

# Consumer behaviour in sourcing meals during Covid-19: Implications for business and marketing

Yanfei Pan and Marian Rizov

## Supplementary Materials: Questionnaire

### Introduction

Hello, could you please spare a few minutes and answer a few brief questions? I am a post-graduate student from the University of Lincoln, and I am carrying out a survey of the changes in attitudes and patterns of food consumption due to the Covid-19 pandemic. All information collected will remain confidential and will be anonymised. The survey should take no more than 15 minutes.

Consent question: Do you confirm that you are adult (18 years or older) and consent to participate in this survey? You can withdraw from participating in the survey at any time. (Required)

- Yes
- No

### Section 1: Respondent profile

1. Could you please tell me which of the following age groups you fall into?

- 18 to 20 years
- 21 to 25 years
- 26 to 35 years
- 36 to 50 years
- 51 years and over

2. Could you please tell me what is your ethnic background?

- Asian or Asian British
- Black, African, Black British or Caribbean
- Mixed or multiple ethnic groups
- White
- Prefer not to say
- Other

If you selected Other, please specify:

3. Could you please tell me what gender you are?

- Female
- Male
- Other
- Prefer not to answer

4. Could you please tell me what your marital status is?

- Single
- Married
- Live with a partner
- Other
- Prefer not to answer

5. How many people in total live in your immediate household?

- (Please, provide a number; if you live alone put 1)

5.1 How many from the total in your immediate household who live with you are children of age below 8 years?

- (Please, provide a number; if you do not have such children put 0)

5.2 How many from the total in your immediate household who live with you are children of age between 8-18 years?

- (Please, provide a number; if you do not have such children put 0)

6. What is the highest level of education that you have completed?

- (Please, choose one option that best describes your education level)

- Primary

- Secondary (e.g., GCSE)

- Further or High (e.g., college)

- Higher (e.g., university)

7. How would you evaluate your proficiency in using computers and other digital devices (e.g., smart phone)?

- (Please, choose the most representative option)

- Do not use computer or other digital devices

- Ordinary user (use of computer for performing simple tasks such as browsing internet)

- Advanced non-professional user (mainly using life-style-related web applications such as content streaming, social media and news, games, etc.)

- Advanced professional user (highly skilled in using computers and digital technology, for professional purposes)

## **Section 2: Accessing meals - consumer behaviours and attitudes (Pre Covid-19)**

8. What was your employment status before the Covid-19 pandemic started?

- (Please, choose the most representative option)

- Employed

- Self-employed

- Part-time employed

- Unemployed

- Housewife

- Retired

- Student

9. Pre Covid-19, did you feel you were constrained in your various food purchases due to limited financial resources?

- Not at all

- Neither constrained nor unconstrained

- Yes, I feel constrained when I spend on food

10. Did you think (in general, before the Covid-19 pandemic) eating out in restaurants was a part of your (happy and enjoyable) lifestyle?

- Yes

- No

- Not sure

11. Before the Covid-19 pandemic, what was the main factor that influenced your attitudes towards eating out in restaurants?

- My own experience
- Observing others' behaviours
- Peer, targeted recommendations
- Advertisements and marketing campaigns
- Other

If you selected Other, please specify:

12. Before the Covid-19 pandemic, how often, on average per month, did you eat in restaurants?

- Never (0 times/month); please, go to Q.13
- Rarely (1-5 times/month)
- Sometimes (6-12 times/month)
- Often (13-25 times/month)
- Regularly (more than 25 times/month)

12.1 Before the Covid-19 pandemic, how much did you spend, on average per person, per meal, in a restaurant?

- under £5pp/meal
- £6-10pp/meal
- £10-15pp/meal
- £16-25pp/meal
- more than £25pp/meal

13. Before the Covid-19 pandemic did you think (in general) takeaway or ordering meals on food platforms (e.g., Just Eat, Deliveroo, Uber Eat, etc.) was a part of your (happy and enjoyable) lifestyle?

- Yes
- No
- Not sure

13.1 Please could you tell me which platform you prefer when you order takeaway? (Multiple choices are allowed; please choose your top 3 platforms)

- Just Eat
- Deliveroo
- Uber Eat
- HelloFresh
- Gousto
- Other

If you selected Other, please specify:

13.2 Please, could you tell me where did you usually see food platform advertisements?

- (Multiple choices are allowed; please choose your top 3 medias)
- General Internet advertisements
- Promotional Email advertisements
- Facebook
- Twitter
- YouTube
- Instagram
- Pinterest
- Tiktok

- Other

If you selected Other, please specify:

14. Before the Covid-19 pandemic, what was the main factor that influenced your perception of ordering meals on food platforms?

