

Interview Questions User

1. Would you share your age, gender and occupation?
2. Is your income limited, average or high? (So you have to consider how much you spent?)
3. Do you shop for yourself only or for other people too? (Who? Why/how?)
4. How often do you shop for groceries? (ex Weekly, monthly, daily...)
Why?
5. What is your regular mode of transportation (for shopping)?
6. Do you have any mobility issues? Which? How do you solve it?
7. Which type of food do you usually prefer to eat? (fresh, self-prepared, quick, frozen/preserved)
Why?
8. What is influencing your decisions on what to buy? Why?
9. Wine, liquor, schnapps - what are occasions for you to buy them?
(what for, amount, whom for)
10. So its a special day and you want to treat yourself (and/or others) - what do you buy?
Why?
Where?
11. If you have no time to shop personally, how do you take care of it?
12. Imagine a friend visits you from abroad and wants to have a "German food and drinks" evening. What are you getting? Where? Why? (could you name 3 options?)