

## UK Grocery Exploratory Study | Participant Information Form

<b>Project title</b>	UK Grocery Exploratory Study
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<b>Objectives</b>	This study explores consumers' beliefs, attitudes and opinions about grocery shopping in order to develop a more detailed insight into the key motivators and situational factors underlying grocery channel decisions. The results from the study will be used to refine a preliminary conceptual model of grocery shopping behaviour. Upon completion of the study, general findings will be sent to participants who have opted to receive them.
<b>Your Involvement</b>	<ul style="list-style-type: none"> <li>• Demographic data and informed consent will be collected using online survey software</li> <li>• Interviews will be conducted online using Skype or Apple's Facetime</li> <li>• The interviews will follow a pre-prepared guide</li> <li>• Participation will take approximately 45-60 minutes</li> <li>• The interviews will be video recorded</li> <li>• The content of the video recordings and the demographic data will then be analysed for the purposes of the study</li> </ul>
<b>Risks and Benefits</b>	<ul style="list-style-type: none"> <li>• The study involves low risk to participants in that the only foreseeable risk may be discomfort in answering some questions related to grocery shopping</li> <li>• Interviews will be conducted at a time of your convenience and in a location of your choosing, and therefore in an environment you deem as safe</li> </ul>
<b>Confidentiality</b>	<ul style="list-style-type: none"> <li>• All research data collected as part of this study is owned by the University of Queensland</li> <li>• The information in this study will only be used in ways that will not reveal who you are</li> <li>• You will not be identified in any publication from this study or in any data files shared with other researchers</li> <li>• Your participation in this study is confidential</li> <li>• Federal or state laws may require us to show information to university or government officials, who are responsible for monitoring the safety of this study</li> </ul>

	<ul style="list-style-type: none"> <li>• The Chief Investigator of the study has overall responsibility for the collection, management and sharing of the research data</li> <li>• During the study the data will be stored in password protected cloud-based files accessible only by certified members of the project team</li> <li>• If a direct quote is to be used within the study findings, you will be asked to provide informed consent for the use of the quote</li> <li>• The use of any direct quote will be anonymous</li> <li>• After analysis any direct identifiers in the data, including video content will be removed leaving audio-only files of the interviews and de-identified data files</li> <li>• These de-identified files will be deposited with the University of Queensland's data repository at the end of the study</li> <li>• The de-identified data will be distributed through a restricted data use agreement managed by the University of Queensland repository</li> <li>• Through restricted data use agreement, other users will apply to use these files, create data security plans, and agree to other access controls.</li> </ul>
<p><b>Withdrawal from Study</b></p>	<ul style="list-style-type: none"> <li>• Your participation is entirely voluntary</li> <li>• You may withdraw at any time, by advising the researcher before, during or, after the interview</li> <li>• If you express discomfort about any of the questions, the researcher will pause the interview and remind you that you are free to withdraw from the interview at any stage, or to ask that a section, or the entire interview is deleted</li> <li>• If you withdraw from the interview no part of your interview will be used and all data related to you will be deleted</li> <li>• If you withdraw, you will receive email confirmation that all of your information has been deleted</li> </ul>
<p><b>Ethical Standards</b></p>	<ul style="list-style-type: none"> <li>• This study adheres to the Guidelines of the ethical review process of The University of Queensland and the National Statement on Ethical Conduct in Human Research</li> <li>• You are free to discuss your participation in this study with the project staff listed above</li> <li>• If you prefer to speak to an officer of the University not involved in the study, you may contact the Ethics Coordinator on <a href="tel:+61734432102">+61 7 34432102</a></li> </ul>