐ female
  - ☐ non-binary
  - ☐ prefer not to say
- 11 What is your **age**? Please select the most appropriate answer from the options below.
- ☐ under 18
  - ☐ 18 – 24
  - ☐ 25 – 34
  - ☐ 35 – 44
  - ☐ 45 – 54
  - ☐ 55 – 64
  - ☐ 65 – 74
  - ☐ 75 – 84
  - ☐ 85 or older
  - ☐ prefer not to say
- 12 What is your **postcode**? Please enter the Australian postcode where you live in the space below.
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Your participation in this survey is appreciated.

## Annotations

### General

- 1 How **often** do you shop at Coles?

This is a multiple-choice quantitative question relating to the respondent's shopping frequency, where the respondent can only select one answer from a list of options that are mutually exclusive. This question also determines the respondent's eligibility in completing the survey, by offering "never" as a validating answer.

- 2 What **type of checkout** do you prefer to use when shopping at Coles?

This is a multiple-choice question relating to the two different types of checkout that are being compared in the study, with answers that are mutually exclusive. As a respondent having "no preference" could contribute to either or both variables being measured, it is also included as an exclusive option the respondent can answer.

- 3 **Why** do you prefer to use a **{self-service checkout / staff-assisted checkout}** when shopping at Coles?

In order to cover all possible answer choices, this is an open-ended qualitative question that seeks to identify the reason for the respondent's previous answer, by providing a text box for a free-form response, to the question that is asked with piped text from the previously selected answer. However, if the respondent answered "no preference" to the previous question, this question will not be asked.

- 4 Which **payment method** do you prefer to use when shopping at Coles?

This is a multiple-choice question relating to the respondent's preferred method of payment, but as this study seeks to compare only two specific payments methods, only these mutually exclusive methods are options the respondent can answer. However, as a respondent may prefer a card payment method for use of a particular functionality, this payment method is further defined by these functions in the available options the respondent can answer. As a respondent having "no preference" could be grouped with any of these variables being measured, it is also included as an exclusive option for the respondent to answer.

- 5 **Why** do you prefer to use **{cash / card – contactless / card – with PIN required / card – with cash out}** to pay when shopping at Coles?

In order to cover all possible answer choices, this is an open-ended qualitative question that seeks to identify the reason for the respondent's previous answer, by providing a text box for a free-form response, to the question that is asked with piped text from the previously selected answer. However, if the respondent answered "no preference" to the previous question, this question will not be asked.

### Self-service checkouts

- 6 Now we would like to know your opinion on the **accessibility** of the **self-service checkouts** at Coles.

As consumer attitudes about self-service checkouts are a construct influenced by a number of variables, this question uses a Likert scale to measure the degree to which the respondent agrees with the significance of accessibility as one particular variable, displaying the question in a tabular format with a consistent set of options the respondent can answer.

- 7 Here we would like to learn your opinion on the **usability** of the **self-service checkouts** at Coles.
- As consumer attitudes about self-service checkouts are a construct influenced by a number of variables, this question uses a Likert scale to measure the degree to which the respondent agrees with the significance of usability as one particular variable, displaying the question in a tabular format with a consistent set of options the respondent can answer.
- 8 Below is a set of statements relating to the **payment methods** available at the **self-service checkouts** at Coles
- As consumer attitudes about self-service checkouts are a construct influenced by a number of variables, this question uses a Likert scale to measure the degree to which the respondent agrees with the significance of the payment method as one particular variable, displaying the question in a tabular format with a consistent set of options the respondent can answer.
- 9 In this question, we would like to know your opinion on the **assistance** available when using the **self-service checkouts** at Coles.
- As consumer attitudes about self-service checkouts are a construct influenced by a number of variables, this question uses a Likert scale to measure the degree to which the respondent agrees with the significance of available assistance as one particular variable, displaying the question in a tabular format with a consistent set of options the respondent can answer.

## Demographics

- 10 What is your **gender**?
- This is a multiple-choice quantitative question where the respondent can only select one answer from a list of options that are mutually exclusive. The variables gathered from respondents are important in understanding the target population being sampled. As the question can be sensitive to some respondents, a “prefer not to answer” option is permitted.
- 11 What is your **age**?
- This is a multiple-choice quantitative question where the respondent can only select one answer from a list of options that are mutually exclusive. The variables gathered from respondents are important in understanding the target population being sampled. As the question can be sensitive to some respondents, a “prefer not to answer” option is permitted.
- 12 What is your **postcode**?
- This is a form field that only permits a four-digit Australian postcode number as a valid response to the question and is another important variable to gather from respondents to aid in understanding the target population being sampled.

## Secondary Data

Title	Source	Reason
Consumer payment behaviour in Australia	<a href="https://www.rba.gov.au/publications/bulletin/2023/jun/consumer-payment-behaviour-in-australia.html">https://www.rba.gov.au/publications/bulletin/2023/jun/consumer-payment-behaviour-in-australia.html</a>	Recent Australian survey data results published by the Reserve Bank of Australia as a reputable source
Cash use and attitudes in Australia	<a href="https://www.rba.gov.au/publications/bulletin/2023/jun/cash-use-and-attitudes-in-australia.html">https://www.rba.gov.au/publications/bulletin/2023/jun/cash-use-and-attitudes-in-australia.html</a>	Results from recent Australian survey data published by the Reserve Bank of Australia as a reputable source
Mastercard study shows consumers moving to contactless payments for everyday purchases as they seek cleaner, touch-free options	<a href="https://www.mastercard.com/news/ap/en/newsroom/press-releases/en/2020/april/mastercard-study-shows-consumers-moving-to-contactless-payments-for-everyday-purchases/">https://www.mastercard.com/news/ap/en/newsroom/press-releases/en/2020/april/mastercard-study-shows-consumers-moving-to-contactless-payments-for-everyday-purchases/</a>	Findings from a consumer survey conducted in Asia Pacific by a provider of one of the payment methods being studied but could be biased and / or commercially motivated
What's self-checkout got to do with it?	<a href="https://www.oneviewcommerce.com/blog/whats-self-checkout-got-to-do-with-it">https://www.oneviewcommerce.com/blog/whats-self-checkout-got-to-do-with-it</a>	Insights gained from linked surveys into common drivers of customers in using self-checkouts
The state of self-service checkouts	<a href="https://www.raydiant.com/blog/the-state-of-self-service-checkouts">https://www.raydiant.com/blog/the-state-of-self-service-checkouts</a>	Key findings from a consumer survey into self-checkout experiences but only from a small American sample population