

Additional File 2

Interview guide for interview with Tongan parents

Thank you very much for availing your time to participate in this interview today. I expect it to take around 45-60 minutes.

Before we begin, can I please confirm that you have understood and agreed to the Plain Language Statement sent to you and that you have freely provided consent to participate in this research?

As some background, I am speaking to you today because I am interested in your experiences and perceptions related to the factors that are influencing what you buy when you do your grocery shopping. A healthy diet is important for good health so this study will help us understand the factors that influence your ability to make healthy food choices.

Do you have any questions about the focus of our discussion?

I would like to ask for your permission to record this interview. Your name and any identifying information will be removed from your recording after analyses. You can ask to stop the recording at any time. You will also have a chance to review the recordings and remove anything you do not want to be used. Do I have your permission to record the interview?

Do you have any questions before we begin?

I will start the recording now and take notes throughout the conversation. Please do not hesitate to stop me if you wish.

Short demographic survey

1. Name:
2. Age:
3. Village of residence:
4. Gender:
5. Ethnicity:
6. Highest Education Level:
7. Employment status:
8. Household size:
9. Number of primary school children:
10. Household income per year:

Questions

Retail outlet choice

1. Where do you usually purchase food from?
2. Can you tell me about the factors that influence where you shop?

Food purchasing behaviour

3. What types of food do you usually purchase at retail outlets?
4. How much food do you usually buy from retail outlets and how much food do you usually get from other sources? (e.g., gift from relatives, own farm, etc)
5. Do you usually have a shopping list to plan what food products you are going to purchase?
6. What are the factors that influence what you purchase when you are in the retail outlet?
7. How easy is it to purchase healthy foods in the retail outlet you usually shop at?
8. Can you tell me about other factors (not within the retail food environment) that influence what you purchase? (Prompt: like social, cultural, and other factors)

Ways to encourage purchasing of healthy food

9. What other things could help make it easier for you to purchase more healthy food products?
10. Is there anything else you would like to add or comments you would like to make?