- (Please, choose the most representative option)
- My own experience (ease of use and easy access)
- My own experience (quality and value of the food)
- Observing others' behaviours
- Peer, targeted recommendations
- Advertisements and marketing campaigns
- Other

If you selected Other, please specify:

15. Before the Covid-19 pandemic, how often, on average per month, did you buy a takeaway meal yourself or order it on food platforms (e.g., Just Eat, Deliveroo, Uber Eat, etc.)?

- Never (0 times/month); please, go to Q.16
- Rarely (1-5 times/month)
- Sometimes (6-12 times/month)
- Often (13-25 times/month)
- Regularly (more than 25 times/month)

15.1 Before the Covid pandemic, if you bought a takeaway meal yourself or ordered it on food platforms (e.g., Just Eat, Deliveroo, Uber Eat, etc.), how much did you spend, on average, per person, per order (including delivery charges if any)?

- under £5pp/order
- £6-10pp/order
- £10-15pp/order
- £16-25pp/order
- more than £25pp/order

16. Did you like (in general, before the Covid-19 pandemic) cooking at home?

- Yes (Go to question 16.1)
- No (Go to question 16.2)

16.1 What are the reasons (in general) that you like cooking at home?

- (Multiple choices are allowed; please, choose your top 3 reasons)
- Enjoy cooking
- Personalised taste
- Healthy eating
- Enjoy following online recipes
- Convenient
- Saving time
- Saving money
- Other

If you selected Other, please specify:

16.2 What are the reasons (in general) that you do not like cooking at home?

- (Multiple choices are allowed; please, choose your top 3 reasons)
- Hate cooking
- Poor cooking skills

- Not interested in healthy eating
- Saving money unimportant
- Limited time
- Easier to use online food platforms
- Other

If you selected Other, please specify:

17. Before the Covid-19 pandemic, how often, on average per month, did you cook (any sort of meal) at home?

- Never (0 times/month)
- Rarely (1-5 times/month)
- Sometimes (6-12 times/month)
- Often (13-25 times/month)
- Regularly (more than 25 times/month)

18. Before the Covid-19 pandemic, how much did you spend, on average, per person, per month on food purchased from supermarkets for home consumption?

- under £100pp/month
- £101-150pp/month
- £151-250pp/month
- £251-400pp/month
- more than £400pp/month

### **Section 3: Accessing meals - consumer behaviours and attitudes (Since Covid-19)**

19. What has your employment status been since the Covid-19 pandemic started?

- (Please, choose the most representative option)
- Employed
- Self-employed
- Part-time employed
- Unemployed
- Housewife
- Retired
- Student

20. Since Covid-19, do you feel you have been constrained in your various food purchases due to limited financial resources?

- Not at all
- Neither constrained nor unconstrained
- Yes, I feel constrained when I spend on food

21. Since the Covid-19 pandemic began, how often, on average per month, have you been out for a meal in restaurants?

- Never (0 times/month)
- Rarely (1-5 times/month)
- Sometimes (6-12 times/month)
- Often (13-25 times/month)
- Regularly (more than 25 times/month)

22. Since the Covid-19 pandemic began, how often, on average per month, have you bought a takeaway meal yourself or ordered it on food platforms (e.g., Just Eat, Deliveroo, Uber Eat, etc.)?

- Never (0 times/month)
- Rarely (1-5 times/month)
- Sometimes (6-12 times/month)
- Often (13-25 times/month)
- Regularly (more than 25 times/month)

23. Since the Covid-19 pandemic began, how often, on average per month, have you cooked (any sort of meal) at home?

- Never (0 times/month)
- Rarely (1-5 times/month)
- Sometimes (6-12 times/month)
- Often (13-25 times/month)
- Regularly (more than 25 times/month)

24. Since the Covid-19 pandemic began, do you feel that you're eating habits have changed?

- Yes
- No
- Not sure

25. Since the Covid-19 pandemic began, which is your most preferred way of accessing food?

- Eat out in restaurants
- Buy a takeaway or order on food platforms
- Cook at home

26. Since the Covid-19 pandemic began, what is the main factor that has influenced your attitudes about accessing food?

(Please, choose the most representative option)

- My own (past) experience
- My own (current) concerns about the safety of accessing food
- Observing others' behaviors
- Peer, targeted recommendations
- Advertisements and marketing campaigns
- Other

If you selected Other, please specify:

27. Please, add any other point relevant to your attitudes to accessing food, since the Covid-19 pandemic began.